



Music Videos - Countdown

52 x 60'

There has never been a better time to introduce Dance Music back into the mainstream. In fact even as you read this, dance samples and sounds are already being used with current Top40 and Urban music trends.

In the past year and now increasing with a faster pace within the past few months, major pop stars have been incorporating quicker bpm's and dance samples into their music. Also we cannot forget the growth of established dance music stars from all over the world and the fact that they are gaining larger audiences here in Canada and the United States.

This brings us an amazing opportunity to deliver the hottest new weekly countdown to Canada, On Demand with Louie La Vella. Unlike other music video countdowns, this program is produced similarly to a fast moving radio program. You will notice in our pilot the closely edited and mixed content. Many added hours of post production go into this type of music countdown to make it one of the country's best.

Music expert Louie La Vella counts down the week's hottest dance music videos from across Canada and the world.

Produced and Hosted by Pop/Dance music expert Louie La Vella, this hit new countdown will feature artists such as Rihanna, Flo Rida, Tiesto, Bob Sinclar, and more. Louie La Vella has been a television producer and syndicated radio host (Club Radio Dance Top Ten, syndicated by Westwood One/Viacom) for eight years and can be seen across Canada and heard world-wide in over 100 markets. Also a veteran television producer and presenter for Canada's Dance Music Channel (bpm:tv) for seven seasons, producing over 500 hours of national television and has over 1000 hours of on-camera experience. This music veteran will instantly bring credibility and engage the dance community across Canada within this new music countdown.

PILOT VIDEO: <http://vimeo.com/11933139>

