

# From TikTok to Prime Time: ATRX A Creator Network Celebrates Jourdan Blue's Top 3 Breakthrough on America's Got Talent

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EINPresswire.com/ -- America's Got Talent has a new star, and he came straight from the streets of New Orleans by way of TikTok. Jourdan Blue, the soulful vocalist who went from sidewalk serenades to millions of votes, clinched a Top 3 finish in the [AGT](#)

season finale powered by [ATR](#)X Creator Network's innovative growth strategies that helped turn livestream magic into a national television moment.



ATR X LOGO

Jourdan's meteoric rise was not fueled by a record label or traditional PR machine. Instead, it was built on TikTok LIVE, with a fiercely loyal fanbase known as the Blue Crew, and ATRX's approach to helping creators scale audiences and monetize their craft. What began as impromptu street performances evolved into a fully realized career culminating in show-stopping AGT performances that had judges and audiences on their feet. "This is the new entertainment pipeline," said Bill Herndon, award-winning producer and founder of ATRX. "Jourdan's story proves that the next generation of stars aren't waiting for Hollywood to call. They're building audiences online and letting fans decide who deserves the spotlight."

Long before AGT's bright lights, Jourdan Blue was a familiar sound in the French Quarter. His rich, heartfelt vocals and ability to stop tourists in their tracks made him a hidden gem of the New Orleans music scene. In 2023, Jourdan partnered with ATRX. Under ATRX's guidance, Jourdan refined his livestreaming approach mixing nightly performances with Q&A sessions and spontaneous collaborations. Within months, his following skyrocketed. Viewers tuned in not only for his powerhouse voice but also for his authenticity and optimism. Fan support and livestream monetization soon turned his sidewalk hustle into a sustainable career in music. Jourdan's growing online fame eventually caught the attention of America's Got Talent producers. On stage, he translated the intimacy of a livestream into personal, powerful performances in front of millions. Fans who first discovered him online became the driving force of his AGT success, voting and sharing week after week. NBC even aired footage from UpNext, ATRX's behind-the-scenes docu-series chronicling Jourdan's creator-to-contender journey. Produced by [Neon Lion](#),

ATRX's production arm, which serves as the creative engine for original content and cinematic campaigns. "Jourdan proves what's next," said Herndon. "The future of entertainment is livestreamed, community-driven, and creator-led. ATRX is proud to help make it scalable and sustainable for upcoming creators."

ATRX's role went far beyond boosting livestream views. The team worked with Jourdan to design a long-term content plan, shape a signature brand voice, and secure early sponsorships. By the time AGT audiences met him, he had a thriving fan community, a reliable income stream, and a strategy for continued growth. "Our mission is not about chasing trends," Herndon explained. "It's about turning viral talent into lasting careers. Jourdan's Top 3 finish is proof that creators can start anywhere and still reach everywhere." Jourdan echoed that sentiment, calling his AGT run "a dream I didn't know how to chase until TikTok and ATRX showed me it was possible." He added, "This journey isn't just mine. It belongs to every person who tuned in, sent a gift, or voted. They turned a street performer into a national artist." With AGT momentum, brand opportunities, and a growing touring fanbase, Jourdan Blue is just getting started. ATRX is now fielding interest from sponsors, universities, and live-event organizers eager to collaborate with the artist whose story has inspired millions. For ATRX, Jourdan's success signals a broader shift in the entertainment landscape, one where fans, not gatekeepers, decide who gets the spotlight. "Creators like Jourdan are proof that the next wave of stars will come from livestreams and digital storytelling," said Herndon. "We are proud to build the systems and support that let those stars shine."

#### About ATRX

ATRX is a leading talent and content development company and official TikTok LIVE partner, specializing in creator monetization, livestream training, content strategy, and building fan communities. Founded by award-winning producer Bill Herndon, ATRX empowers creators to grow audiences, monetize talent, and build careers that last beyond the scroll.

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