



## **Pax Stereo Tv™ Pioneers Social Networking-Fueled Next Generation Entertainment**

*Pax Stereo Tv is set to launch a whole new concept in entertainment, pioneering meganiche channels and integrating Web 2.0 heavyweights like MySpace and YouTube. Currently, the site's developers, Mario Hemsley and Victor Allen, are out to show Google and YouTube how Pax Stereo Tv is "the platform" of the future.*

Los Angeles, CA ([PRWEB](#)) November 7, 2006 -- Pax Stereo Tv™ ([www.myspace.com/paxstereo](http://www.myspace.com/paxstereo)) is setting the pace for entertainment's future. They're set to unveil an internet portal that fuses the most exciting internet technologies, such as YouTube and MySpace, to fashion something entirely new. Both a music label and a production company, Pax Stereo Tv is a community that invites the best independent musicians and filmmakers to post their work and interact with appreciative audiences.

If blogging brought but a hint of the content revolution to come, Pax Stereo Tv kicks the revolution into overdrive, using vlogging, or video blogging, to both broaden the definition of who gets to create content and to allow creators to have an unprecedented level of interaction with viewers. Gone are the days of three channels and top-down decisions about what viewers have available. Now, viewers can decide what tickles their fancy from a nearly limitless set of selections.

Pax Stereo Tv is pioneering the idea of the meganiche channel, serving narrowly targeted interests and even devoted to individual artists. This kind of specialization is only possible on the Internet, where "narrowcasting" is the way of the future and sites such as YouTube allow for virtually unlimited numbers of streams.

Currently in beta and with launch pending, Pax Stereo Tv has over 30 active channels devoted to a wide range of topics including jazz, country, soul, politics and indie culture. Each channel is served from a central "Tv guide" portal ([www.paxstereo.tv](http://www.paxstereo.tv)) and links to a MySpace page. The channels will debut both with video produced by Pax Stereo Tv and by the artists themselves. The result will be a distinctive blend of artists unavailable through any other single source on the Internet. This proven model is already being used to promote musicians on a series of social networking sites.

In addition, Pax Stereo has registered over 200 domains designed to allow major artists to easily make use of their model and develop their own meganiche channel.

Responding to a call from Google and YouTube, Pax Stereo has ushered in new ways to utilize their platforms. Pax Stereo Tv is getting set to show how their vlogging-based networks are central to the dawning order of entertainment in the Web 2.0 era.

To see a generic view of a Pax Stereo Tv page, visit ([www.genericchannel.tv](http://www.genericchannel.tv)). For news on the channels, visit ([www.myspace.com/paxstereo](http://www.myspace.com/paxstereo)). The corporate website is Pax Stereo Online ([www.paxstereo.com](http://www.paxstereo.com)).

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**Online Web 2.0 Version**

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