



Sunday, 29th November 2009

T4 and 4Music Viewers Crown Beyonce As The World's Greatest Popstar

*Over 100,000 UK votes cast online to name new diva of
pop*

The votes are in, the UK public has spoken, and 4Music is pleased to announce that Beyonce has been crowned the all-time queen of pop for its 'Rimmel London Presents The World's Greatest Popstars' series. The glamorous super diva beat a who's who of nine other well known pop music sensations to win the hearts and minds of the UK public to be crowned as the world's greatest popstar of all time.

To announce the result, 4Music's Edith Bowman was joined by a carefully selected super-panel of industry experts who laid down their opinions on the ten featured popstars and put forward the cases for their favourite contenders for the title. Then, in front of the T4 Stars Of 2009 live audience at London's Earls Court, Beyonce was revealed as the winner with a very special tribute organised in her honour.

Beyonce's triumphant win was followed by strong votes for Britney, Eminem and Pink, but the bootylicious diva's style, grace and reputation for delivering a constant string of hit pop tracks meant she was able to kick the other pop acts to the proverbial curb.

Commenting on the result, Neil McCallum, Head of Music and T4, Channel 4, said: "We're really excited to announce the winner of our 12 week search to unveil the world's greatest popstar. Pop music remains the cornerstone of great British music and it is only right that we recognise and honour the best talent in this category. Beyonce is a true global superstar and is well known for her flexible artistic style, from her powerful R'N'B ballads through to her brilliant

dance anthems. It is no great surprise that she's won the hearts and minds of our audiences and so deserves the title of the World's Greatest Popstar."

"By commissioning 'Rimmel London Presents The World's Greatest Popstar' we've had the opportunity to take a whirlwind 12 week tour through the pop trenches" said Dave Young, Programming Director for Box TV and 4Music. "Our innovative programme format, combining a definitive list of celebrity pop contenders and a smorgasbord of passionate pop advocates, enabled us to give the UK public a chance to get their voices heard. Every vote counted and the fact that we had over 100,000 cast online is testament to how strongly people feel about their pop music heroes. But in the end there could be only one winner, and Beyonce deserves the crown."

For those that missed the grand unveiling of the result, the final of 'Rimmel London Presents The World's Greatest Popstars' series can be seen again on 4Music - Freeview 18, Sky 360 and Virgin Media 330 – on Monday 30th Nov at 12.00, or Tuesday 1st Dec at 23.00.

ABOUT 'RIMMEL LONDON PRESENTS THE WORLD'S GREATEST POPSTAR':

The thirteen part series, compared by Edith Bowman, was commissioned by 4Music to take the ten best pop acts of all time and deliver a range of in-depth, star-studded documentaries to educate and capture viewer's imaginations. Week-by-week, the shows saw a celebrity advocate championing their favourite popstar and asking the British public to support them and vote. 'Rimmel London Presents The World's Greatest Popstars' was a Box TV production.

The ten contenders for the title were:

- Beyonce
- Britney Spears
- Eminem
- Girls Aloud
- Justin Timberlake
- Kylie
- Madonna
- P!nk
- Robbie Williams
- Take That

*****NOTES TO EDITORS**

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About Box TV

Box TV is a network of 7 music TV channels 4Music, The Box, Kiss, Magic, Smashhits and Q and is a 50/50 joint venture between Channel 4 and Bauer Media.

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.

58% of 4Music's Adult viewers are aged 16-34. (*BARB*)

4Music attracts an average of 11m viewers a month. (*BARB*)