

THE MARTIN LEWIS TED-STYLE TALK ABOUT THE BEATLES

August 2024



In 2024 - Martin Lewis was invited to give an illustrated lecture about the Beatles by the venerable Los Angeles cultural organization the Philosophical Research Society

The lecture took the form of an informal TED-style talk.

Lewis decided to give his talk on the exact 60th anniversary of the Beatles' historic first concert at the Hollywood Bowl in 1964. The landmark building that houses the Society is just 4 miles from that legendary concert venue.

The TED-style talk duly took place on Friday August 23rd 2024

It was titled:

THE GREATEST BEATLES STORY *NEVER* TOLD!

The Untold Tale Of How The Beatles Beguiled America

There were broadly two themes in his TED-style talk:

Telling the fascinating and little-known story of exactly how the Beatles went from being virtual unknowns in the USA on Christmas Day 1963 – to being so stratospherically famous in just 46 days that 73 million Americans tuned in to see their debut live US TV appearance on the “Ed Sullivan Show” on Sunday February 9th 1964. (Usual audience: 14 million)

Proselytizing for more appreciation for the under-sung hero of the Beatles' success – their manager Brian Epstein.

This page provides you a link to the official video of that talk - and links to contextual webpages, audio & video

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- [The official video of the TED-style talk](#)
- [The official event webpage created by the Philosophical Research Society](#)
- [A presentation of media coverage of the TED-style talk](#)
- [A selection of short video clips relating to the topics in the TED-style talk](#)
- [The official Brian Epstein website](#)
- [Details of the Beatles-related work of Martin Lewis](#)

