

## VH1 "You Oughta Know" Music Discovery Franchise To Debut First-Ever "You Oughta Know In Concert" Event On Thursday, November 21 At 9pm\* On VH1

**VH1 "You Oughta Know" Artists Ed Sheeran, Emeli Sande, HAIM, JOHNNYSWIM, Lorde, Matt Nathanson and The Lumineers to Perform, Collaborate and More From NYC**

NEW YORK, Oct. 4, 2013 /PRNewswire/ -- For the first time ever, **VH1** will bring some of its "**You Oughta Know**" artists together on one stage for an unforgettable night of music. Since its launch in 2005, **VH1's "You Oughta Know"** franchise has introduced promising new artists on the rise and served as a barometer for what and who's hot in music today. **Premiering on Thursday, November 21 at 9:00pm\***, **VH1's "You Oughta Know"** current roster artists [HAIM](#), [JOHNNYSWIM](#) and [Lorde](#) join franchise alums, [Ed Sheeran](#), [Emeli Sane](#), [Matt Nathanson](#) and [The Lumineers](#) at the inaugural "**You Oughta Know In Concert**" from New York City's legendary Roseland Ballroom. The announcement of the concert was made this morning on **VH1's "Big Morning Buzz Live with Carrie Keagan,"** **VH1's** morning entertainment news and pop-culture program.

Hosted by **VH1's** resident music expert [Jim Shearer](#), with additional appearances by celebrity presenters, this festival-style concert event will feature performances by each artist, including never-before-seen collaborations and covers. Viewers will also get an inside look at the artists' personal lives and careers through **VH1** original short film profiles that will showcase exactly what and why "[You Oughta Know](#)" about each of the performers.

Fans can watch the taping of the concert, live as it's happening, only at [YOKconcert.VH1.com](#) on November 11. The live stream will be available on desktop, mobile and tablet devices, and in the **VH1** App, and will feature behind-the-scenes coverage, as well as full sets from the performers. The full show and exclusive performances will be available for on demand viewing in the **VH1** app and on [VH1.com](#) on November 21.

Many "**You Oughta Know**" artists have gone on to win industry awards and accolades including "Best New Artist" Grammy Awards and nominations. In addition to the "**You Oughta Know**" alumni performing on the show, this highly acclaimed franchise has helped break artists such as Adele, Amy Winehouse, Bruno Mars, Mumford & Sons, Foster The People, The Civil Wars, Gotye and many, many more.

For more information about the show, visit [YOKconcert.VH1.com](#), "Like" **VH1** on Facebook and follow @**VH1** on Twitter and use the hashtag #**YOKconcert** to talk about the show.

Official sponsors of the **VH1 "You Oughta Know in Concert"** are Burger King® and Old Navy.

**VH1 "You Oughta Know in Concert"** is executive produced by Lee Rolontz and Rick Krim. Producer is Lara Fried and Directed by Joe Demaio.

### About VH1

**VH1** delivers the ultimate mash-up of music, pop culture and nostalgia for adults who still want to have fun. **VH1** is available in 99 million households in the U.S. **VH1** also has an array of digital channels and services including **VH1 Classic**, **VH1 Soul**, **VH1 Mobile** and [VH1.com](#) and @**VH1**, the hub for all things music and pop culture. **VH1** is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to [www.vh1press.com](#), [VH1.com](#), or the [VH1 Facebook](#) page. Follow us on Twitter @**VH1PR**.

**\*All times ET/PT**

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