

LOS ANGELES, Sept. 25, 2013 /PRNewswire/ -- Multimedia entertainment studio Electus, an operating business of IAC (NASDAQ: [IACI](#)), today

announced that Shady Films, the production company of Eminem and Paul Rosenberg

, has come on board as an equity partner in hip-hop lifestyle website WatchLOUD.com. As part of the partnership, Shady Films will grant WatchLOUD the exclusive first look at all digital and television projects. This formalizes a year-long collaboration between the two companies.

WatchLOUD and Shady Films first teamed up in mid-2012 with the creation of the YouTube original series *Detroit Rubber*, a reality show about Burn Rubber, the preeminent sneaker shop in the Midwest. The series, which debuted on the LOUD YouTube channel in January 2013

and has been viewed more than three million times, is currently in post-production on its second season for the web and there is a pilot episode in development for the FUSE television network. Other collaborations include

CRWN

, a live interview series pairing the biggest names in hip-hop with long-time music journalist Elliott Wilson

and NUE Agency, and the upcoming series

LOUD's Behind the Album

, which documents the process of recording an album as a transmedia companion to the album itself. The first season, with Shady Records' rap supergroup Slaughterhouse—composed of Crooked I, Joe Budden

, Joell Ortiz

, and Royce da 5'9"—will debut later this year.

"Shady Films shares WatchLOUD.com's goal of employing creative vision and a fresh, unique point of view to create premium content with a focus on the music and lifestyle of today's multicultural young adults, making them a perfect partner," says Ben Silverman, Founder and Chairman of Electus. "Plus, Eminem and Paul Rosenberg

have been leading entrepreneurs on the forefront of the hip-hop community since the early 90s and I'm excited to see what we will continue to create together."

Electus Announces Shady Films as Equity Partner in WatchLOUD.com

Written by Australian Business

For more information visit www.WatchLOUD.com .

About Electus Electus is the first integrated multimedia entertainment studio to unite producers, creators, advertisers and distributors under one roof and produce all forms of content for distribution across a variety of platforms around the world, including: broadcast, cable, digital, OTT and various emerging technologies. The company connects advertisers, distributors and content creators early on in the development process, enabling marketers and advertisers to be true partners in campaigns and content creation. Electus International, the global distribution arm of Electus, is responsible for all international sales and distribution for Electus' programming and its studio partners as well as programs and formats from other well-known 3rd party providers. Electus is an operating business of IAC [NASDAQ: IACI]. For more information on Electus, visit www.electus.com .

About WatchLOUD.com Born out of the popular LOUD YouTube Original channel, WatchLOUD.com is a new destination for premium, celebrity-driven articles and video content with a focus on the music and lifestyle of the hip-hop community. Anchored by hit shows including *Detroit Rubber*, a reality show in partnership with Eminem and Shady Films about the preeminent sneaker shop in the Midwest, and *CRWN* , a live interview series pairing the biggest names in hip-hop with long-time music journalist Elliott Wilson, WatchLOUD is home to fresh and edgy series featuring celebrities and popular YouTube talent, as well as the place to find unique, elevated perspectives on the latest and biggest news stories of the day in the world of hip-hop.

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