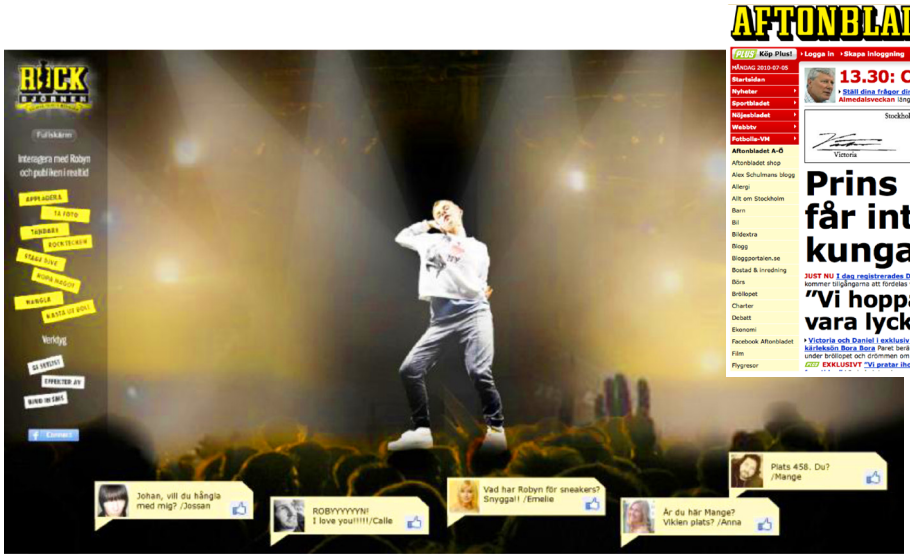
ROCKBJÖRNEN LIVE-LÖPET



LIVE-LÖPET

An interactive digital live arena presenting concerts from some of Sweden's hottest artists August 17–25, 2010.

Interact and take part in the concert – Live

People in the audience can interact with each other and the artist during the entire concert. They can press buttons, for example to applaud for an extra number, take pictures to share via Facebook or email, call out to the artist or friends, or make out with someone in the audience. Concertgoers can also see what their Facebook friends do during the concert.

Concert tickets to all live recordings

Each concert takes up to 20,000 visitors, of which the first 8,000 are "seated" right up by the stage, with the possibility of viewing in HD resolution. Concert tickets can be sent and posted on Facebook to encourage friends to come along to the concert.