

Do They Know It's Christmas is an Interactive Number One

Submitted by: 2thefore

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Band Aid 20's Do They Know It's Christmas already looks set to be a number one for the stars raising money to help combat famine in Africa. The impressive line up of artists reads like a who's who of contemporary music and includes Keane, Paul McCartney, Robbie Williams, Dido, Jamelia, Chris Martin, Ms Dynamite, Natasha Bedingfield, Joss Stone, Bono and many others.

The track is already available to buy as a download on www.buybandaid20.com and from Monday 29th will be available as a CD. However, it is already a 'number one' as far as the video is concerned.

"This is the world's first truly interactive video, using the latest technology to bring footage to life in a way that consumers have never experienced before," explains Irfon Watkins, CEO of Coull, the company behind the project with Universal Music. "The aim is to bring video to life and offer an educational experience as well as an informative and entertaining one."

Viewers of the video can link from the video directly to the Live Aid website to allow people to order the video and find out more about the charity. Also, when the mouse pointer is rolled over each singer, a larger picture of the artist appears together with the actual lyrics they are singing. The software has the ability to recognise multiple interactive regions in any given frame, giving the viewer the opportunity to select from a range of interactive experiences.

The interactivity also enables Coull to track the number of views and click-throughs. "Band Aid will know exactly how many people have viewed the video, and out of them how many clicked through to the download site," said Watkins. "This gives them a very clear picture of how much money was raised through the online streaming of the video."

Coull has developed the interactive element of the video free of charge for the project. CoullMedia will also host and stream the video free of charge.

To experience the video, visit www.coull.biz

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For further information on Coull visit www.coull.biz or call +44 (0)117 987 8022

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