



Indie Bands Riding a Viral Video Tidal Wave to Virtual Fame

Indie band The Knockarounds, YouTube's most subscribed music channel this week, are one of the many new DIY bands who are taking advantage of the viral video phenomena to use micro-budget videos to gain cyber-lebrity status.

Los Angeles, CA, November 08, 2007 --(PR.com)-- LA's The Knockarounds (www.TheKnockarounds.com) show DIY indie musicians how harnessing the power of YouTube and online videos can lead to cyber-lebrity status, even on a micro budget.

The LA-based Knockarounds (www.TheKnockarounds.com) have yet to be heard on the radio. You won't find them on MTV, and their CD can't be found in most retail stores. Yet in the booming world of online video, The Knockarounds are on their way to becoming what the community calls "virtual celebrities" thanks to their YouTube music channel at www.KnockaroundsTV.com.

The Knockarounds, this week's #1 most subscribed music channel on YouTube, are just one of many tech-savvy indie bands taking a "get the fans first" approach to their music marketing by capitalizing on the ongoing boom in Internet video streaming. "We were looking for a creative way to get some exposure for our band," explains Ro Sahebi, lead singer of The Knockarounds and part-time guerilla filmmaker, "so we rented some jailsuits and shot a quick Buster Keaton throwback style music video for 'The Loner' where a couple of sexy sheriff girls chase us around in the desert with shotguns."

Just six days after uploading their first video and other micro budget music videos, the comedic appeal of The Knockarounds' throwback "The Loner," along with the pop appeal of their Episodic Sci-Fi Fantasy Rock Opera "Lost in Cyberspace," has resulted in over 30,000 channel views on YouTube.

"To receive so much exposure on a site with so much traffic is unbelievable," says Jason Michael, guitarist of The Knockarounds. "We've become really grateful for technology. Think about how many little gigs we would have had to play to reach the number of music fans we made in just the last few days."

The Knockarounds hope to serve as an example to other indie artists as a testament to the DIY approach and the power of the Web in the ever-changing music marketing landscape.

About The Knockarounds

The Knockarounds are a Los Angeles-based indie pop rock band who are self-proclaimed "musicians, vid makers, and YouTube addicts." The band follows the philosophy of building a fan base even before hitting the gig circuit, by taking advantage of the online video phenomenon. In the first week of the launch of their YouTube music channel, the band achieved the status of the most subscribed to new channel on the YouTube network. The band creates their own online videos; all micro budget projects, and independently manages their music channel to keep in touch with fans.

For more information about The Knockarounds or their micro budget music videos taking YouTube by



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