

2009 MTV Europe Music Awards Best European Act Nominations Unveiled

LONDON, Nov 02, 2009 -- After a fierce international battle, Finnish rock band Deep Insight, Russian pop artist Dima Bilan, Polish singer Doda, Italian pop rockers Lost and Turkish rap rock band MaNga were revealed as the MTV Europe Music Awards' most popular Regional Winners -- as voted by MTV fans from across Europe. All five acts are now nominated in the EMA Best European Act category, the news was announced today by MTV Networks International (MTVNI), owned by Viacom Inc (NYSE: VIA, VIA.B).

The *MTV Europe Music Awards (EMAs)* will air *live* on MTV from the *02 World*, Berlin at 9pm CET on *Thursday 5 November* and are sponsored by Sony Ericsson, MTV Games / Harmonix's *The Beatles™: Rock Band™* and Dell.

MTV Networks International announced 22 MTV Europe Music Awards Regional Winners on 12 October. *Deep Insight*, *Dima Bilan*, *Doda*, *Lost* and *MaNga* were awarded *Best Finnish Act*, *Best Russian Act*, *Best Polish Act*, *Best Italian Act* and *Best Turkish Act* respectively. These acts, who challenged all of the EMA Regional Winners in a fierce promotional battle, are the five with the most viewer votes. The *Best European Act* nominee with the most overall votes will be presented with the Best European Act gong live at the glittering MTV Europe Music Awards.

The 2009 *MTV Europe Music Awards* will be hosted by *Katy Perry* and will feature performances by the *Foo Fighters*, *Green Day*, *Jay-Z*, *Leona Lewis*, *Shakira* and *Tokio Hotel*. *U2* will be performing a short set to 10,000 fans at Berlin's historic Brandenburg Gate which will be beamed into the prestigious Awards. *Joss Stone* will be hosting EMA digital show *2009 EMA: Red Carpet Show* and *Pete Wentz* will be hosting EMA digital show *2009 EMA: All Access*. Presenters include pop/rock phenomena *Jonas Brothers* alongside *Asia Argento*, *Backstreet Boys*, *Bar Refaeli*, *Batista*, *Boris Becker*, *Brody Jenner*, *Jean Reno*, *Juliette Lewis* and *Miranda Cosgrove*. More EMA artists will be announced shortly.

Leading 2009 EMA nominees include *Lady GaGa* and *Kings of Leon*, with 5 nominations apiece. They are closely followed by *Beyonce* who has been nominated in 4 categories.

The MTV Europe Music Awards is one of the world's most prestigious live music events. The Awards will be broadcast to 532 million MTV homes around the world. In 2008, the EMAs generated more than 4 million unique visitors to www.mtvema.com and over 100 million online votes.

Antonio Campo Dall'Orto is EVP, Music Brands, MTV Networks International and Executive Producer for the MTV Europe Music Awards. Co-executive Producer & SVP, Talent & Music, MTV Networks International is Bruce Gillmer. Executive Producer is Richard Godfrey. Co-executive Producer is Jane Fraser. Chloe Mason is Producer and Hamish Hamilton is Director. Raffaele Sangiovanni is Executive in charge of Production.

For more information on the 2009 MTV Europe Music Awards and to vote -- please go to:

www.mtvema.com

For more information on 2009 MTV Europe Music Awards artists -- and to vote -- please go to:

www.mtvema.com

Or go to:

www.ema.mtv.co.uk/press

Note to Editors

About the MTV Europe Music Awards

The 2009 MTV Europe Music Awards will be broadcast live in the following countries: Armenia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Former Yugoslav Republic of Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.

About MTV Networks International

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon,

MTVNHD, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One, Neopets, GameTrailers, Shockwave, Addicting Games, Atom Films and Xfire. MTV Networks' brands are seen globally in 578 million households, in 162 countries and 33 languages via 168 locally programmed and operated TV channels and more than 400 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

About Sony Ericsson

Sony Ericsson is a 50:50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in all major markets. Our vision is to become the industry leader in Communication Entertainment; where new styles of communicating through the internet and social media, become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information please visit: www.sonyericsson.com.

About The Beatles: Rock Band

The Beatles: Rock Band marks the first time that Apple Corps, along with EMI Music, Sony/ATV Music Publishing, Harrisongs Ltd and Startling Music Ltd has presented The Beatles music in an interactive video game format. *The Beatles: Rock Band* is published by MTV Games and developed by Harmonix, the world's premier music video game company and creators of the best-selling *Rock Band*, and available on the Xbox 360[®] video game and entertainment system from Microsoft, PLAYSTATION^{®3} computer entertainment system and Wii[™] console from Nintendo.

About MTV Games

MTV Games is dedicated to creating, marketing and publishing high-quality, innovative interactive products that are relevant to the MTV audience and complement the core values of the MTV Networks brands.

About Harmonix Music Systems, Inc.

Harmonix Music Systems, Inc., based in Cambridge, MA, and established in 1995, is the leading developer of ground-breaking music-oriented videogames. Harmonix was founded by Alex Rigopulos and Eran Egozy, who formed the company to invent new ways for non-musicians to experience the unique joy that comes from making music and have pioneered music and rhythm gaming in the US. For more information please visit: www.harmonixmusic.com.

About Dell

People worldwide can buy Dell online, by phone and through more than 43,000 stores.

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