



## 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 today announces that its **VIP (Very Important Play) Track** has helped two thirds of the chosen singles reach the top 10 in the UK's singles chart. In what is sure to become one of the most sought-after opportunities in the music industry for broadcast coverage, 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 from established artists such as UK R'n'B star **Jay Sean** have achieved top five chart success the week their single was chosen.

Damian Christian, Director of Promotion at Atlantic Records, which looks after 3OH!3, said: "It goes without saying that when you are introducing a new artist you want their material played as much as possible on as many platforms as possible. Television airplay for a video of up to 100 times in the week of launching a new artist or project is invaluable exposure. The fact that 3OH!3's second UK single was chosen by Box TV as the VIP track for that week resulted in exactly what we wanted, upfront early exposure!"

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.

Simon Sadler, Music Director, Box TV, says: "We are very excited about the VIP track and have always known it will become one of the crucial parts of any promotional plan. It has also become a great additional way of getting closer to labels and helping kick start a campaign from week one – as well as bringing our viewers more of artists we really believe in. We are over the moon that we have seen a direct correlation between our VIP tracks and the Top 10 UK singles chart."

Launched in late October 2009, VIP has been running for just over 10 weeks. The success of the VIP Track re-affirms Box TV as a great destination for music discovery. Recent research from Phoenix 3 showed that more people discover new music through music television than they do through music radio, with the 4Music channel being the current number 1 music channel in the UK. *BARB/TNS, Jul-Sep 09*

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**

Key Statistics So Far

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

<b>Artist/s</b>	<b>Title</b>	<b>Highest Chart Position</b>	<b>1st week plays</b>
Ellie Goulding	Under The Sheets	53	122
Iyaz	Replay	2	141
Jason DeRulo	Whatcha Say	3	161
Ke\$ha	Tik Tok	4	111
3OH!3 ft. Katy Perry	Starstruck	5	93
Chipmunk ft. Talay Riley	Look For Me	10	147
Cobra Starship	Good Girls Go Bad	17	53
Jay Sean ft. Lil Wayne	Down	3	101
Girls Can't Catch	Echo	Not yet released	110

**For all press enquiries or pictures please contact Kate Flannery at Bite PR on 02087411123 or [4music@bitepr.com](mailto:4music@bitepr.com)**

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