

4MUSIC.COM PARTNERS WITH MUZU.TV TO BRING MUSIC VIDEOS TO THE ONLINE MASSES

4Music, the UK music channel watched by more than 11 million viewers per month, has today announced a partnership between 4Music.com and Muzu.tv, the music video website which enables consumers to watch, create and share music video playlists. The partnership is the first of its kind for 4Music and will see Muzu's extensive music video catalogue appear on a new 'video' homepage on 4music.com, alongside a wide range of existing 4Music image galleries, interviews, news, reviews and content.

The deal will provide access to a catalogue of over 65,000 music videos to 4Music.com viewers, featuring some of today's hottest artists.

Commenting on the partnership, Leanne Sharman, VP, Commercial Development, Warner Music Europe said: "This is a clever deal that benefits everyone involved. It extends Muzu's reach to a massive new audience, enriches the 4Music experience and sits neatly within our premium video strategy, providing our artists with additional promotional and commercial opportunities."

Under the terms of the deal, Muzu.tv will be responsible for selling online advertising for 4Music.com, through a revenue share agreement. 4Music will also have a branded content channel available at Muzu.tv/4music, where it will feature 4Music content such as exclusive videos, interviews and behind-the-scenes showcases, in addition to Muzu's catalogue of videos. The 4Music content will be available for all visitors to Muzu.tv, as well as Muzu's network of premium publisher partners.

Gidon Katz, Managing Director of Box TV and 4Music, commented: "By partnering with Muzu, we hope to deepen our relationship with Box TV's network of 15m viewers and allow them to access both our content and editorial at 4music.com. This will enable our committed audience to influence the playlisting, direction and tone of our shows, charts and productions."

Commenting on the deal, Ciaran Bollard, CEO of Muzu.tv said: "We are delighted to be partnering with a prestigious brand in music such as 4Music. This deal with 4Music provides an exciting opportunity to cross pollinate the audiences from TV to 4music.com where MUZU.TV will power an innovative and flexible music video solution. This deal will benefit all parties, consumers and the wider industry as artists and labels are paid per on the video plays."

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

Notes to online editors:

- The URL to link to for Muzu.tv is <http://www.muzu.tv>
- Muzu.tv receives over 1 million unique users per month (July 2010)

About Muzu.tv

Muzu.tv is the music video site where you can follow all your favourite bands to get their latest news and watch over 80,000 videos for free. Register with Muzu for free to receive personal video recommendations, discover other artists you may like and follow other members with similar tastes. Stay in touch with the latest music news through a personal activity feed featuring the biggest players and personalities such as Scott Mills, Popbitch and NME. Members can also create and share music video playlists. The Muzu catalogue includes the Official Top 40, live concerts, back-stage footage, documentaries, tutorials, music news and interviews.

Muzu is a premium music video site and distribution platform and currently distributes videos to over 100 premium websites including 4Music, the Daily Star, Daily Express, Popbitch, The O2, Mean Fiddler and HMV.