



4Music and more! Magazine Team Up To Create New Interactive Music Chart

4Music is set to launch a weekly interactive chart show in partnership with popular Bauer magazine more!. The *more! Saturday Warm-Up* is a series of themed programmes designed to engage with online audiences by giving them the opportunity to interact digitally with the programme through comments posted on 4Music and more!'s social media channels.

Each week themed comments will be requested through 4Music and more!'s Facebook pages, the best of these comments will be included on-screen during the show. Additionally, for TX 4, *the more! Saturday Warm Up: X Factor Top 20*, viewers will be able to Facebook and tweet their thoughts live throughout the show with the best comments being selected and posted on screen.

Dave Young, Director of Programming at 4Music and Box TV said: "Were hugely excited to be hooking up with the more! team on this show – 4Music already has a really strong cross-over with more! in its young female audience, but the Saturday Warm Up's social media channels give us a unique opportunity to be co-creating a show with that audience, and of course with the more! editorial team too. It's been great fun in development and we're already experiencing a surge of interest through Facebook and Twitter so things should really take off when the TV kicks off."

Chantelle Horton, Editor of more! Magazine said: "We are extremely excited to be working with 4Music on this great interactive chart. As a brand, more! magazine is closely aligned with 4Music in our content, audience and personality. more! readers love getting dressed up for their Saturday night out with the girls and this partnership with 4Music has given them the perfect accompanying soundtrack."

The *more! Saturday Warm Up* launches on Saturday 15th October with the Top 20 Sexy Ladies countdown. Fans can submit their comments through the [4Music](#) and [more!](#) facebook pages from Thursday 13th October.

TX Details:

- Saturday 15th October: The more! Saturday Warm Up: Sexy Ladies Top 20
- Saturday 22nd October: The more! Saturday Warm Up: Fit Blokes Top 20
- Saturday 29th October: The more! Saturday Warm Up: Going Out Tunes Top 20
- Saturday 5th November: The more! Saturday Warm Up: X Factor Top 20 – Comments to be submitted live throughout the show
- Saturday 12th November: The more! Saturday Warm Up: Divas Top 20
- Saturday 19th November: The more! Saturday Warm Up: Guilty Pleasures Top 20

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 Q2 2011, an average of 17.1m 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 14.3m viewers a month (Q2 2011). Q2 2011 saw Box TV account for 42% 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 more! magazine

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