

## **The Real Hip-Hop Network Announcement**

Written by Robert ID1544

Thursday, 16 June 2005 23:41 -

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In celebration of Black Music Month, Virgin Music, The Virgin Megastore and icons in black music join the Hip-Hop Nation worldwide in a major announcement on the next generation of Hip-Hop music, communications and Business.

Announcing the Inaugural Global Positioning & Deployment Of THE REAL HIP-HOP NETWORK and the Merger/Partnership of THE SOURCE MAGAZINE.

The press conference will be held on Friday, June 17, 2005 at 9:30 am (edt) in the Times Square Virgin Megastore 1540 Broadway Level 2 New York, New York 10036

THE REAL HIP-HOP NETWORK was formed to create the world's first 24 hour television network, which focuses exclusively on Hip-Hop music, lifestyle and culture.

THE SOURCE MAGAZINE is the official and the largest most influential magazine of Hip-Hop music, culture and politics, and is the only independent voice for the Hip-Hop nation.

Hip-Hop today is celebrating 30 years of growth, and is a \$10 Billion Industry.

Hip-Hop has become the number one musical, entertainment and marketing genre in the world, having effectively moved into the mainstream as global businesses tune in to the fact that Hip-Hop sells just about anything, and is here to stay.

The business of Hip-Hop facts include: that in 2004 Sales of HIP-HOP CD's alone topped \$1.5 Billion, Annual sales of HIP-HOP clothing was \$2.5 Billion, related HIP-HOP Merchandising & Marketing reached \$1.7 Billion, 42% of songs in the weekly Billboard Top 20 charts that mention brand names were HIP-HOP, and the Number One Entertainment Programming Globally On MTV & BET is HIP- HOP.

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Press Conference Participants will include: Atonn F. Muhammad - President & Chief Executive Officer of the Real Hip-Hop Network. Anthony Muhammad - HIP-HOP Historian Chairman, Board of Advisors of The Real Hip-Hop Network. David Mays and Ray Benzino - Co-Founders & Officers of The Source Magazine. A.D. Crush - Co-Chair, Board of Advisors of Th Real Hip-Hop Network & Chief Brand Executive for the Source Magazine. And Doug E. Fresh - Historic Hip-Hop & Rap Pioneer, Vice Chief Brand Executive for the Source Magazine.

Also in attendance will be a variety of Hip-Hop and Rap artists, producers, performers and Veterans.

Make sure to keep up on this major hip-hop announcement to be made Friday, June 17, 2005 9:30 am (edt) Times Square Virgin Megastore 1540 Broadway Level 2 New York, New York 10036.