

MUSIC CHOICE®

CERTIFIED™

Where The Fans Decide!

Music Choice Original Series Premieres May 2009

Description

Music Choice's new Original series **Certified** is the first program of its kind engaging viewers and encouraging them to vote for their favorite artist via text messaging. Each episode features a face-off between two artists like *who's hot or who's not*. **Certified** integrates commentary from panelists, artist bytes from visits to Music Choice and a "man-on-the-street" perspective.

Face-Offs

Certified episodes to feature face-offs such as:

- **Ciara vs. Beyoncé** "Sexiest Of The Summer: Who's Hot When The Heat Goes Up?"
- **Pink vs. Katy Perry** "Who's The Pop Girl That Goes There?"
- **T.I. vs. Soulja Boy** "My Prom King-Who Would U Take To The Prom?"

Schedule

Certified premieres on Music Choice On Demand on Monday, May 11 with new episodes every two weeks.

Marketing Materials

- Cross Channel Spot (:25/:05)
- Barker Promo Highlights
- Direct Mail Artwork
- Online Banners

For more information on **Certified**, please contact your Music Choice Affiliate representative.
www.musicchoice.com/affiliate

