

MySpace.com

Concert Documentary for Online Broadcast

MySpace.com's "Front to Back" concert series features culturally significant bands playing their most celebrated albums from beginning to end.

Challenge

When seminal piano-rock favorite, Ben Folds Five, reunited in Chapel Hill's Memorial Hall for the first time in a decade, it was DoubleJay Creative, in association with Rocket Entertainment, who filmed the performance of the groundbreaking album, *The Autobiography of Reinhold Messner*.

Solution

For this one-night, one-time event, DoubleJay Creative assembled a top-notch creative team of professionals from around the country. Using a state-of-the-art production truck, DoubleJay Creative captured the live concert in high definition from six unique camera angles and also generated the graphics and animation to correspond.

DoubleJay Creative shot a series of interviews in Brooklyn, Los Angeles and North Carolina in which famous musicians and music industry professionals, as well as band members themselves, gave their perspective on Ben Folds Five's saga and this once-in-a-lifetime event.

Finally, DoubleJay Creative combined these interviews, backstage footage of the band and the recording of the concert into a complete and integrated product. The final concert documentary, which clocked in at almost an hour long, was broadcast exclusively on MySpace.com.

