



glenyearwoodgroup  
URBAN MARKETING

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## **BET Hip-Hop Awards Honours UK Artists**

For the first time in British Urban Music history, BET (Black Entertainment Television) will be acknowledging the contribution of UK Hip-Hop by providing an International category for the "Best UK Artist" as part of the Inaugural BET Hip-Hop Awards in Atlanta, USA, on the 12<sup>th</sup> November 2006.

BET International, Senior Vice President, Michael Armstrong recognised that the UK is a key region as he contemplates launching the BET brand in global markets. Armstrong commented, 'We're pleased to include the top UK hip hop act in our 1<sup>st</sup> annual hip hop awards show.

As we prepare to reassert BET's brand around the world, the UK is clearly a market where we plan to have a presence. It's good to know that with the help of our UK partners, British fans will have the opportunity to send their top hip-hop act to Atlanta, Georgia to represent their country.'

British hip-hop fans are expected to play an Interactive role by nominating their favourite acts through a groundbreaking association between MTV Base and 1 Xtra BBC that allows fans to nominate their favourite UK Hip Hop acts via Interactive Television and the Internet. Furthermore, 1Xtra BBC is giving the opportunity for British fans to win tickets to attend the event live in Atlanta, Georgia in November as part of the promotional package.

The power of the BET brand is undisputable with the primary BET channel reaching more than 83 million households according to Nielsen media research, and can be seen in the United States, Canada and the Caribbean.

BET is the dominant African-American consumer brand; 1 Xtra BBC's hip-hop presenter *Semtex* added his weight to the growing Industry excitement when he observed: 'This is a massive opportunity to present some of the most creative and innovative talent originating from this side of the Atlantic. It is time for our Hip hop artists to break into the lucrative US market.'

British Hip Hop Nominees will be announced on 12 October; voting will take place until 27 October on 1 Xtra BBC and MTV Base. The UK winner will be announced on 1<sup>st</sup> November.

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Notes to editors:

About Michael Armstrong:

Mr. Armstrong is Senior Vice President and General Manager of BET International, an operating division of U.S.-based BET Networks. Before joining BET Networks in June 2006, Mr. Armstrong was MTV International's Sales Director for Global Marketing Partnerships. Additionally, he served as Vice President of Affiliate Marketing for MTVN's Music Group and executed marketing strategies for MTV, MTV2, VH1, and CMT. Mr. Armstrong holds a Bachelors of Science in Marketing from Hampton University in Hampton, Virginia, and an MBA in Marketing and Strategy from the University of Chicago's Graduate School of Business.

About BET Networks

BET Networks, a subsidiary of Viacom, Inc. (NYSE: VIA and VIA.B), is the United States' leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 83 million households according to Nielsen media research, and can be seen in the United States, Canada and the Caribbean. BET is the dominant African-American consumer brand with a diverse group of businesses extensions: BET.com, the Number 1 Internet portal for African Americans; BET Digital Networks – BET J, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Event Productions, a full-scale event management and production company; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Mobile, a service venture into the lucrative world of ring tones, games and video content for wireless devices; and BET International, an extension of BET network programming for global distribution.

About BET Hip Hop Awards

On Wednesday, November 15, BET Networks will televise its inaugural BET Hip-Hop Awards from the Fox Theatre in Atlanta, Georgia, USA. The show will celebrate superlative performance and monumental achievement across the hip-hop music genre. The event will also feature exciting on-stage performances, stellar salutes and historical retrospectives on the greatness of hip-hop music. Noted American comedian and actor Katt Williams will host the program.

About 1 Xtra BBC

1Xtra BBC is the UK's only national black music radio station - formed in 2002, and part of the BBC, it is sister station to BBC Radio 1, the UK's largest youth radio station for over 35 years. 1Xtra was one of the first in a new wave of digital radio stations to hit the UK.

1Xtra specialises in Hip Hop, Dancehall, R&B, Drum and Bass and UK Garage, and also reflects the full spectrum of black music.

## About MTV Networks UK & Ireland

MTV Networks is the largest television network in the world and a leading creator of programming and content across all media platforms, with 111 channels and 94 websites reaching more than 440 million households in 167 countries worldwide.

MTV Networks UK & Ireland operates 3 channel groups - Comedy, Kids and Music. Our 9 branded music channels comprise of MTV, VH1, MTV Hits, MTV Base, MTV Dance, MTV2, VH2, VH1 Classic and TMF. They feature the best in music alongside popular shows such as Pimp My Ride, Punk'd, Dirty Sanchez and Cribs. MTV Network's music channels are available on Sky, Cable (through ntl & Telewest) and Freeview, reaching larger audiences than at any time in UK history, with an average of over 17 million viewers each month according to BARB research.

Paramount and Nickelodeon in the UK are part of the MTV Networks International portfolio of channels through joint ventures with BSKYB.

In addition, MTV Networks is a pioneer in the new and exciting world of digital media, winning awards for its interactive and online services, as well as being the first media company to offer made-for-mobile 3G video content. MTV Networks UK & Ireland offers mobile distribution of four TV channels (MTV Snax, MTV Trax, Paramount and Nickelodeon) as well as online, on-demand entertainment service, MTV Overdrive.

MTV Networks is a unit of Viacom.

## About Glen Yearwood Group

The Glen Yearwood Group is a London specialist communications consultancy that works on behalf of major companies, brands and public sector organisations.

We deliver targeted marketing solutions that reach urban based 11-35 year olds, often from a multi – ethnic cultural background, using innovative and non-traditional methods of delivery.

Our strength lies in understanding the power of Black lifestyle and culture, it's relationships with technology, music, youth lifestyle and the disproportionate influence it has on influencing mainstream purchasing decisions. We understand brands but we also understand "the power of the street".

Ends.