

## **4MUSIC AND 4MUSIC.COM HONOUR THE BEST AND BRIGHTEST MUSIC VIDEOS OF 2010**

### ***4Music Video Honours To Launch At The End Of October 2010***

4Music, the UK music channel watched by more than 11 million viewers per month, has today announced the launch of *4Music Video Honours*, a brand new programming concept to uncover this year's greatest music performers and find the best, brightest and most exciting music videos of 2010.

The launch of *4Music Video Honours* spearheads a five week campaign, led by 4Music and supported by T4 and key Box TV channels, to discover the finest music videos of the year as voted for by the UK public. The key award categories for *4Music Video Honours* include: 1) Hottest Girls, 2) Hottest Boys, 3) Kiss' Hottest Hook-Ups, 4) Magic's Love Songs 5) Box's Biggest Breakthrough and 6) The Best Video(s) of 2010.

The *4Music Video Honours* season comprises of a number of different programmes, each presented by Emma Willis. The series kicks off with five one-hour nomination shows, one for each category, with the exception of the 'Best Video' category. Each of these shows will name and play nominated videos and drive voters to register their support for the acts they want to win at **4Music.com**.

Commenting on the launch of *4Music Video Honours*, Dave Young, Programming Director of 4Music and Box TV, said: "2010 has been an amazing year for pop music, with more new acts, top singles and groundbreaking records than ever before. As the UK's favourite music TV channel, it was only right that 4Music should lead the charge on crowning the best and brightest acts and videos from the past 12 months. By driving users to vote online, we are encouraging our viewers to stand up and be counted for which artists and videos should truly be honoured in 2010."

The *4Music Video Honours* results show, which is airing on 27<sup>th</sup> November 2010, will include a full wrap-up of the best music and entertainment stories from 2010 and will also present a number of informal fun awards to the backdrop of music archive footage.

To round off the *4Music Video Honours* season, a series of five one hour category winner showcases will be aired, each of which will count down the final audience voting for each video in the category, with the exception of 'Best Video'. Finally, 4Music will air the ultimate *Top 100 Videos of the Year*, an 8 hour special programme which counts down the most exciting videos of the year, as voted for by viewers.

*4Music Video Honours* and the online voting at 4Music.com will begin from the 23<sup>rd</sup> October 2010 for a five-week period.

**Transmission details:** 4Music – Freeview 18, Sky 360, Virgin 330

**Box TV is a joint venture between Channel 4 and Bauer Media.**

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