



4MUSIC TO HONOUR THE BEST MUSIC VIDEOS OF 2011

4Music, the UK's most watched music TV channel, today announces the return of the *4Music Video Honours 2011* for a second year. The series led by 4Music and supported by T4, will gather the opinions of the UK public and uncover the best artists and videos of 2011. The award categories are Best Girl, Best Big Beat, Best Group, Best Boy, Biggest Breakthrough and a special category for the Best Video of 2011.

The series consists of five one hour nominations shows revealing the ten nominees in each category and asking viewers to vote for their favourites at **4Music.com**. 4Music expect to see an increase from last year's incredible 130,000 plus votes.

Commenting on the return of *4Music Video Honours 2011*, Dave Young, Programming Director at 4Music and Box TV, said: "The show was a massive success last year with excellent viewing figures, record web visits, huge voting numbers, and of course, the definitive list of the nation's favourite videos for the year.

"This year we're going all out for that again as well as introducing a few twists including social media input, guest appearances and some new editorial angles. It's been a year where the US glamour queens like Rihanna, Gaga and Beyonce have battled for world domination but don't write off UK new comers like Jesse J and Ed Sheeran having a say in things and the new breed of boybands, The Wanted and One Direction, making some noise. This is what Pop music's all about – big stars, big tunes, big fun – and the fans getting the final say."

As well as revealing the winners, the *4Music Video Honours 2011* results show, airing on 19th November, will include a full wrap-up of the best music and entertainment stories from 2011.

4Music Video Honours 2011 will kick off from the 22nd October for a five-week period, with the voting period live from the 22nd October until midnight on the 11th November.

- Five nomination shows :
 1. Best Girl – Saturday 22nd October at 12pm
 2. Best Big Beat – Saturday 22nd October at 1pm
 3. Best Group – Sunday 23rd October at 11am
 4. Best Boy – Sunday 23rd October at 12pm,
 5. Best Breakthrough / New Act – Sunday 23rd October at 1pm
- 4Music Results Show – Saturday 19th November at 12pm
- Video Honours Top 50 – Saturday 26th November at 2pm

Channel details: 4Music – Freeview 18, Sky 360, Virgin 330

-Ends-



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.

For further information please contact:

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