



Box TV Announces Plans to Publish New Music Video Viewing Measurement

Data compares TV and Online music video consumption

Box TV has announced that it will start matching official BARB data to individual music video plays to improve the understanding of music consumption in the UK. The process is a new way of utilising BARB data to give a new perspective on video performance.

The TV network will publish for the first time individual video consumption allowing a closer analysis of current TV video viewing trends. This information will support labels in developing strategies to break acts, encourage music discovery and, over time, will provide useful input to commercial partners who wish to be associated with individual artists.

Over the last month Box TV's research team has analysed the data from January to August and discovered that on the seven channels there have been over three billion individual video views. So far the team have analysed 2.5bn views. A few quick highlights include:

- The most viewed global artist on the channels is Rhianna- with almost 100m views. The top UK artist is Jessie J with just shy of 60m views followed by JLS and Adele with close to 40m views each.
- The video of this year is Party Rock Anthem (by LMFAO) - with over 30m views.
- Box TV can also build audiences very fast. It received the video for One Direction's debut single on 18th August. By the end of the month the video had been viewed over 2.4m times.
- Box TV's product is very diverse. The top 20 videos account for just 17% of views, there are still nearly 500 songs from 300 artists that get a 1m views each.
- The average view lasts 3 minutes 22 seconds - which demonstrates how strong curation and editorial enable Box TV to retain its audience and introduce new music.

Box TV will be analysing this data regularly and sharing outputs in a weekly newsletter which will include the top 10 most viewed videos and their actual viewing figures.

Gidon Katz, Managing Director of Box TV said: "By aggregating the viewing across 14m individuals per month, and across our seven major music brands, we can develop a unique perspective on which artists and videos are working for individual demographics. Today we are only scratching the surface of this data, but it is already challenging our perceptions of our audience and thus enhancing our programmes and channels."

Editors Notes:

Top 10 Video Views

1. LMFAO, Party Rock Anthems – 31,387,000
2. Jessie J, Price Tag – 29,203,000
3. Chris Brown, Yeah x3 – 28,935,000
4. Jennifer Lopez, On The Floor – 27,479,000

5. Bruno Mars, Grenade – 23,308,000
6. Rihanna, Only Girl In The World – 22,505,000
7. Rihanna, What's My Name – 22,321,000
8. Lady Gaga, Born This Way – 22,275,000
9. Pitbull, Give Me Everything – 19,829,000
10. Bruno Mars, The Lazy Song – 19,442,000

Top 10 Artists

1. Rihanna – 99,663,000
2. Lady Gaga – 85,706,000
3. Black Eyed Peas – 73,143,000
4. Chris Brown – 63,692,000
5. Katy Perry – 62,556,000
6. Jessie J – 59,885,000
7. Bruno Mars – 57,144,000
8. Beyonce – 52,522,000
9. J-Lo – 50,022,000
10. David Guetta – 40,211,000

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

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.