



**WINNERS ANNOUNCED FOR THE 3<sup>RD</sup> ANNUAL DEMMX AWARDS**

**--YouTube and Microsoft Take Home Top Honors--**

**--Prestigious Awards Recognize Major Achievements in the Digital Entertainment Industry--**

**New York, NY (November 30, 2006)** — Billboard and Digital Media Wire announced the winners for the 3<sup>rd</sup> annual DEMMX Awards at a ceremony last night at the Hyatt Regency Century Plaza in Los Angeles. This awards gala dinner, which took place during the two-day Digital Entertainment, Media and Marketing Excellence (DEMMX) Conference, recognized the cutting edge developments and forward thinkers shaping the future of entertainment.

YouTube and Microsoft were among the big winners at this event. YouTube received three DEMMX Awards including an honor for Chad Hurley, Steve Chen and Jawed Karim, the founders of YouTube, Inc., as “Visionary of the Year.” This award is given to an individual or individuals whose ideas, achievements and vision have provided invaluable direction, leadership and voice to the digital entertainment industry. In addition, YouTube was honored with the “Best Video On-Demand Service” award, and the coveted “Brand of the Year” award for the significant advances that the company has made in order to solidify its identity as a leader in the digital entertainment industry.

Microsoft took home the “Game Innovation of the Year” award and “Innovator of the Year” award for Microsoft XNA Game Studio Express. The latter honors the profound impact that Microsoft has had on the digital entertainment industry by revealing a new approach that has led the industry in a different direction.

Other highlights of the evening included the “Best Digital Music Community” award, which MySpace earned for its devotion to providing music news, information, and reviews, in a digital format, the “Best Radio Service” award, which was captured by Motorola, Inc. for the Motorola iRadio, and the “Television Technology of the Year” award, which was won by Apple for its Apple Video iPod.

This year’s awards gala dinner also featured a special musical performance by Sandra Bernhard. This talented actress, comedian, author and singer just released a new holiday compilation album “Breaking for the Holidays” (Breaking Records), which includes her duet with Iranian singer Sussan Deyhim on the Hanukkah song “Miracle of Lights,” penned by Bernhard and Mitch Kaplan.

The DEMMX Awards celebrate vision, innovation, entrepreneurship and brand development in digital entertainment. These awards were judged by an elite group of jurors from the digital entertainment sphere. With awards in 20 categories, the jury group honored achievements in games, music, film, television and video. This year’s submissions were of the highest quality with almost every major entertainment company entering the awards, resulting in many hotly contested categories. Throughout the review and judging process, entries were evaluated based on specific criteria relevant to each category as set out in the category descriptions. Particular focus was given to innovation, creativity, content, interactivity and market success. For a complete list of jurors, rules and finalists, please visit <http://www.demmx.com>.

The following is a complete list of winners for the 3<sup>rd</sup> annual DEMMX Awards:

## **BEST OF SHOW**

### **Visionary of the Year**

Chad Hurley, Steve Chen, and Jawed Karim, Founders of YouTube, Inc. (YouTube, Inc.)

### **Innovator of the Year**

Microsoft XNA Game Studio Express (Microsoft Corporation)

### **Brand of the Year**

YouTube (YouTube, Inc.)

## **MUSIC**

### **Digital Music Innovation of the Year**

Sonos 2.0 and Rhapsody Online Music Service - "A Direct to Service Approach to Digital Music" (Sonos, Inc.)

### **Best Use of Technology by an Artist**

On Tour: Barenaked Ladies Special Edition (PassAlong Networks)

### **Best Radio Service**

Motorola iRadio (Motorola, Inc.)

### **Best Downloadable or Subscription Music Service**

Rhapsody 4.0 (Real Networks)

### **Best Digital Music Community**

MySpace (MySpace)

## **GAMES**

### **Game Innovation of the Year**

Microsoft XNA Game Studio Express (Microsoft Corporation)

### **Console Game of the Year**

Tom Clancy's Ghost Recon Advance Warfighter (Ubisoft)

### **Mobile Phone Game of the Year**

Turbo Camels: Extreme Circus (Mr.Goodliving)

### **Casual Game of the Year**

Feeding Frenzy (PopCap Games, Inc.)

### **Multiplayer Game of the Year**

Guild Wars Factions (NCSoft)

### **Advergame of the Year**

Fuel Industries for American Dad vs. Family Guy Kung Fu, Deadwood: Dead Man's Hand and Sprite Dunkface

### **Best Use of Sound in a Game**

Call of Duty 2 (Activision)

## **FILM TELEVISION & VIDEO**

### **DVD of the Year**

Walk the Line Collectors Edition (Twentieth Century Fox Home Entertainment)

### **Television Technology of the Year**

Apple Video iPod (Apple)

### **Best Interactive Television Programming**

Music Choice (Music Choice)

### **Most Innovative Use of Technology for Advertising**

Entourage: Interview with Ari (Deep Focus)

### **Best Video On-demand Service**

YouTube (YouTube, Inc.)

### **About Billboard:**

Now in its 112th year, Billboard is the world's premier weekly music publication and a diverse digital, events and brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. Billboard is the flagship property for the Billboard Information Group, which also consists of Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Radio & Records. Billboard's many strategic partners include Fox-TV, Microsoft, Hands-On Mobile, Reuters, Sirius Satellite Radio, Telemundo, Univision Radio, ABC Radio Networks, Azteca America, BigChampagne and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These partnerships leverage Billboard's proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile platforms and contextual commerce applications that expand Billboard's franchise and consumer reach.

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