

## QUESTIONS & ANSWERS

**Q: What is Soundbreaking?**

A: Soundbreaking is an entertainment brand focused on celebrating the stories from the cutting edge of recorded music through a variety of engaging mediums: an eight-episode television series, a DVD collection, a collectible large format book, educational initiatives, events and more. The Soundbreaking television series is the first iteration of the storytelling.

**Q: How is Sir George Martin involved?**

A: The Soundbreaking series is the last legacy project of legendary Beatles producer Sir George Martin who passed away on March 8. Sir George believed that the history and innovation of recorded music is one of the great untold stories of the 20th century. The idea has been in the making for just over 10 years.

**Q: How did you get such access to so many legendary artists?**

A: The fact that so many extraordinary singers, songwriters, producers, and other artists came together to tell their stories is a testament to the respect and love they hold for Sir George.

**Q: What do you hope to accomplish with the series?**

A: Sir George believed that the history and innovation of recorded music is one of the great untold stories of the 20th century. Our mission with Soundbreaking is simple: to educate audiences on this relatively brief history of sound recording – just over one hundred years – and to celebrate and share the amazing stories of innovation in the hope that music, the artists and the stories will continue to inspire, delight and move people. We've also partnered with The Grammy Museum and Rock and Roll Forever Foundation on an extensive educational initiative to share the Soundbreaking stories in schools and colleges as a means of exploring music, cultural history, and technological innovation.

**Q: The technology of music recording could be a very dry topic, how do you make it interesting to the average viewer?**

A: Each Soundbreaking episode includes over 40 songs, which gives the series a fun energy and pace unlike other documentaries, along with the behind-the-scenes stories of how those iconic riffs, beats and rhythms were created - all told by the legends themselves.

**Q: How did you boil down 100 years of recorded music history and decide what to include? (i.e. choose the music, artists, themes)**

A: Choosing the right moments and interviews to include in this first Soundbreaking series was difficult to say the least. But, that's where the Show of Force team's master storytelling comes in. The series is not intended to be a comprehensive historical overview, but rather a compelling selection of personal stories of key innovations told by the artists themselves.

**SHOW OF FORCE**

**HIGHER  
GROUND**

**Q: Who is the production team behind Soundbreaking?**

A: Show of Force is the award-winning New York-based production team behind Soundbreaking. Their high-caliber storytelling and exceptional production values set them apart in the field of television, film and documentaries. Principal interviews were conducted, directed and produced by: Joshua Bennett, Jeff Dupre, Maxim Langstaff, Julia Marchesi, George Martin and Warren Zanes. The original concept was created by Maxim Langstaff for Wildheart Entertainment.

**Q: What is Higher Ground LLC?**

A: Higher Ground is comprised of a group of music lovers who came together to finance the Soundbreaking project.

**Q: How long did it take to generate all the interviews?**

A: The series is created from the unique archive owned by Soundbreaking of 700+ hours of original interviews with over 230 artists, producers and innovators in the music industry. These interviews were filmed during a period of just over ten years. The extraordinary participation of leading talent from all genres and eras of music was in response to Sir George's role in the project, and unlike any other series.

**Q: Were you given carte blanche or was there some pressure to keep the narrative in line with a particular direction from an artist or label?**

A: The series was created by the filmmakers independent of the music labels. The stories unfolded from the recording artists and producers themselves – they guided the narrative of each episode from their real-life experiences.

**Q: Why an eight-part series and not an independent film?**

A: An eight-part series was necessary to share the full breadth and depth of the stories. In fact, we have used only 150 of the 230+ original interviews in our proprietary archives.

**Q: Why PBS?**

A: PBS understands compelling, in-depth and very human storytelling. They are the masters of bringing meaningful series that entertain, inform and inspire. We're thrilled to be their partner in bringing Soundbreaking to the PBS audience. PBS has been a partner since 2008.

**Q: Is PBS the only place I can view Soundbreaking?**

A: Yes, PBS is the only place to watch the eight-episode Soundbreaking series in North America. The series is distributed internationally by Fremantle Media, and ARTE, the European culture channel, will create and broadcast a French language version.

**Q: When will the DVD be available?**

A: The Soundbreaking companion DVD will be available when the series premieres on PBS November 14. It will include special bonus content.

**Q: Who is the financing team behind Soundbreaking?**

A: Higher Ground LLC was founded by David H. Langstaff and a small group of two dozen music lovers to produce the Soundbreaking project

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