

## Virtual Auditions Use The Web To Find Talent

FindMeSignMe.com has launched to give real meaning to private online auditioning.

Everybody's heard of Internet celebrities: people whose odd pages or eccentric opinions have made them the butt of short-lived jokes. It's only recently that the Internet has become a venue for publicity based on real talent. Early examples like MySpace (originally created for bands to promote their music, in case you didn't know) showed promise but suffered from three flaws. First of all, they were quickly meshed into general-purpose social sites by a flood of new users, boosting the signal to noise ratio to the point where there wasn't much point in agencies surfing for talent.

Second, they weren't interactive in relevant ways. Sure people leave comments on guest books, but establishing a rapport requires a regular channel of interaction, and a comfortable, intimate environment to meet in – even if that environment is visible to thousands.

Third, these sites made no consideration for the other side of the industry: the agents and other individuals who are actively looking for talent. By failing to give them tools to sift through thousands of users, sites like MySpace were relegated to the role of a poster with a bit of demo tape mixed in: things to refer people to after handshakes and face to face networking, but not often a means of introduction.

2008 is showcasing the next generation of talent on the Web. FindMeSignMe.com is part of the new wave of online talent networking. It groups talent by field and gives them a way to upload pictures, music and video. The site has an explicit focus on talent, so it's not going to drift away from its core function. What really makes FindMeSignMe.com unique, however, is its support for virtual auditions.

Virtual auditions are one of the newest talent networking tools. Thanks to the advent of streaming video and high broadband penetration rates across North America, agents, producers, directors and bands looking to fill a spot can now audition people from anywhere in the world. In Canada, the concept hit the limelight last April when Canadian Idol opened up virtual auditions for people who couldn't make auditions in person.

FindMeSignMe.com features a regularly updated list of virtual auditions that any member can apply for. This is one of the tools talent seekers can use to interact with fresh talent. This way, the network always keeps agents and other people looking for talent involved. With tools like this, talent networking is moving beyond the "virtual poster" into an active community where geography is no longer a barrier to getting discovered. FindMeSignMe.com can fill roles for bands and movies and everything in between.

### About the Author

Find Me Sign Me is an online [talent network](#) for [casting agents](#), those looking for bands, dancers' jobs, acting tryouts, audience members and more.

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