

Simon Cowell launches online talent contest

February 28 2013



Simon Cowell arrives at the "American Idol" finale in this file photo dated Wednesday, May 26, 2010, in Los Angeles, USA. The impresarios Cowell's Syco Entertainment company on Thursday Feb. 28, 2013, has launched a year-long YouTube channel global online talent contest called You Generation, looking for talent in all kinds of arenas including musicians, photographers, makeup artists, magicians and chefs, with auditions in a different category of talent every two weeks and a grand final after one year. (AP Photo/Chris Pizzello)

(AP)—Simon Cowell has taken over television screens and radio

airwaves around the world. Now he's taking aim at the Internet.

Cowell's Syco Entertainment empire and YouTube announced Thursday that they are launching "The You Generation," a global online talent contest that is seeking entries from people with "unconventional and original talents"—from musicians and photographers to makeup artists, [magicians](#) and chefs.

Syco says the [contest](#), which starts next month and is due to run for a year, will seek auditions in a different category of talent every two weeks. Entrants can upload their pieces on a dedicated [YouTube](#) channel, to be viewed by the public and judged by professionals associated with Syco.

There will be prizes—exactly what they are has yet to be announced—every fortnight and a grand prize at the end of the year.

Syco calls the initiative an experiment aimed at discovering new talent. It's the company's bid to tap the power of social media, which has launched millions of wannabe celebrities—and some genuine stars, including Justin Bieber.

You Generation will be available in 15 languages and 26 countries around the world.

Syco is a [joint venture](#) between [Sony Music](#) and Cowell, the entertainment mogul who became a household name as an acerbic judge on TV talent shows. Syco's projects include the "X Factor" and "Got Talent" TV shows in the U.S. and Britain, and its music acts range from Susan Boyle to One Direction.

More information: www.youtube.com/yougeneration

Copyright 2013 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Simon Cowell launches online talent contest (2013, February 28) retrieved 24 April 2024 from <https://phys.org/news/2013-02-simon-cowell-online-talent-contest.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.