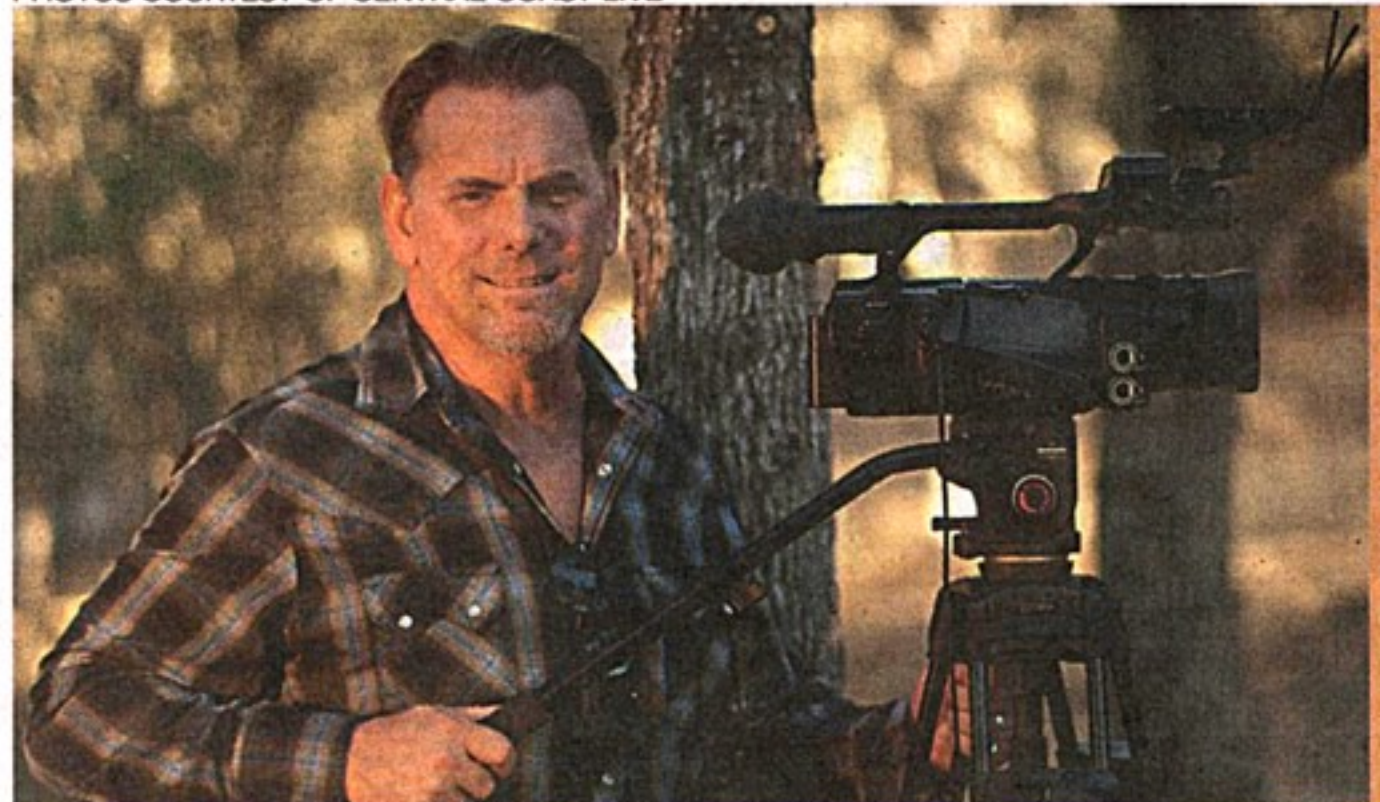


PHOTOS COURTESY OF CENTRAL COAST LIVE



**THE MAN WITH A PLAN** Brad Golden of Central Coast LIVE! hopes to bring local music to the world through his Internet video-streaming service.

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## Central Coast LIVE! wants to make you a star!

Central Coast LIVE! is a new media broadcast company bringing live streamed video and Internet radio broadcasts of local bands from local venues to the Internet. The company, headed by **Brad Golden**, offers coverage to watch from home or on the go with a mobile device.

The company recently partnered with D'Anbino's Paso Robles tasting room, where they streamed a concert by local Grammy Award-winner Louie Ortega with his band Louie and the Lovers, and viewers logged on from as far away as Japan. *New Times* conducted an email interview with Golden.

**New Times** How does your service make money?

**Brad Golden** Currently, we're not making money. Although we originally planned to offer a pay-per-view format, we decided that model would potentially present a block to entry as most people would not want to plunk down money for a band they hadn't heard before. So, we've opted to offer our live streams for free with the intention to build a viewer base, which will ultimately attract sponsors.

**NT** Do you only record shows at D'Anbino?

**Golden** D'Anbino is our first venue. We intend to open at other venues if the numbers support it.

**NT** What makes you think there's a market for this service?

**Golden** This is a new model, so mine is an educated guess that there's a market for this platform. Both streaming music and streaming video are where we're headed in the near future for music. We're also excited to share with folks how they can easily watch our content on their televisions.

**NT** Do you think venues may be concerned about attendance if fans can watch a show from home for free instead of coming out and supporting the artists?

**Golden** This is a great question and actually one that I've received multiple times. My response is that people who go to concerts love going to concerts. It's not the same thing. It's tangible, immersive, communal, and experiential. The sights; the sounds; the smells; the vibe; and, depending on the gig, the sexual energy—it's just not the same. This will never stop people from going to concerts. However, there are times where I might not feel like going out but if I knew I could watch a live, local concert from the comfort of home, it'd be the next best thing.

**NT** Are artists compensated for their work?

**Golden** We're all about the artists. We want to help local artists thrive, and we're

encouraging fans to support local music. I'm a musician myself, and it's extremely important to me that everyone wins—the artists, the venue, the fans, and us as a broadcaster. Currently, we neither charge nor pay the artists for our live streams. What they get is a free, professionally produced, multi-camera, high definition, live video broadcast that will be archived for future, on-demand viewing, if they give us permission for archival. If this proves to be a profitable venture, then we'll definitely build in artist compensation. In addition, we're in development of a virtual tip jar that will be present adjacent to the video display for both live and on-demand videos, the proceeds of which will all go 100 percent to the artists.

You can learn more and contact Brad Golden through his website, [centralcoastlive.com](http://centralcoastlive.com).

## Last chance to enter NTMA!

Submit your music to the **New Times Music Awards**, either online at [newtimeslo.com](http://newtimeslo.com) or by filling out the entry form on page 14 and bringing it to our office. Entries are due **Monday, July 6**, by 5 p.m. (\$10 per song entry fee). Readers Choice voting runs from July 30 through Aug. 13. The awards and showcase happens **Friday, Sept. 25**, at the Fremont Theater, and musicians must be able to perform that evening to be eligible to win. Δ

Keep up with Glen Starkey via twitter at [twitter.com/glenstarkey](http://twitter.com/glenstarkey), friend him at [facebook.com/glenstarkey](http://facebook.com/glenstarkey) or [myspace.com/glenstarkey](http://myspace.com/glenstarkey), or contact him at [gstarkey@newtimeslo.com](mailto:gstarkey@newtimeslo.com).



**THE FUTURE IS NEAR** Central Coast LIVE! is working on a handheld device app as well as a virtual tip jar for artists.