

Box TV Serves Up Even More Music With CompareDownload Partnership

Box TV, a joint venture between Channel 4 and Bauer Media, has developed a new platform to Thebox.co.uk by providing music fans the means to seek and buy the cheapest music downloads thanks to a new partnership with comparedownload.com.

Comparedownload.com, which launched last year as the UK's first mp3 price comparison website, is working with Box TV to allow users to search and compare the prices of legal music downloads, as well as previewing tracks before buying.

Users of thebox.co.uk will now be able to move simply from reading the latest Lady Gaga gossip to finding out where they can download her latest track most cheaply online.

Melissa Pine, Head of Marketing at Box TV, said of the partnership: "The partnership serves to broaden thebox.co.uk's content as well as playing a wider role in combating illegal downloads, by providing a place to find the cheapest legal tracks on the web.

Thebox.co.uk now offers a full music experience which includes the newest music videos, news and gossip, competitions and games. To have somewhere which tells users the best places to download music legally will add another dimension to the site."

James Bott, Co-Founder of comparedownload.com, said: "I think it's fantastic that Box TV has decided to use our service. It shows their understanding of not only the download market but also of what their users want. Our service brings transparency to the market and shows people just how cheap they can download music if they shop around."

For any further details on the partnership between thebox.co.uk and comparedownload.com, please contact Stuart Beckwith or Kate Flannery at 4Music@bitecommunications.com, or at +44 (0)20 8741 1123.

Box Television is a joint venture between Channel 4 and Bauer Media