



MTV IGGY ANNOUNCES LINE-UP FOR "BEST NEW BAND 2011" CONCERT EVENT

Grammy-Nominated Dance Punk Band La Vida Bohème, Reggae Star Gyptian and Breakout Malaysian Singer-Songwriter Yuna Join K-Pop Sensation and 2011 Best New Band 2NE1 for a Live Concert Event at MTV's Times Square Studio on December 12

MTV Iggy Reinvents Music Fan Frenzy in Times Square
with New Global Acts

New York, NY, (December 8, 2011) - [MTV Iggy](#), a multi-platform global music brand connecting America with global artists and pop culture phenomena, announces the full concert line-up for MTV Iggy's Best New Band global pop music event at MTV's Times Square Studio on December 12. Hosted by a star cast of MTV personalities - Matt Pinfield, Sway, and SuChin Pak, as well as Bollywood and TV actress Shenaz Treasury - this multi-location concert will unfold in New York City's Best Buy Theater, the MTV Studio and on MTV's giant HD screen in Times Square, 44 ½. The concert will also be streamed live on [MTVIggy.com](#) and enhanced by a global chat with real-time translations in 53 languages powered by Ortsbo.com, a leader in experiential language technology.

With Salli Frattini, award-winning MTV veteran and Sunset Lane Entertainment founder, as Executive Producer, the event represents an evolution of successful music events and programming that have drawn thousands of impassioned fans to Times Square to catch a glimpse of their music idols in the windows of the MTV Studio.

Best New Band illustrates MTV Iggy's mission to open the doors for global music and youth culture to an American audience. Breakout music acts from around the world, such as the UK, USA, Australia, Malaysia, Jamaica, Pakistan and South Korea, were voted by music fans from 169 countries and resulted in 4.25 million votes along with a tidal wave of social media activity. The top voting countries included the US, Mexico, Canada and the Philippines, demonstrating a cross-border hunger for new music.

"Our audiences live in a highly connected global environment and music is a centrifugal force for them, a way to discover the world and make connections," said Nusrat Durrani, Senior Vice President and General Manager of MTV World. "The passion aroused by the Best New Band program is inspiring, and with this concert, we are doing what we are famous for: creating emotional connections between our audiences and artists. What's different is that this event taps into a new generation of fans and

musicians whose cultural context and consciousness is borderless."

K-pop superstars 2NE1 were announced as the Best Band in the World on November 10 and will headline the concert along with indie pop stars La Vida Bohème (dance punk band from Venezuela nominated for 2011 Grammy for Best Latin Pop, Rock or Urban Album), Gyptian (dancehall reggae star from Jamaica) and Yuna (award-winning singer-songwriter from Malaysia). MTV Iggy is cross-pollinating leading K-pop, dancehall reggae, dance punk stars, but also diversifying the pop music lexicon in the US by introducing iconic new artists.

MTV Iggy creates and distributes content across multiple platforms, including online, on-air and social media outlets. MTV Iggy premiered its first episode of The MTV Iggy Show, a weekly showcase of the best new music from around the world, this October. The 30-minute music showcase airs on mtvU at 8:00 p.m. ET/7:00 p.m CT, with other editions of the show airing across MTV television networks, such as MTV and MTV2 as well as MTV.com. MTVIggy.com is the brand's home base, accessible from anywhere in the world, providing music fans the same experience regardless of their country or region. The website offers a vast library of globally cleared content with live performances, music videos, interviews, articles, reviews, and original photography.

ABOUT MTV WORLD

MTV World connects global-minded millennials with music and pop culture trends and creates original programming for targeted audiences across multiple platforms. The division's consumer properties include MTV Iggy, featuring emerging music from around the world, MTV K, devoted to global K-Pop, and MTV Desi, focused on South Asian music and pop culture. It also creates innovative content and programs for advertising partners. MTV World is a unit of Viacom Inc. (NASDAQ: VIA, VIAB).

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