

# IGA Content Review

## HP With Beats Audio™ Marketing Campaign

As of April 2011



In May 2010, with the help of Interscope/Geffen/A&M records, UMG's eLabs completed an agreement with Hewlett Packard ("HP") in conjunction with the HP ENVY with Beats Audio™ laptop computer.

With every HP ENVY with Beats Audio™ laptop computer sold within the United States between July 18, 2010 and September 18, 2010, purchasers received a unique PIN Code for up to 10 free digital downloads of UMG-only music each month for six months. The PIN codes were redeemable through a UMG - operated digital storefront and expired at the end of each calendar month.

Additionally, this deal involved a broader promotions and marketing commitment between UMG and HP, helmed by Interscope/Geffen/A&M, which was fulfilled by associating our artists' content and employing artist participation in the campaign.



BUY ANY HP COMPUTER WITH BEATS™ AUDIO

AND GET FREE MUSIC WORTH UP TO \$75

# ADVERTISING



Windows®. Life without Walls™.  
HP recommends Windows 7.

**THE LAPTOP / REMASTERED**

Unlock all the sounds that musicians and producers have perfected in the studio. **Beats Audio™** lets you hear your music the way the artist intended.

THE COMPUTER IS PERSONAL AGAIN.




HP ENVY 17-1090CA Notebook PC with **beatsaudio**.

Genuine Windows® 7 Home Premium makes everyday tasks simple.

**Ultra-fast video processing** offers an incredibly immersive gaming and movie experience.

**Blu-ray Disc drive** gives you stunning HD audio and video options for great entertainment.

**Laser-etched aluminum finish** matches the protection you need with the style you crave.

 AMD	 Windows 7	8GB memory	1TB hard drive	Intel® Core™ i7-720M Processor	
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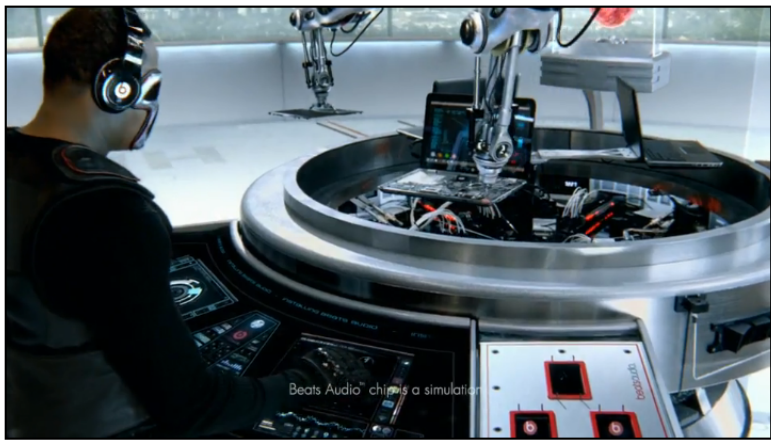


PRINT





# TELEVISION COMMERCIAL



# RETAIL



BUY ANY HP COMPUTER WITH BEATS AUDIO™ AND

**GET FREE MUSIC WORTH UP TO \$75!**

For details, visit [hp.com/beatsmusic](http://hp.com/beatsmusic)



# ONLINE



Animated Banner with "Hello Good Morning" playing





# HP.com



HOME

## HP ENVY 14

PERFORMANCE AND DESIGN  
IN PERFECT HARMONY.

The HP Envy 14 powered by the Intel® Core™ i5 processor is a brilliant mix of innovation, design, and power. Comes with Beats Audio inside for unparalleled digital music playback.

Like 1,036 [PLAY THE VIDEO »](#)

SHOP NOW AT ONE OF THESE HP AUTHORIZED RETAILERS:

hp Office DEPOT OfficeMax STAPLES Walmart

STARTING AT \$1299.99

▶ HELLO GOOD MORNING (FEAT. T.I.) - DIDDY - DIRTY MONEY | BEATS TECHNOLOGY ON | OFF

## THE COMPUTER / REMASTERED

Get free music worth up to \$75

When you buy any HP Computer with Beats Audio™

[Learn More »](#)



BUY ANY HP COMPUTER WITH BEATS™ AUDIO



AND GET FREE MUSIC WORTH UP TO \$75



# ADVERTORIAL + MOBILE APP

**FEEL THE MUSIC / LIKE NEVER BEFORE.**



**Beats Audio™** delivers a listening experience just as the artists intended. Want to know who *DETAILS* is listening to on the HP Envy with Beats Audio™ and the smart 2010 Intel® Core™ i5 processor? Snap the 2-D barcode or go to [DETAILSinsider.com/hpbeats](http://DETAILSinsider.com/hpbeats) to check out our favorite artists and why we're loving them right now.

**beatsaudio.** **hp**

WITH YOUR SMARTPHONE, GETTING STARTED IS A SNAP.



2D BARCODE    SNAP IT    PLAY

GET THE FREE MOBILE APP AT [HTTP://GETTAG.MOBI](http://GETTAG.MOBI)

**FEEL THE MUSIC / LIKE NEVER BEFORE**

**HEAR THE MUSIC YOU'VE BEEN MISSING.**  
Beats Audio™ technology was created to redefine what digital music playback should be. HP's exclusive partnership with Dr. Dre and legendary music producer Jimmy Iovine has resulted in a superior audio system that reproduces the original sonic integrity of digital tracks—letting you hear the music the way recording artists intended. With Beats built-in your HP computer, you'll feel the music like never before.

[CLICK HERE TO VIEW THE HP ENVY PRODUCTS](#)   **DETAILS**

Want to know who *DETAILS* has on our playlist this Fall? We promise you'll have these go-to tunes on repeat in no time.

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**THE ALL-AMERICAN REJECTS**  
Beyond a band, AAR is four friends who discovered one another and scored the American dream. From down home Southern boys to multi-platinum stars, AAR broke through the populum of mainstream pop with a cache of great songs and an authentic connection to their adoring audience.



[allamericanrejects.com](http://allamericanrejects.com)  
**Click here to buy their music now.**


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**CARNEY**  
Carney's debut album *Mr. Green: Vol. 1* features the tracks "Love Me Chase Me," "Testify," and "Think Of You." The band's lead singer and frontman, Reeve Carney, has been cast as Peter Parker (Spiderman) in the upcoming Broadway production *Spiderman: Turn Off The Dark*, directed by Julie Taymor and featuring music written by Bono and The Edge of U2.



[carneythband.com](http://carneythband.com)  
**Click here to buy their music now.**


**MAXIMUM BALLOON**  
Maximum Balloon is the debut album from TV On The Radio's Dave Sitek. A multi-instrumentalist and producer on his own, Sitek has collaborated with the likes of Theophilus London, Karen O, Aku, Katrina Ford, and his fellow TV On The Radio bandmates for the album. It will be available everywhere August 31st.



[maximumballoon.com](http://maximumballoon.com)  
**Click here to buy their music now.**

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**ROBYN**  
The dust has barely had time to settle since the arrival of *Body Talk 1*, the first installment of Robyn's ambitious three-part album release plan for this year. *Body Talk 2* offers the clearest example yet of Robyn's pop prowess; 8 songs that crystallize her preoccupation with hypnotic repetition, propulsive beats and infectious hooks, and lyrics which display the kind of unabashed emotional vulnerability that only comes with true self-confidence.



[robyn.com](http://robyn.com)  
**Click here to buy her music now.**

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**LA ROUX**  
Synth-pop sensation La Roux have made an incredible stir stateside with their glittering self-titled debut and their Top 10 smash hit "Bulletproof." 22-year-old Ely Jackson, and co-producer/co-songwriter Ben Langmaid, who are La Roux, have made an extraordinary impact on the music scene.



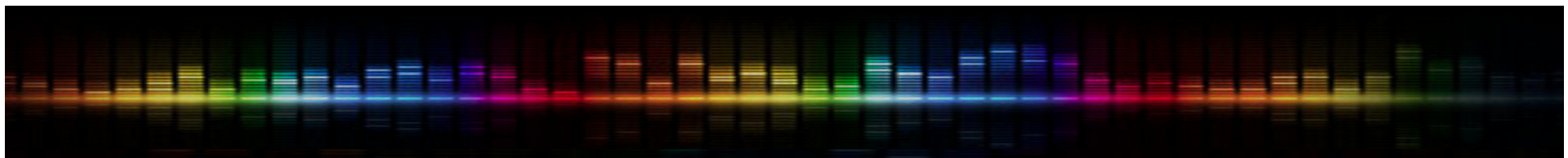
[larouxonline.com](http://larouxonline.com)  
**Click here to buy their music now.**

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**YEAH YEAH YEAHS**  
The Yeah Yeah Yeahs spawned a new breed of power trio. They work together as a single organism, but each member maintains their own personality and contributes their own strengths. Its Blitz signals both a glance backward and a step forward for the Yeah Yeah Yeahs. The first single "Zero" combines all these elements to create a dance-floor anthem that sings directly to the listener.



[yeahyeahyeahs.com](http://yeahyeahyeahs.com)  
**Click here to buy their music now.**



# LOYALTY PROGRAM





[Offer Copy]

**Get free music worth up to \$75\* when you buy any HP computer with Beats Audio™**

HP computers with Beats Audio™ are designed to give you a better sound experience. And what sounds better than some free music? When you buy any HP computer with Beats Audio™ between July 18 and September 11, you'll be eligible to download up to \$75 of free music from a library of 400,000 songs.

**How it works:** Register your new PC with Beats Audio™ before October 11, 2010 by clicking the button to the right. We'll qualify your PC and ask you for some basic information, and then we'll email you a redemption code for 10 songs, plus a link to the music download site where you can choose your music. Every month for the next five months, we'll email you a new code for 10 more songs.



# HP Music Store

WELCOME, HP CUSTOMERS  
 DOWNLOAD YOUR FREE MUSIC BELOW.

Home | My dc |  |

Welcome! Click [HERE](#) to redeem your credits

**IMPORTANT! READ BEFORE DOWNLOADING**  
 You must download all 10 songs immediately after entering your code and before you navigate away from the site.  
 To get started click the "REDEEM" link on the left

**Artist of the Week**  
 Rihanna

**New Music**

**Top Hits**

**Artist Spotlight: Don Omar**

Don Omar became one of reggaeton's most influential superstars. Thanks to his early-2000s work with Luny Plazencia but even more so thanks to "Reggaeton Latino," his 2005 anthem that became one of the album's lead singles, coosive hit. Don William Landón in Villa Palmera, Ponce, Puerto Rico, Omar evoked himself in the church at a young age. He became a preacher, in fact, and it was in this role that he began honing his performance ability as well as his deep insight into the human soul. He eventually left the church (a matter he addressed in his song "Jaque Te Fuele") and channeled his talents toward music.

**Featured Music**

**Featured Music**

[Contact Us](#) | [Help/FAQ](#) | [Privacy Policy](#) | [Terms of Service](#)

**HP Remixes**

**LA LOUX**  
**IN FOR THE KILL**  
 REMIXES

**GROOVE ME**  
 (MAXIMUM BALLOON  
 GROOVE ME FEAT. THEOPHILUS LONDON)

**ONEREPUBLIC**  
 SECRETS

1 Credit | 1 Credit | 1 Credit

**In For The Kill (Ritz Reynolds)**  
 La Roux

**Groove Me (Alex Metric Rer)**  
 Theophilus London, Maximum B

**Secrets (Roger Sanchez Re)**  
 OneRepublic

**HP Remixes**

**Like A G6**  
 (CAHILL RADIO EDIT I)

**ISSUES**  
 (JAKWOB REMIX)

**LA LOUX**  
**IN FOR THE KILL**  
 INTIMATE SESSION AT ABBEY ROAD

1 Credit | 1 Credit | 1 Credit

**Like A G6 (Cahill Radio Edit I)**  
 The Cataracs, Dev, Far East M

**Issues (Jakwob Remix)**  
 Escape the Fate

**In For The Kill (Intimate Ses)**  
 La Roux

**HP + BEATS ON FACE**



# EXCLUSIVE TRACKS

- Maximum Balloon
  - La Roux
- One Republic
- Escape the Fate
- Far East Movement
- La Roux Acoustic
- Ellie Goulding
  - iSquare

## HP Remixes



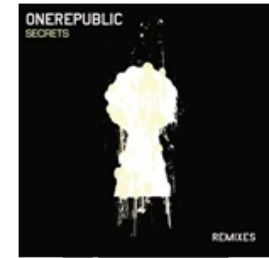
▶ 1 Credit

**In For The Kill (Ritz Reynold:**  
La Roux



▶ 1 Credit

**Groove Me (Alex Metric Rer**  
Theophilus London, Maximum B



▶ 1 Credit

**Secrets (Roger Sanchez Re:**  
OneRepublic

## HP Remixes



▶ 1 Credit

**Like A G6 (Cahill Radio Edit I**  
The Cataracs, Dev, Far East Mc



▶ 1 Credit

**Issues (Jakwob Remix)**  
Escape the Fate



▶ 1 Credit

**In For The Kill (Intimate Ses**  
La Roux



# HP Music Shop

Redemptions: 8032

## Top 20 Downloaded Tracks:

Track Name	Artist
Secrets	OneRepublic
Dynamite	Taio Cruz
Love The Way You Lie	Rihanna, Eminem
I Like It	Pitbull, Enrique Iglesias
Animal	Neon Trees
Just A Dream (Main)	Nelly
Not Afraid	Eminem
Break Your Heart	Ludacris, Taio Cruz
Bulletproof	La Roux
Only Girl (In The World)	Rihanna
Free Fallin'	Tom Petty
Alejandro	Lady Gaga
Stuck Like Glue	Sugarland
Misery	Maroon 5
Rock That Body	Black Eyed Peas
Like A G6	The Cataracs, Dev, Far East Movement
What's My Name?	Drake, Rihanna
Find Your Love	Drake
I Made It (Cash Money Heroes)	Birdman, Jay Sean, Lil Wayne, Kevin Rudolf
Telephone	Beyoncé, Lady Gaga





# HP Play | Facebook

<http://www.facebook.com/hpplay>



**HP Play was created to connect with fans who appreciate technology and music, because those things are what the HP ENVY with Beats Audio™ is all about.**

**270,000+ People Like This Page**

**841,134 + unique page views**

**10.5+ Million total posts views**



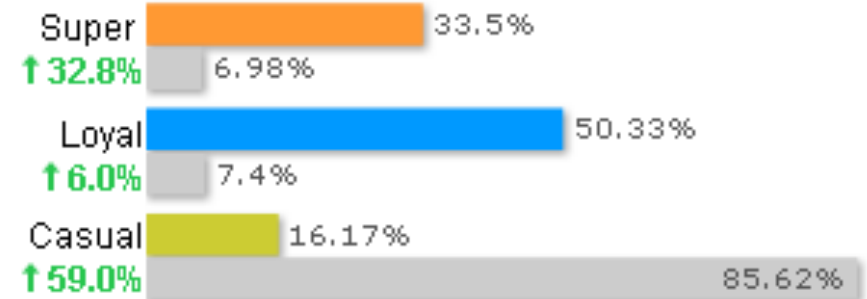
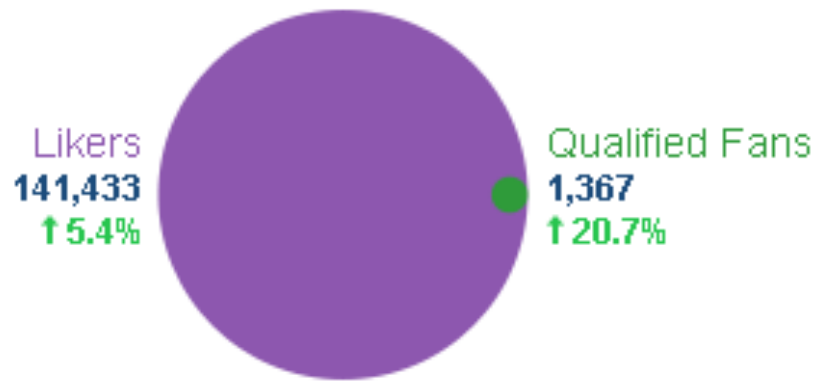
- HP Play has a organic increase rate of new fans of **199** a day.\*
- **31,304** Daily Impressions of stream stories generated (Total Count)
- **143,000** + current fans
- 33% of the fans fall under the 13-17 year old bracket and 40% of the fans are 18-24
- Approximately 54% are males and ~45% are females

\* No media support



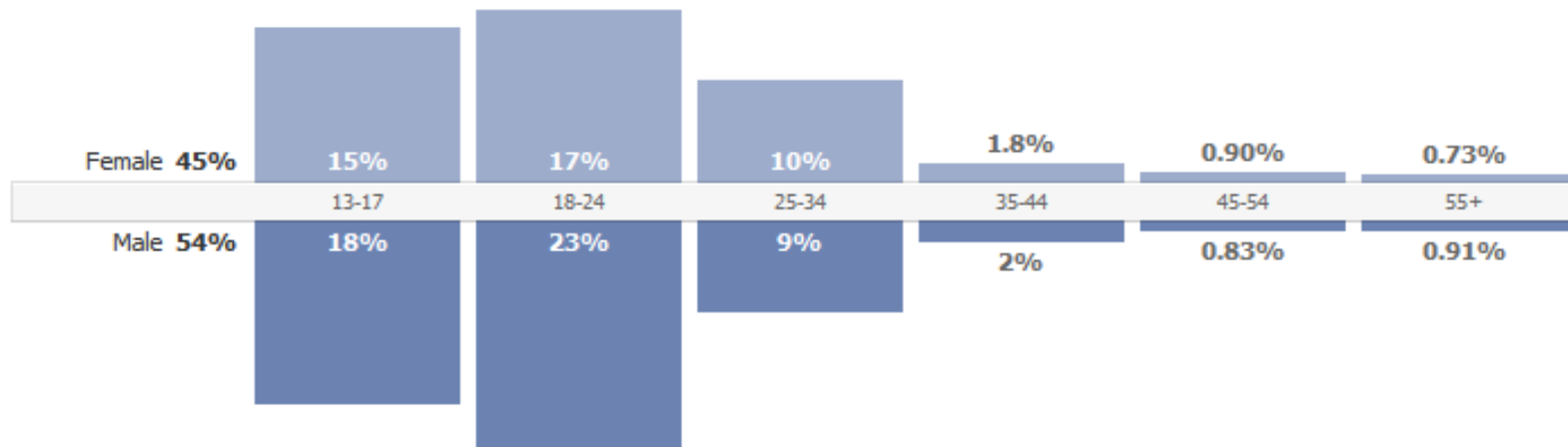


## Fan Size + Loyalty



## Demographics

### Gender and Age<sup>2</sup>



# THE HP FACEBOOK NETWORK

- HP for Students Facebook: 32,410 fans  
<http://www.facebook.com/HPstudents>
- HP Facebook : 252,195 fans  
<http://www.facebook.com/HP>
- HP for Home Facebook : 153,943 fans  
<http://www.facebook.com/HPhome>
- HP Canada Facebook: 17,544  
<http://www.facebook.com/hpcanada>

## HP's ONLINE NETWORK

**HP Newsgram:** Delivered monthly to approx. **10 million** subscribers. We can place content into that each month.

**PC Learning Center:** On this site, there is an HP Play promotion that rotates that can be updated based on the new artist spotlight. Approx. **300,000 page views** of the home page per month.

**HP.com/beats:** Updated with promotional placement areas at the bottom of the page that point back to HP Play Facebook.





**HP Play**

# Developing Artist Spotlight

[See More](#)

2 hours ago · [Like](#) · [Comment](#)



# NEW/DEVELOPING ARTIST SHOWCASE (Started June 2011)

HP PLAY spotlights one up & coming artist each month by posting music video links, tour announcements, track streams, and exclusive / personalized content from the artists.

In return for this promotional opportunity, artists will be asked to participate in one of two ways:

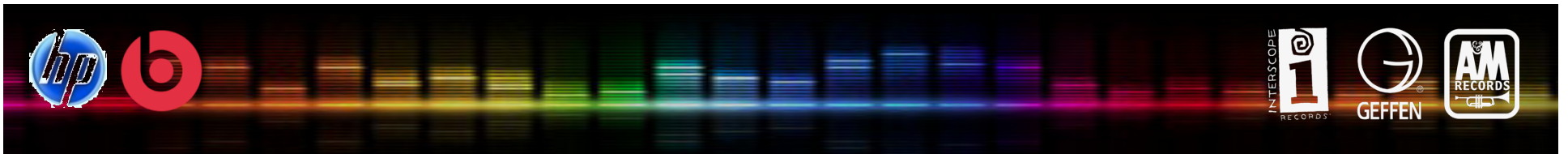
## **The Interview:**

HP will post artist content and a brief introduction to the “new” artist (a bio, epk, etc) along with a call to action for fans to leave comments with (non-personal) questions they’d like the artist to answer.

5 questions will be chosen by HP + IGA and a short video interview will be filmed of the artist’s response.

## **Personalized Introduction :**

The artist would record an (HP PLAY) personalized introduction to their music video which HP will post with a link to the video on VEVO.



Your PC, simplified.  Windows 7



# the next sensation

**Discover new music with HP Play**

Check out the music videos and updates of up-and-coming artists each month on HP Play and stay tuned for our exclusive video interviews with the artists on our wall.

-The New Artist tab receives on average 120 views per week and 4 shares

-When we were promoting this tab more heavily it was receiving about double that average



# JOJO

Share



11/9/11  
Reach: 17,556  
Likes: 31  
Engagement : 215



### HP Play

Who's your favorite new artist today? Share the new tunes you are listening to now.



### New Artists on HP Play - JoJo

[http://www.facebook.com/hpplay?sk=app\\_204365162963900](http://www.facebook.com/hpplay?sk=app_204365162963900)

In November, we met JoJo. Watch the rest of her videos now and we hope to post the answers to the questions you voted on soon.



### HP Play

Watch recording artist JoJo answering our fan's questions in an exclusive interview for HP Play!

Learn about what inspires her to make music and about her upcoming album "Jumping Trains".



### JoJo Exclusive Interview for HP Play

Recording artist JoJo answers our fan's questions in an exclusive interview for HP Play.  
Length: 2:38



### HP Play

Meet JoJo...the next artist HP Play is featuring in our New Artist section.



### JoJo' Story

JoJo's new album Jumping Trains explores the ever-shifting middle ground between strength and vulnerability while still maintaining a feel-good, uplifting vibe. ...

By: HP Play





# ELLIE GOULDING

Share



Reach:  
Likes:  
Engagement :



## HP Play

Meet Ellie Goulding...already a star in her native Britain, she is ready to make a similar splash in America. This month, we'll get to know her and her music better.



### New Artists on HP Play - Ellie Goulding

[http://www.facebook.com/hpplay?sk=app\\_213420078700210](http://www.facebook.com/hpplay?sk=app_213420078700210)

New artist on HP Play - Having already conquered her native Britain with the biggest and fastest selling debut album of 2010, Lights-- premiering at No. 1 on the U.K. album chart -- singer-songwriter Ellie Goulding is ready to make a similar splash in America with her sparkling electro-folk-pop sound.

Like · Comment · September 6 at 4:15pm via Publisher

👍 Maria Alejandra Fernandez Betancourt, Amar Lolage, Summer Oram and 34 others like this.



**Amel Melou Dechemi** She is better on acoustic mode!!!

September 6 at 4:24pm · 🗨️ 3 people



**Eric Lichtig** She is already a star to me.

September 6 at 4:27pm · 🗨️ 5 people



# MIDNIGHT RED

Share



12/6/11  
Reach 10,906  
Likes 17  
Engagement 53



### HP Play

Check out our Artist of the month *Midnight Red* in a super EXCLUSIVE video interview where they answered our fans questions and make sure to follow them in Twitter @ItsMidnightRed



### Midnight Red Exclusive Interview for HP Play

Check out our Artist of the month *Midnight Red* in a super EXCLUSIVE video interview where they answered our fans questions and make sure to follow them in twitter @ItsMidnightRed  
Length: 3:27



### HP Play

Check out this short video by our artist of the month *Midnight Red*, performing their single 'One Club At A Time' acapella. We love these guys' style.



### HP Play - New Artist - Midnight Red - One Club At A Time (Acapella)

<http://www.youtube.com/watch?v=EXuUcCzP0Tk>  
Music video by *Midnight Red* performing *One Club At A Time Acapella*. (C) 2011 2101 Records/Kings of L.A. Entertainment/Interscope Records



# FRANKMUSIK

Share



11/4/11  
Reach 3,709  
Likes 10  
Engagement 38



## HP Play

Four months and four featured new artists on HP Play. Which new artist has been your favorite so far?



### New Artists on HP Play

[http://www.facebook.com/hpplay?sk=app\\_204365162963900](http://www.facebook.com/hpplay?sk=app_204365162963900)

Ellie Goulding, Frankmusik, iSQWARE, Timothy Bloom...we've shared their stories and music with you. We hope to bring you more new artists and what inspires them. Cheers to creativity...



## HP Play

Check out our New Artist for October: Frankmusik.



### Watch his music videos and read more about his background here.

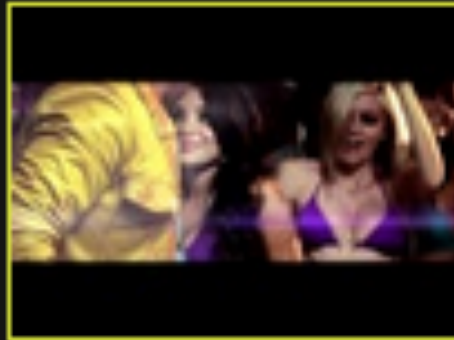
[http://www.facebook.com/hpplay?v=app\\_204365162963900](http://www.facebook.com/hpplay?v=app_204365162963900)

Enter Description



# iSQUARE

Share



## HP Play



### New Artist: iSQUARE is a new dimension for music.

Hip hop, pop, R&B and electronica converge within the Los Angeles quartet's sonic framework. iSQUARE -Mike J, Destiny, Briddy and 10Beats-strike a delicate balance between the otherworldly and the infectious. Their debut single, "Hey Sexy Lady," shows the shape of pop to come....



## HP Play

It's July and time for a new featured New Artist...You know them from their hit song "Hey Sexy Lady" - now listen to iSQUARE's latest, greatest track - "Would You Be Mine". Check it out and learn more about them here.



### iSQUARE - Would You Be Mine (audio)

[http://www.youtube.com/watch?v=\\_LPBE2oBbmK](http://www.youtube.com/watch?v=_LPBE2oBbmK)

#HPPlay is bringing you a new featured artist. July means iSQUARE - we hope to bring you their latest projects and more.





# TIMOTHY BLOOM

Share



## HP Play

Thank you to @timothy bloom for sharing his music and talent with us this past month.



### You Asked...Timothy Bloom

<http://www.facebook.com/video/video.php?v=2029315324996&saved>

Here Timothy Bloom answers your top three questions - who inspires him, what is he working on and advice on making it in the music industry.

about an hour ago via Publisher · Like · Comment



## HP Play

HP Play gets you closer to the artists this summer! If you had a chance to chat with Timothy Bloom, what would you ask him? Post your question here and we will post his answers to some of your questions the week of June 27.



### Wall Photos



## HP Play

Yesterday you saw his amazing music video and today we bring you behind-the-scenes footage of Timothy Bloom's photo shoot where you get to know him a bit better.

If you had a chance, what would ask him?



### Timothy Bloom : Behind the Scenes [HQ]

You can read Timothy's bio here:  
[http://www.facebook.com/note.php?note\\_id=172562656136612](http://www.facebook.com/note.php?note_id=172562656136612)  
Length: 2:36



## HP Play

Today in our New Artist Showcase, meet singer-songwriter Timothy Bloom.

Watch the provocative music video and learn about his background and inspiration for his music here: <http://on.fb.me/TimothyBloom>



### 'Til The End Of Time (Edited) by Timothy Bloom ft. V

[www.vevo.com](http://www.vevo.com)





HP Play

# On The Road With...

[See More](#)

2 hours ago · [Like](#) · [Comment](#)





**On the road with ...**

- Find a new artist that is going to be 'touring' this summer
- Provide the artist with an HP notebook to travel with
- Have them 'journal' while they are on the road from their notebook
- Occasional video crew can meet the artist on the road and get a little behind the scenes footage that can be posted on HP Play.
- Perhaps run a sweepstakes to have a winner meet the artist at one of the 'tour' stops



## Blogs From The Road

[Imagine Dragons - Utah Performance](#)

[Imagine Dragons Performs in Boston and New York](#)

[Imagine Dragons at SXSW](#)

[Imagine Dragons Perform in San Diego](#)





### HP Play

Meet Imagine Dragons. We'll be on the road with them until they end this cross-country tour at SXSW in Austin. Check out their first post here on HP Play w/more coming at each tour stop. > <http://on.fb.me/x3oHvp>



### New Artist on HP Play - Imagine Dragons

[http://www.facebook.com/hpplay?sk=app\\_204365162963900](http://www.facebook.com/hpplay?sk=app_204365162963900)

Hailing from Las Vegas - this quartet harnessed the restless energy of "the city that never sleeps" with two EP's in 2009 — Imagine Dragons and Hell and Silence. They are on tour now and posting on HP Play...this behind-the-scenes journey ends at SXSW.

Like · Comment · Share · March 6 at 8:29pm via Publisher

Reach – 9,822  
Engaged – 44  
Likes – 19



### HP Play

17 bags of peanuts, 4 shows and about 4 hours of sleep - that's life on tour. Check out the latest blog post from our featured new artist: Imagine Dragons. > <http://on.fb.me/APDoaH>



Like · Comment · Share · March 9 at 9:37pm

Reach – 12,960  
Engaged – 386  
Likes – 27





**HP Play**

Thanks *Imagine Dragons* for taking us on the road with you. We can't wait to post the interview with you and one of your performances at SXSW - coming soon. For now, read their latest blog post - <http://on.fb.me/GMlxTG>



Reach – 9,880  
Engaged – 273  
Likes – 21

Like · Comment · Share · March 22 at 8:58am ·



 **HP Play** shared a video.  
Yesterday

See the SXSW rooftop performance of "I Don't Mind" by Imagine Dragons - exclusively on HP Play.

We are digging it here - let us know what you think!

<http://www.facebook.com/photo.php?v=3258109804090>

**Imagine Dragons - Performing "I Don't Mind"**

Imagine Dragons finished up their 2nd SXSW experience at Austin, Texas, and it was every bit as crazy as they could have hoped. Over 15 shows in 3 days, countless plates of Texas barbecue, and 8 wristbands later, it was a pretty successful festival experience.

Check out their roof top performance of 'I Don't Mind' - exclusively on HP Play.



Like · Comment · Share

1

Temy Johnson, Tomtakiro Takiro and 17 others like this.

## [Watch The Video](#)







Imagine Dragons sent us their last HP Play post and we can't wait to share it with you - <http://on.fb.me/HJDh40>.

Imagine Dragons performs in America's Finest City. Check it out!



Like · Comment · Share





HP Play shared a video.  
Yesterday

A final interview with [Imagine Dragons](#) as they talk about how technology is changing connecting with fans and working on producing their music.

Thanks for taking HP Play on tour with you - we're fans and can't wait until you play where we all live!

<http://www.facebook.com/photo.php?v=3299173350653>

**Imagine Dragons - SXSW and Life on Tour**

Meet [Imagine Dragons](#). We've had a great time getting to know them and their music better.

Folks here at [HP Play](#) are now big fans - can't wait until they come tour where we live!

Thanks [Imagine Dragons](#) for giving us an inside look at what it's like to go on tour and how technology is helping you create your music.



Like · Comment · Share

Justin Largo, Rafael Kireyev and 11 others like this.

## [Watch The Video](#)





HP Play

# Artist

# Playlists

[See More](#)

2 hours ago · [Like](#) · [Comment](#)





**HP Play** As a follow-up to yesterday's exclusive Tamar Kaprelian video, we asked her to list her favorite songs from the summer. Take a look at the list and tell us how much you have in common. <http://pub.vitruue.com/2NI>



Source: pub.vitruue.com

Yesterday at 8:00am via Vitruue Publisher · Comment · Like · Share · Flag

12 people like this.

Write a comment...

**TAMAR KAPRELIAN**  
 Posted October 6, 2010  
 Impressions – 36,704  
 Likes -14  
 Comments - 1



**HP Play** What is DJ Diplo listening to? Check out this dynamic DJ's eclectic list of tunes. And, tell us...what DJs are you listening to? <http://pub.vitruue.com/iLo>



**Diplo Playlist...check it out...**

Source: pub.vitruue.com

November 3 at 10:59am via Vitruue Publisher · Share

13 people like this.

**DIPLO**  
 Posted November 3, 2010  
 Impressions – 32,781  
 Likes - 13  
 Clicks - 99  
 Comments - 3





**HP Play** Top Billboard-charting band Far East Movement shared their music playlist with us. See what tracks get them moving on the dance floor. Tell us if you've got some favorites in common! <http://pub.vitruue.com/ZHJ>

**Check out the Far East Movement - Playlist**

Source: pub.vitruue.com

October 19 at 10:06am via Vitruue Publisher · Like · Comment · Share

Jan Sedláček, Galit Rachmani, Elizabeth Ann and 12 others like this.

View all 4 comments

**FAR EAST MOVEMENT**

Posted October 19, 2010

Impressions – 47,820

Likes - 15

Clicks - 49

Comments - 4



**HP Play** Find out what British duo La Roux listens to when they are not curating and mixing the latest volume of synth-pop tracks! Among their favorites these days: Depeche Mode and Genesis. Check out the whole playlist here: <http://pub.vitruue.com/ZIZ>



**La Roux Playlist**

Source: pub.vitruue.com

Depeche Mode and Genesis are both La Roux favorites these days - see what other music they are listening to.

July 23 at 9:00am via Vitruue Publisher · Comment · Like · Share

**LA ROUX**

Posted July 23, 2010

Impressions – 39,863

Clicks - 94

Likes – 15

Comments - 4



**HP Play** Do you like Semi Precious Weapons? They told HP what they are listening to these days - among their favorites: Ladyhawke - Manipulating Woman and Fleetwood Mac - Rhiannon. Click here to find out what other songs are in their list. What are your favorites? <http://pub.vitruue.com/E65>



**Semi Precious Weapons - Playlist**

Source: pub.vitruue.com

See what is inspiring Semi Precious Weapons. Are any of their favorites yours too?

July 27 at 8:00am via Vitruue Publisher · Comment · Like · Share

**SEMI PRECIOUS WEAPONS**

Posted July 27, 2010

Impressions - 41,566

Likes - 17

Clicks - 71

Comments - 7







**HP Play** Genre-breaking recording artists iSquare sent us their holiday playlist. Tell us your favorite non-traditional holiday song?



**iSQUARE - Playlist**

In typical iSquare style, their song selections are not what you'd expect. D'Angelo -brown sugar THE Temptations- silent night Kings Of Leon- Use Somebody Chris Brown-Yeah X Kid Cudi- Away From You Michael Jackson - Off the Wall Janelle Monae- tight rope Janelle Mona...

By: **HP Play**  
Photos: 1  
[See More](#)

December 27, 2010 at 9:05am · Like · Comment

Alexsandra Baewa, Ga Ferullo, Summer Oram and 15 others like this.

[View all 4 comments](#)

**iSQUARE**  
Posted December 27, 2010  
Impressions – 43,077  
Likes – 18  
Comments – 4



**HP Play** A little Lady Gaga, a sprinkle of Glee and a whole lot of merriment - here's a holiday playlist from Greyson Chance . What's on your holiday playlist?



**Greyson Chance Holiday Playlist**

Thanks Greyson for sharing your holiday favorites with us... Lady Gaga "Christmas Tree" John Lennon "Happy Xmas (War Is Over)" Paul McCartney "Wonderful Christmastime" Glee "Baby It's Cold Outside" U2 "Christmas (Baby Please Come Home)" LeAnn Rimes "O Holy Night" Josh ...

By: **HP Play**  
Photos: 1  
[See More](#)

December 22, 2010 at 9:14pm · Like · Comment

Amber Osborne, Alex Odesskiy, Ali Mirzaee and 28 others like this.

[View all 6 comments](#)

**GREYSON CHANCE**  
Posted December 22, 2010  
Impressions – 52,028  
Likes – 31  
Comments – 7





HP Play

# EXCLUSIVE VIDEOS

[See More](#)

2 hours ago · [Like](#) · [Comment](#)





**HP Play** You've got a backstage pass to hang with Far East Movement. Check out this exclusive interview video. What do you think of Far East Movement?



September 21 at 7:00am via Vitruvius Publisher · [Comment](#) · [Like](#) · [Flag](#)

26 people like this.

**FAR EAST MOVEMENT**  
Posted September 21, 2010  
Impressions – 34,318  
Likes – 26  
Comments – 14  
Clicks - 184



**HP Play** "Boom Boom Pow!" Get the inside scoop on how the group's mission to create some "electric static funk" resulted in one of the hottest party jams ever to hit the dance floor.



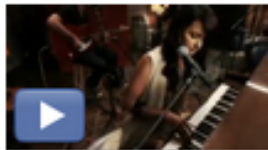
September 18 at 9:17pm via Vitruvius Publisher · [Comment](#) · [Like](#) · [Flag](#)

47 people like this.

**BLACK EYED PEAS**  
Posted September 18, 2010  
Impressions – 54,234  
Likes -47  
Comments - 22  
Clicks -292



**HP Play** We've got an EXCLUSIVE video from a new artist you should know about: Tamar Kaprelian. She'll be performing one of her favorite songs from new album "Sinner or Saint".



Tuesday at 10:37am via Vitruvius Publisher · [Comment](#) · [Like](#) · [Flag](#)

43 people like this.

**TAMAR KAPRELIAN**  
Posted October 5, 2010  
Impressions - 39,616  
Likes – 47  
Comments – 12  
Views- 259





**HP Play** Jared Evan rocks the Viper Room with "In Love With You." Catch the EXCLUSIVE video here. [Warning: might contain explicit content]



Yesterday at 9:44am via SocialTALK · Like · Comment · Share

21 people like this.

JARED EVAN

Posted November 30, 2010

Impressions – 34,741

Likes - 21

Shares- 7

Comments - 4



**HP Play** Chicken soup for the REBEL soul: discover A Thousand Horses! A perfect blend of blues, R&B and magnificently played instruments that give us the rock-and-roll we have been waiting for! Check out this live performance of their self titled song, 'A Thousand Horses'.



**A Thousand Horses**

Length: 3:49

January 24 at 9:46am · Like · Comment

Connie Cicalese, Summer Oram, Alyssa Bentley Kellas and 22 others like this.

A THOUSAND HORSES

Posted January 24, 2011

Impressions – 38,424

Likes – 22

Comments – 2

Views-





HP Play

# CONTEST PRIZE PACKAGES

[See More](#)

2 hours ago · [Like](#) · [Comment](#)





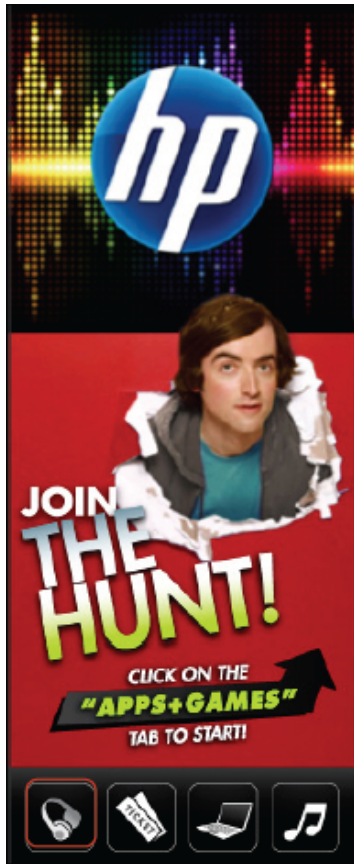


**MEET MAROON 5 & ONEREPUBLIC  
IN PERSON.**

SHAKE HANDS WITH THE BANDS THEN SEE THE SHOW, OCT. 8 AT THE GREEK IN LOS ANGELES.

CLICK THE **LIKE** BUTTON AT THE TOP OF THE PAGE  
TO UNLOCK THE CONTEST.





# GRAND PRIZE:

2 Tickets to See Lady Gaga in concert in Los Angeles, March 28, 2011

+

Lady Gaga gift bag with limited edition merchandise





HP Play

# Track

# Streams

[See More](#)

2 hours ago · [Like](#) · [Comment](#)







**HP Play** New alt-country duo, Mt. Desolation, the side project of Keane's Tim-Rice Oxley and Jesse Quin, is giving HP Play and all our friends a chance to hear a track from their highly anticipated self-titled debut album before it goes on sale October 18. <http://pub.vitrue.com/TmH>



**Click here to hear "Annie Ford".**

Source: [pub.vitrue.com](http://pub.vitrue.com)

October 16 at 1:00am via Vitruve Publisher · Share

9 people like this.

**MT. DESOLATION**  
 Posted October 18 2010  
 Impressions -43,387  
 Likes - 7  
 Clicks -80  
 Comments – 2  
 Shares -6



**HP Play** HP PCs with Beats Audio™ are all about distinct sound, something Mike J, Destiny, Briddy and 10Beats know a little something about. Check out "Hey Sexy Lady" the first single from dynamic L.A quartet, i SQUARE who's sound explodes with Hip hop/pop/R&B/electronic goodness.

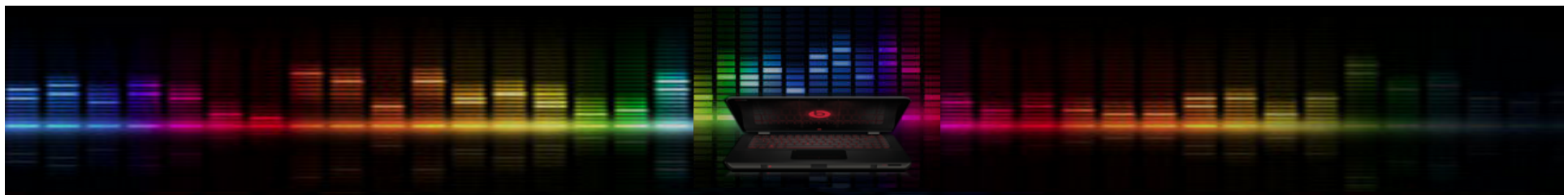


**Hear the latest from i SQUARE**

6 hours ago via SocialTALK · Like · Comment · Share

15 people like this.

**i SQUARE**  
 Posted December 1, 2010  
 Impressions – 32687  
 Likes - 17  
 Comments – 3  
 Shares - 2





**HP Play** Now streaming the new Dr. Dre song, "Kush," featuring Snoop Dogg and Akon. Check it out here..[Warning: might contain explicit content]"

**Download "Kush", the latest song by Dr. Dre**

December 2 at 10:37am via SocialTALK · Like · Comment · Share

Jadon Wellman, Eric Fagundes, Ali Mirzaee and 24 others like this.

View all 9 comments

DR. DRE

Posted December 2 2010

Impressions – 34,445

Likes - 23

Comments – 9



**HP Play** Check out Dr. Dre's new single "I need a Doctor" featuring Eminem and Skylar Grey! What do you think?



**Dr. Dre 'I Need a Doctor' ft. Eminem & Skylar Grey**

[www.drdre.com](http://www.drdre.com)

Listen to the official version of the new Dr. Dre song 'I Need a Doctor' featuring Eminem & Skylar Grey. Only at [www.drdre.com](http://www.drdre.com). You can also buy it on iTunes at <http://bit.ly/hjT85f>

February 3 at 9:11am · Like · Comment

Dragonheart Dungeons, Valena Williams, Jake At Hpa and 48 others like this.

View all 13 comments

DR. DRE

Posted February 3, 2011

Impressions – 35,503

Likes - 50

Comments – 13







**HP Play**

# Miscellaneous Announcements

[See More](#)

2 hours ago · [Like](#) · [Comment](#)





**HP Play** Dynamic English Alt-Rock band WHITE LIES is celebrating the release of their newest album "Ritual" with the gift of music!



[Click here to for your free download of "Bigger Than Us" performed by WHITE LIES](#)

January 19 at 10:42am via HP Publisher · Like · Comment · Share

Summer Oram, Alex Odesskiy, Jeff Abelong and 14 others like this.

## WHITE LIES

Posted January 19, 2011

Impressions – 38,344

Likes – 17

Comments – 2



**HP Play** The complete lyrics to Lady Gaga's much anticipated and yet-to-be-released track "Born this Way" were unveiled this week! What do you think?



**Lady Gaga : News**

[www.ladygaga.com](http://www.ladygaga.com)

The Official Web Site for Lady Gaga. Get the latest News, Photos, Video, Tour Dates and more.

January 29 at 10:39am · Like · Comment

Summer Oram, Patrick Fernandez, Rafik Zahaf and 30 others like this.

## LADY GAGA

Posted January 29, 2011

Impressions – 52,825

Likes - 31

Comments – 9





### HP Play

Enjoy the premiere of TV on the Radio's new album "Nine Types of Light" days ahead of the April 12th album release date. Hear the tracks and watch exclusive video interviews with the band members.



### Exclusive TV on the Radio - Rhapsody: The Mix

<http://bit.ly/dOsePD>

Hear the tracks and watch exclusive video interviews with the band members.

April 8 at 8:39am via Publisher · Like · Comment

Summer Oram, Valena Williams, Emily Forbus and 16 others like this.

TV On The Radio  
Posted March 22, 2011  
Impressions – 34,876  
Likes - 20  
Comments – 2



### HP Play

Fresh from headlining the SPIN party at SXSW, indie rockers TV On The Radio are hitting the road to promote their new album, "Nine Types of Light". To celebrate the release, they're offering fans a free song. Click here to download "Caffeinated Consciousness" and make sure to let us know what you think.



### TV On The Radio | Official Site

[www.tvontheradio.com](http://www.tvontheradio.com)

The official website for TV On The Radio

March 22 at 8:50am · Like · Comment

Marek Rybar, HP Play, Summer Oram and 17 others like this.

TV On The Radio  
Posted April 8, 2011  
Impressions – 33,771  
Likes - 19  
Comments – 2





**HP Play**

**Video**

# Announcements & VEVO Links

[See More](#)

2 hours ago · [Like](#) · [Comment](#)





**HP Play** Get to know Jared Evan. He's making waves with the new hit single "I'm In Love With You." Watch the video here.



**In Love With You by Jared Evan**

[www.vevo.com](http://www.vevo.com)

Watch the music video for In Love With You by Jared Evan and more new Alternative and Rap/Hip-Hop videos on VEVO.

September 7 at 1:43pm · [Comment](#) · [Like](#) · [Share](#) · [Flag](#)

27 people like this.

**JARED EVAN**  
Posted September 7, 2010  
Impressions - 62,347  
Likes – 26  
Comments – 19



**HP Play** Congratulations to Jeremiah B, our sweeps winner who'll meet Maroon 5 & OneRepublic tonight! Check out Maroon 5's new video for "Misery" from their new album "Hands All Over" in stores now. What do you think?



**Misery by Maroon 5**

[www.vevo.com](http://www.vevo.com)

Watch the music video for Misery by Maroon 5 and more new Pop videos on VEVO.

October 8 at 3:35pm · [Share](#)

101 people like this.

[View all 12 comments](#)

**MAROON 5**  
Posted October 8, 2010  
Impressions -61,273  
Likes - 101  
Comments - 12



**HP Play** Get behind the scenes at Mohombi's new video, Bumpy Ride. Check it out. Let us know what you think...



**Mohombi - About "Bumpy Ride" by Mohombi**

[www.vevo.com](http://www.vevo.com)

Watch the music video for Mohombi - About "Bumpy Ride" by Mohombi and more new Pop videos on VEVO.

Yesterday at 9:49am · [Like](#) · [Comment](#)

Summer Oram, David Salazar, Daulton Jones and 16 others like this.

**MOHOMBI**  
Posted December 7, 2010  
Impressions – 33,241  
Likes – 19  
Comments – 6  
Shares - 4







**HP Play** Only HP PCs have Beats Audio™ built-in which is why we're so excited for the world premiere of the highly anticipated video from the man behind Beats Audio™. It's Dr. Dre's "KUSH" featuring Snoop Dogg and Akon! Watch it here.



**The Doctor Is In**

[www.vevo.com](http://www.vevo.com)

Watch music video playlists for free, including rock playlists, dance playlists, pop playlists and more on VEVO.

Friday at 4:24pm · Like · Comment

Dragonheart Dungeons, Summer Oram, Larry Neelis and 26 others like this.

View all 4 comments

**DR. DRE**  
 Posted December 10, 2010  
 Impressions – 53,614  
 Likes – 29  
 Comments – 4  
 Shares - 11



**HP Play** Nothing says 'Holiday Break' better than new music from The Black-Eyed Peas. Check out their video for "The Time (Dirty Bit)" off their new album "The Beginning" available now. (No Hunt clues included, but darn fun to watch)



**The Time (Dirty Bit) by Black Eyed Peas**

[www.vevo.com](http://www.vevo.com)

Watch the music video for The Time (Dirty Bit) by Black Eyed Peas and more new Pop and Rap/Hip-Hop videos on VEVO.

December 29, 2010 at 9:02am · Like · Comment

Nirmal Raj, Andrea Fuchs-Hampel, Crystal Flores and 59 others like this.

View all 13 comments

**BLACK EYED PEAS**  
 Posted December 29, 2010  
 Impressions – 44,303  
 Likes –63  
 Comments – 13





**HP Play** Had enough caroling? Here's something you'll never have too much of... Diddy-Dirty Money featuring Skylar Grey in the video for the song "Coming Home" from their new album "Last Train To Paris". (Again, no clues for The Hunt, but amazing to watch) Enjoy.



**Coming Home by Diddy - Dirty Money ft. Skylar Grey**

[www.vevo.com](http://www.vevo.com)

Watch the music video for Coming Home by Diddy - Dirty Money ft. Skylar Grey and more new Pop and Rap/Hip-Hop videos on VEVO.

December 30, 2010 at 8:48am · Like · Comment

Thangaraju Salem, Summer Oram, Emmett Wesley Ross and 38 others like this.

View all 7 comments

**DIDDY-DIRTY MONEY**  
 Posted December 30,2010  
 Impressions – 41,222  
 Likes – 41  
 Comments – 7



**HP Play** Meet Ellie Goulding, the new brilliant music sensation who is seducing the charts with her melodic voice and sparkly looks. Check out Ellie's video playlist and tell us which one is your favorite.



**Meet Ellie Goulding**

[www.vevo.com](http://www.vevo.com)

Watch music video playlists for free, including rock playlists, dance playlists, pop playlists and more on VEVO.

February 10 at 9:12am · Like · Comment

Zheng Xu, Sakae Osumi, Bee Monroy and 19 others like this.

**ELLIE GOULDING**  
 Posted February 10,2011  
 Impressions – 34,941  
 Likes –22  
 Comments – 5





**HP Play**

Love the Black Eyed Peas? Check out their new video "Just Can't Get Enough". We are loving Fergie's sweet vocals full of unvarnished sweetness. What's your favorite video of all time?



**Just Can't Get Enough by Black Eyed Peas**  
vevo.ly

Watch the music video for Just Can't Get Enough by Black Eyed Peas and more new Pop videos on VEVO.

34,934 Impressions · 0.19% Feedback  
April 12 at 7:33am · Like · Comment · Share

62 people like this.

Black Eyed Peas  
Posted April 12, 2011  
Impressions – 34,934  
Likes – 62  
Comments – 3



**HP Play**

We try to bring you music on Tuesday...Check out the behind-the-scenes video of Far East Movement's catchy new single "If I Was You (OMG)" featuring Snoop Dogg and help us congratulate them on their Billboard nomination for top Rap song of 2010 - "Like a G6"!



**If I Was You (OMG) (Behind The Scenes) by Far East Movement ft. Snoop Dogg**  
www.vevo.com

Watch the music video for If I Was You (OMG) (Behind The Scenes) by Far East Movement ft. Snoop Dogg and more new Pop videos on VEVO.

April 19 at 7:34am · Like · Comment

Exclusive Trade Ltd, Summer Oram, Aleksandra Baeva and 40 others like this.

Far East Movement  
Posted April 19, 2011  
Impressions – 38,937  
Likes – 43  
Comments – 1





**HP Play**

Watch Multi-Grammy Award winner Mary J. Blige's new video "Someone To Love Me" feat. Diddy and Lil Wayne [EXPLICIT CONTENT]. The first single off her upcoming album "My Life II: The Journey Continues" scheduled to drop later this year. We love her delivery and soul! Will it make it to your library?



**Someone To Love Me (Naked) by Mary J. Blige ft. Lil Wayne & Diddy**

vevo.ly

Watch the music video for Someone To Love Me (Naked) by Mary J. Blige ft. Lil Wayne & Diddy and more new R&B/Soul and Rap/Hip-Hop videos on VEVO.

Yesterday at 9:20am · Like · Comment

Harriett Daniel, Romeo Reyes, Dolie Pierre and 36 others like this.

Mary J Blige  
Posted April 26,2011  
Impressions – 25,317  
Likes – 39  
Comments – 4

