



Box TV and EMI Music team up to create exclusive David Guetta show

The special Box TV production was filmed on location in Ibiza to create content for the Box TV network and Channel 4

Box TV, a joint venture between Channel 4 and Bauer Media, has commissioned *David Guetta's VIP Party! Top 20* show, that has been made in collaboration with EMI Music.

The French house music producer and superstar DJ will be interviewed by Rickie and Melvin for a two-hour special which is set to premiere on Box TV's Kiss. It will also TX on 4Music and a 30 minute special shown on T4. This exciting new show will offer up a rare glimpse into his life in Ibiza and air later this month.

"This collaboration between Virgin Records and Box TV on this new David Guetta special is a great example of how EMI works creatively with our artists to deliver impactful programmes and formats and we're very excited by the show," said Stefan Demetriou, VP Visual Content Strategy and Acquisition.

This new tie up with EMI also features a commercial campaign that will launch Guetta's upcoming album *Nothing But The Beat* in Box TV commercial airtime, which is set to deliver highly targeted exposure ahead of its release on August 29th. This new commission follows Box TV's partnership with record label Geffen for *The Wanted Revealed*.

Sinead Dean, TV Promotions Manger at Box TV, said: "Box TV is passionate about delivering unique content to our viewers. By partnering with Box TV, EMI Music is able to engage with David Guetta's key audience around his forthcoming album release via a compelling, fun format across 4Music, Kiss TV and T4."

This brand new show boasts an influence from the smash hit film *The Hangover*. DJ's Rickie and Melvin wake up in their Ibizan villa and find it totally trashed – there's even a cow in the swimming pool. Neither of them can recall what actually happened. All is revealed in flashbacks – whilst interviewing David the duo lost his precious playlist.

To make up for the hideous blunder they scour the island to find it. Every place they look will be linked to David Guetta's story. The show is set to offer a fascinating profile of the DJ, his essential playlist, and will culminate in Rickie and Melvin hanging out in the DJ booth with David at Pacha.

***David Guetta's VIP Party! Top 20* first airs on Kiss (Sky 361, Virgin 336) on 11th August at 8:05pm, and 4Music (Freeview 18, Sky 360, Virgin 330) on 13th August at 7pm.**

Please contact Jon Milne or Kate Flannery from Bite Communications on 02087411123 or 4music@bitepr.com for further information.

About 4Music

4Music is the most watched music channel in the UK. It is free to air, and part of the Box TV music channel portfolio.

4Music believes music is all about entertainment, offering exclusive behind-the-scenes access to the biggest names in music, unmissable live performances, video exclusives, up to the minute music news and an eclectic mix of new and classic video content.

4Music also broadcasts the best of music entertainment shows and documentaries from the Channel 4 stable. The channel features both popular and up-and-coming bands and artists, daring to be different as long as it's all in the name of great popular music.

During Q1 2011, an average of 11m TV viewers tuned into 4Music.

About Box TV

Box TV is a joint venture between Channel 4 and Bauer Media. It is a network of seven quality music channels including Kiss, 4Music, Kerrang!, The Box, Magic, Smash Hits and Q which cater for every music enthusiast to suit their mood and identity. The portfolio attracts an average 14.5m viewers a month (Q1 2011). Q1 2011 saw Box TV account for 40% of all music TV viewing.

Box TV is dedicated and passionate about driving creative and innovative programming formats to ensure viewers get the best experience.

About EMI Music

EMI Music is one of the world's leading music companies, representing artists spanning all musical tastes and genres. Its record labels include Angel, Astralwerks, Blue Note, Capitol, Capitol Latin, Capitol Records Nashville, EMI Classics, EMI CMG, EMI Records, EMI Records Nashville, Manhattan, Parlophone, Virgin Classics and Virgin Records.