

Grammy Nominated Music Sensation Jessie J Announced as Headline Entertainer for Times Square New Year's Eve Live, Commercial-Free Webcast

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*Jessie J to Perform John Lennon's "Imagine" and Many of Her Top Hits;
Singer-Songwriter Daya to Perform Hit Song "Hide Away"*

*Webcast Available to Embed for Digital Media Outlets, Bloggers, Social Media Editors,
Webmasters, and More*

New York, N.Y. (December 17, 2015)—Times Square Alliance and Countdown Entertainment, co-organizers of New Year's Eve in Times Square, today announced that **Jessie J** will perform in Times Square on New Year's Eve as the headliner of the live commercial-free webcast.

The seventh annual webcast, enabled by Livestream, will cover the action and festivities in Times Square, beginning with the Ball Raising at 6 p.m. EST, plus live musical performances, hourly countdowns, behind-the-scenes stories, and star-studded interviews as anticipation builds towards the midnight countdown and the famous Ball Drop.

International music sensation and Grammy Award nominee Jessie J will perform several of her top hits throughout the night and will continue the New Year's Eve tradition of singing John Lennon's "Imagine" moments before midnight. The British artist is best known for her wide vocal range and unconventional performance style, mixing soul vocals with contemporary, hip-hop and pop.

Additionally, singer-songwriter Daya will perform her hit song "Hide Away." Univision will present musical performances by Maluma and CNCO, winners of Univision's hit reality show La Banda. Last year's webcast was watched by more than 1.7 million unique viewers representing nearly 200 countries.

The live webcast video experience is available to embed for digital media outlets, bloggers, social media editors, webmasters, and Facebook users as a source of fun and entertaining content on their own sites customized for their respective communities and networks.

National television and radio personality Allison Hagendorf (Host on The CW, VH1, Fuse TV, SiriusXM) returns to host the live, commercial-free webcast for the fourth year. She will be joined by Maggie Rulli, Andrea Boehlke and Jeremy Hassell, who return for their third New Year's Eve webcast. Rulli and Hagendorf will kick-off the six-hour celebration at 6 p.m. EST and welcome the nearly one million revelers attending the celebration in Times Square as well as introduce the star of the show, the Times Square Ball. At the top of each hour, Hagendorf will be joined by a special guest who will talk about his or her New Year's Eve experience and Confetti

Wish for the New Year and then lead the revelers in an hourly countdown. Throughout the night, Hagendorf will keep the revelers informed about the musical performances and other exciting entertainment in Times Square. Rulli will provide exclusive interviews and backstage access while Boehlke and Hassell will get the fun personal stories from the revelers arriving from around the world to celebrate New Year's Eve in Times Square.

WHERE TO SEE THE SHOW & GET THE LIVE VIDEO FEED

The Times Square 2016 Webcast will begin at 6 p.m. EST on December 31, 2015 and end at 12:15 a.m. on January 1, 2016 EST. The show will be streamed live on multiple websites, including TimesSquareNYC.org, NewYearsEve.nyc, Livestream.com/2016 and TimesSquareBall.net.

Embedding codes and additional webcast info is available at: timessquarenyc.org/events/new-years-eve/webcast/index.aspx or Livestream.com/2016.

The Times Square 2016 Webcast is also available for live viewing on Android and Apple devices with the [Times Square Ball App](#) and is viewable on mobile browsers at TimesSquareNYC.org, NewYearsEve.nyc, and TimesSquareBall.net.

The Times Square New Year's Eve show is presented through four thematic storylines that develop throughout the night as explained below:

ONE WORLD REVEALED - The story behind the million revelers who make the pilgrimage to Times Square to be part of the global celebration at the Crossroads of the World. Webcast correspondents seek out revelers from across the globe to discover their personal stories and share their energy and excitement about ringing in the New Year in Times Square.

THE STORY BEHIND THE SHOW - This narrative highlights the production efforts behind New York City's largest annual celebration through time-lapse videos, voice-over narrations, animations and interviews with event producers and directors of key departments. The worldwide audience will discover not only the tremendous amount of work and state-of-the-art technology, but also the extraordinary personalities involved in the Times Square New Year's Eve celebration. Revelers will be encouraged to ask questions about everything from cabling to confetti, staging to pyrotechnics, video production to the Ball Drop.

TIMES SQUARE - The story behind Times Square and its world famous New Year's Eve celebration. The party started here in 1904 with over 200,000 revelers celebrating the New Year. Today, Times Square is famous not only for New Year's Eve but also for the bright lights of Broadway, the streetscape of spectacular signs, innovative pedestrian plazas, and huge public gatherings throughout its history.

CELEBRATION, REFLECTION AND RENEWAL - The story of the international online audience embracing the underlying themes of New Year's Eve: celebration – celebrating people we love and the good things in life; reflection – looking back over the past year and taking stock of all that we have accomplished and all that we have endured; and renewal – embracing the chance to start fresh, try harder and do better.

For more information about Times Square New Year's Eve, visit TimesSquareNYC.org.

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About Times Square New Year's Eve

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

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About Livestream

Livestream's mission is to connect people and live events. Livestream offers event owners a complete set of hardware and software tools to share their events with a growing community online. More than 40 million viewers each month watch thousands of live events from customers including The New York Times, Facebook, ESPN, SpaceX and Warner Bros. Records. Founded in 2007, Livestream is headquartered in New York with offices in Los Angeles, London, Ukraine and India. www.livestream.com

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