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Further Details: Email [news@livetrad.com](mailto:news@livetrad.com)

#### CAVAN FLEADH WEBCASTS WATCHED BY THOUSANDS ON LIVETRAD.COM

A 3 hour gala concert featuring Old Dé Danann, and rising stars NicGaviskey was watched by an online audience of thousands, in 46 different countries worldwide, and in the process, it has become one of the most talked about events at Fleadh Cheoil na hÉireann 2010.

The concert, which was streamed on [www.LiveTrad.com](http://www.LiveTrad.com), was picked up by viewers as far away as Uruguay, India and Iceland as well as in the USA, the UK, and Ireland.

“We had between 7,000-8,000 viewers watching the concert online,”, says Micheál Ó Domhnaill of LiveTrad.com. “and of the thousands who watched, many provided live feedback on the music. Comments flooded in on the LiveTrad.com message boards, and this gave us a clear idea of who was watching and from where.”

This was the final one in a series of free online webcasts, which have been streamed throughout the Summer on LiveTrad.com in partnership with Fáilte Ireland. The webcasts, which have taken place in venues throughout counties Cavan, Donegal, Sligo, Leitrim and Roscommon, have helped to bring traditional Irish music to new audiences all over the world, and it is hoped that more of these free to air webcasts can be streamed again in the near future.

“It’s a great idea,” says Mick Conneely of Dé Danann. “We’ve been playing music for many years, but this was a first for us. We had messages from all over the world being passed up to us onstage. When we were reading them out on air, it really sank in just how many people worldwide are into traditional Irish music.”

The webcast was another innovation at the Cavan Fleadh, which was reckoned to have been one of the most successful ever. Jack Keyes, Chairperson of the Fleadh 2010 organizing committee, thanked all of those who had helped plan and run the Fleadh, and to the tens of thousands who attended the event. He also added in relation to the webcast:

“This was the first Fleadh gala concert to ever go live over the internet. It helped us bring the Fleadh to a worldwide online audience. Events like these show that the Fleadh is continually evolving and developing, and we’re delighted with the positive feedback to the LiveTrad webcast.”

Clips from the Fleadh 2010 concerts can be accessed on the LiveTrad website, and an audio podcast of the event can also be downloaded, along with other previously recorded material.

The next confirmed LiveTrad.com webcast takes place on October 8th 2010, when trad group Dervish will play a special online webcast from Sligo. For further details on all of the webcasts visit [www.LiveTrad.com](http://www.LiveTrad.com), the home of live traditional Irish music performances on the net.

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