**H∆SHTAG$**

**CONTENT PLAN**

Series Trailer

<http://www.redbullmusicacademy.com/magazine/hashtags-trailer>

YouTube (external channels): <http://youtu.be/XsXRT_8o4RA>

Content Pool (internal channels): [MI201211200140](https://www.redbullcontentpool.com/content/international/products/generic_trailer_dirty?s=MI201211200140&productIndex=0)

Media Info: [Newsroom](https://www.redbullcontentpool.com/content/musicacademy)

H∆SHTAG$ #1 - Don't Call It #AltRnB (How To Dress Well, Zodiac, Miguel)

<http://www.redbullmusicacademy.com/magazine/hashtags-alt-rnb>

YouTube (external channels): TBA (12:00 CET)

Content Pool (internal channels): TBA (03:00 pm CET)

Media Info: TBA (03:00 pm CET)

*Additional Content*

RBMA Radio Show

How To Dress Well - Headphone Highlights

<http://www.rbmaradio.com/shows/how-to-dress-well-headphone-highlights>

embed code:

<iframe width=100% height=100 scrolling=no src=<http://www.rbmaradio.com/embed/2462> frameborder=0 >iframe not supported!</iframe> **EPISODE SYNOPSES**

**--- Copy embargoed until the day of the release ---**

* **Episode 1. ‘Don’t Call It #AltR&B’ (January 29, 2013)**

Inspiration: We take a look at the current renaissance of contemporary R&B. How has the Internet inspired and galvanised this new breed of artists? Featuring: How To Dress Well, (former half of The Weeknd) Jeremy ‘Zodiac’ Rose, Miguel, Rochelle Jordan, KLSH, BadBadNotGood and more.

* **Episode 2. ‘Don’t Call It #PostDubstep’ (February 5, 2013)**

Connectivity: We revisit the UK bass community. How do disparate producers view the idea of a post-dubstep era, and what does it mean to a teen generation making connections through platforms like Boiler Room and Soundcloud? Featuring: Mount Kimbie, Deadboy, Sepalcure, Bondax, Boiler Room, and more.

* **Episode 3. ‘Don’t Call It #CloudRap’ (February 12, 2013)**

Post-Regionalism: We look at how various styles of (Southern) rap continue to spread into modern pop music. How are these artists no longer operating from separate regions, but from a single region known as the Internet? Featuring: Main Attrakionz, Flatbush Zombies, SpaceGhostPurrp, Piff Gang, The Underachievers and more.

* **Episode 4. ‘Don’t Call It #Beats’ (February 19, 2013)**

Longevity: We connect with the new laptop generation of producers influenced by hip hop and electronic dance music alike. How has beat-making stayed relevant through various phases of the Internet age, now standing as a bonafide global movement? Featuring: Flying Lotus, Gaslamp Killer, XXYYXX, Shlohmo, Benji B, TNGHT and more.

* **Episode 5. ‘Don’t Call It A #Wave’ (February 26, 2013)**

Hyper-Segmentation: From Tumblrwave to seapunk, has Internet sub-genre-ism gone mad? What’s behind the micro-labels and are they fair? Featuring: Kilo Kish, Seapunk, Le1f and more.

* **Episode 6. ‘Don’t Call It #Alt-Pop’ (March 5, 2013)**

The Future: We take a gander at futurists in pop music springing up from the current online generation. Are we really post-Internet just yet? What will the music look, sound and feel like in years to come? Featuring: AlunaGeorge, Alt-J, Charli XCX, Teengirl Fantasy, Blood Diamond and more.

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