NEW MUSIC RIDING HIGH IN THE CHARTS THANKS TO BOX TELEVISION'S VIP TREATMENT

Multi-platform initiative proven to help new music achieve chart success

Box Television's **VIP (Very Important Play) Track** has helped two thirds of the chosen singles reach the top 10 in the UK's singles chart. The chosen tracks have been played in their allocated week across Box TV platforms, as well as Channel 4, up to 100 times over the seven days.

Tracks from new artists such as electro-hop band **3OH!3** and X-Factor star **Diana Vickers** and from established artists such as UK R'n'B star **Jay Sean** and pop band **Scouting For Girls** have achieved top five chart success the week their single was chosen.

Not only do Box TV's chosen tracks play out over the week across the likes of Kiss, Q, The Box, Smash Hits, Magic, Kerrang! and the UK's number one music channel 4Music, it also features in chart countdowns including 4Music's weekly Top 20 programme, Kiss's Top 10, and BoxBreakers on The Box channel. Finally, the selected VIP track also goes out on Channel 4 in late night 4Music scheduling, including the 4Music Top 20 programme – meaning new artists get crucial exposure on a terrestrial channel as well as the other Box TV channels.

Launched in late October2009, VIP has been running for just over eight months. The success of the VIP Track re-affirms Box TV as a great destination for music discovery. Box TV's VIP Track is easily identifiable via specially designed logos which alert the VIP Track of the week to the viewer. Websites for each channel also highlight the VIP Track for that week.

******Editor Notes**

<u>Key Statistics So Far</u>

The table below displays the VIP tracks so far, their highest chart position and the amount of times the video has been played.

Artist/s	Title	Highest Chart Position	1st week plays
Jay Sean ft. Lil Wayne	Down	3	101

Ke$ha	Tik Tok	4	111
Jason DeRulo	Whatcha Say	3	161
3OH!3 ft. Katy Perry	Starstrukk	3	93
Chipmunk ft. Talay Riley	Look For Me	7	147
Iyaz	Replay	**1**	141
Owl City	Fireflies	**1**	88
Gabriella Cilmi	On a Mission	9	122
McLean	My Name	10	163
Scouting For Girls	This Ain't A Love Song	**1**	80
Justin Bieber ft. Ludacris	Baby	3	171
Professor Green ft. Ed Drewett	I Need You Tonight	3	85
Diana Vickers	Once	**1**	101
B.o.B ft. Bruno Mars	Nothin' On You	**1**	120
N-Dubz ft. Bodyrox	We Dance On	6	135
Sean Kingston ft. Justin Bieber	Eenie Meenie	9	170

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