



**STRICT EMBARGO – THURSDAY 1 OCTOBER 09 – 0900 (UK)**

## **Waking Up In Berlin Katy Perry to host the MTV Europe Music Awards 2009**

**First artist ever to host two consecutive EMAs**

**London, Thursday 1 October 2009:** Multi-platinum international star, **Katy Perry**, is set to host the 2009 MTV Europe Music Awards (EMAs), the news was revealed today by MTV Networks International (MTVNI), owned by Viacom Inc (NYSE: VIA, VIA.B). The only artist ever to be asked to host two successive shows in the 15 year history of the MTV Europe Music Awards, Katy will bring her trademark energy and enthusiasm to the stage as the event broadcasts live on **MTV** from the O2 World, Berlin on **Thursday 5 November at 9pm CET**. The 2009 EMAs are sponsored by **Sony Ericsson**, MTV Games / Harmonix's **The Beatles™: Rock Band™** and **Dell**.

Fresh from her highly successful 2008 MTV Europe Music Awards debut, which not only saw her open the show astride a giant cherry Chapstick, and win the Best New Act category, but also catapulted her into the stratosphere as a truly global music artist, Katy is set to return bigger and even better at the upcoming Awards, which will reach more than 502 million MTV homes in Europe and around the world. In addition, this year, Katy will be going head-to-head with Beyonce, Lady GaGa, Shakira and Leona Lewis as she is nominated for Best Video for her smash track '*Waking Up in Vegas*'.

Commented Bruce Gillmer, Co-Executive Producer & SVP, Talent & Music, MTV Networks International: *"We spend a lot of time and energy carefully considering our potential EMA host. It's no mean feat to take the central role at a music event of the scale and heritage of the EMAs, but Katy did an outstanding job in Liverpool – and we just kept coming back to her as first choice for this year. Katy's deep connection to the world of music, her dynamic and compelling personality and her worldwide appeal made her a natural choice."*

Katy rose to fame in 2008 with her breakthrough album, *"One of the Boys"* and Grammy nominated first single, *"I Kissed A Girl"* which spent seven weeks at #1 on the Billboard Hot 100. Throughout the remainder of last year, the track became a worldwide smash hit in more than 30 countries and was followed by two more #1's with *"Hot N Cold"* and *"Waking Up in Vegas"*. *"One Of The Boys"* has sold a combined 4.8 million albums worldwide.

Katy will be joined on the 2009 EMA stage by performers **Green Day**, **Leona Lewis** and **Tokio Hotel** with more performers and presenters still to be announced. Leading EMA 2009 nominees include **Lady GaGa** and **Kings of Leon**, with 5 nominations apiece.

The 2009 MTV Europe Music Awards is one of the world's most prestigious live music events. In 2008, the EMAs generated more than 4 million unique visitors to [www.mtvema.com](http://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. Executive Producer for Playmaker is Jane Fraser. Co-executive Producer & SVP, Talent & Music, MTV Networks International is Bruce Gillmer. Executive Producer is Richard Godfrey. Chloe Mason is Producer and Hamish Hamilton is Director.

For more information on the 2009 MTV Europe Music Awards – and to vote – please go to: [www.mtvema.com](http://www.mtvema.com)

For further press information and for biographies and artwork please contact:  
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[www.ema.mtv.co.uk/press](http://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, 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, Netherlands, Norway, Poland, Portugal, Romania, Serbia & Montenegro, 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 top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit [www.sonyericsson.com](http://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](http://www.harmonixmusic.com).

**About Dell**

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