

-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

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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.

VH1 "You Oughta Know" Music Discovery Franchise To Debut First-Ever "You Oughta Know In Concert" E

Written by Australian Business

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](https://www.facebook.com/VH1) page. Follow us on Twitter @VH1PR.

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