

**Kids Swagg
Swagg Radio
Virtual Room
Celebrity Interviews
Music/Film/TV/Fashion
Social Media Networking Sites**



**Live Streams
SwaggMedia Player
Mobile Data Servicing
Swaggmedia Wifi Network
Product Placement /Branding
Customized Business Technology**

By Suzanne Takowsky

When it comes to making sure Hollywood's A-listers and the music industry's biggest performers are camera-ready—live stream—nobody does it better than 30-year music veteran and SwaggMedia Co-founder/CEO Craig A. Nobles. A popular DJ in L.A. and New York, through the 70s and 80s, Nobles magnetic personality, passion for music and ear for mixing new sounds garnered him famous clients starting with David Lee Roth and Eddie Van Halen. The three men were classmates in high school, and Nobles served as the rock band's first promoter. Even as Nobles popularity as a DJ grew, however, never far from his mind was a goal to become a major player in media and music. Mission accomplished. Years of hard work, determination and a leg-long list of artists, promoters, and movie/music executives who recognized his talent, prompted Nobles move to Sony Studios, where he fine-tuned his marketing, sales, publicity and promotion skills.

Back in the day it was about spinning records for the elite of the club scene. But as Nobles career advanced, promotion after promotion landed him

on a fast track into the belly of the music industry beast where among other titles, he was named VP of Special Projects at the world-renowned entertainment venue, The Palladium. It was there Nobles ushered in a promotion platform merging music and entertainment with corporate sponsorship, setting never before seen trends. Studio executives took notice of his bold and innovative move and labels such

**SwaggMedia
CEO/Founder
Craig Nobles**



as Interscope, Warner Brothers and RCA came courting with job offers that included Nobles developing relationships with top recording artists and promoters, initiating significant branding expansion within live entertainment venues.

Fast forward to 2011; from east to west coast; Cannes and Sundance Film Festivals, live sporting events; the Grammys, Oscars, Emmys, American Music Awards; under the guidance of Nobles, along with his partner professional basketball player David West (co-founder/director of business operations), SwaggMedia has forged ahead to become a premier multi-faceted digital information platform for movies, music, news, and fashion. SwaggMedia's dimensional and digital technology brings live streaming into our homes via the web, with increased multi-digital content to mobile devices.

"Besides staying compatible with the rest of the world as far as delivery and content on a digital level, we make every day commerce transactions a user friendly experience. America is two to three years behind Asia. We are just hitting 4G and Asian technology is already at 7G, and increasing.

We are speeding up advancements in technology by educating people; helping them get acquainted with new content options available. In all ways, advancing technology boosts the economy. The more user friendly it is...the more consumers buy and use," Nobles said.

Today, SwaggMedia is a forerunner in the evolution of internet distribution. It is a one-stop destination for news, commerce, social networking, original content and live streaming video. Users world wide now have the option to purchase music, TV and movies; members can listen to SwaggRadio, watch live events and stream up-to-the-minute information on all facets of entertainment. SwaggMedia's cutting-edge technology has created a new global communications infrastructure, generating more than 40 million subscribers each month to its www.SwaggMedia.com web site. Additionally, SwaggMedia.com has launched multiple divisions including: SwaggMedia.TV, SwaggMedia Fashion/apparel, SwaggMedia Independent Music Label, SwaggMedia Out-of-home Digital Advertising and Swagg Media Music Industry Merchandising.

ST: What are your future plans for SwaggMedia?

CN: SwaggMedia doesn't just create content; it educates people how to use it. We are mapping out a school, similar to the Los Angeles and New York Film Academies, to provide a training environment for young talent to take them out of the "non-profit" category and into the "for profit" category. As they progress in training, students will work on real projects like music videos, TV pilots and movies. Those who excel have the option to put what they've created into the day-to-day business of SwaggMedia. Currently, we have a street team of young people around the world who do digital marketing. We employ 28 markets within the U.S.

Each New Year's Eve SwaggMedia produces a top talent music concert; 2011 is no exception. Check out SwaggMedia's web site for information about this year's upcoming event: **SwaggMedia Presents Gridlock**; it's a high voltage night of non-stop fever pitch music headliners, food, drinks and a massive DJ list, plus hot new, not-to-miss talent—live streamed around the world. SwaggMedia is stretching delivery to the next level with 3-D technology in its live broadcasts due to the massive request for instant mobile delivery.

"A need for world wide connectivity has created a change in global lifestyle," states Nobles. "The ability for individuals to create and share information, entertainment and peer-to-peer education is a top priority. Two-thirds of the world's mobile data traffic will be video by 2015, and likely double each year. Mobile video is now the highest growth rate of any application category, reaching approximately 200 million video views per day. Our goal is to connect users and

vendors around the globe using one device. We are creating content that is user friendly and compatible—from one device. Your cell phone will be your wallet: use your credit card to make purchases, pay your bills, book travel, download your favorite entertainment; and then, using a USB connection plug what is on your cell phone directly into your TV at home. Our platform accesses 500,000,000 households worldwide. We are looking to double that." ●

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