



24 September 2009

MTV EMAs: O₂ admits four groups of 150 friends to the music event of the year

- O₂ to issue 600 “can’t buy” tickets to the MTV Europe Music Awards to be held at the O₂ World in Berlin
- Found an O₂ Crew and gain admission for 150 crew members
- www.o2crew.de online now

MUNICH. On November 5, the MTV Europe Music Awards (EMAs), the music event of the year, will be taking place at O₂ World in Berlin. Telefónica O₂ Germany will be giving four different groups of 150 friends the chance to be there. All those who form an O₂ Crew on www.o2crew.de will take part in the competition. After each of the four weeks of the competition, the founder of the O₂ Crew with the most members will receive 150 tickets that he or she can distribute freely among their crew. You have more than 500 friends on Facebook? Those who are well-networked are clearly at an advantage: social media contacts can be invited to join the Crew at a click.

The simple mechanics of an O₂ Crew: The founder of a Crew who recruits the most Crew members during the respective seven-day period of the competition will be given the chance to attend the MTV EMAs. The winner can then distribute the 150 tickets among his members. The next week, all of the Crews start back at zero – this means everyone receives four chances to be able to attend the music event of the year during the four-week period of the campaign.

www.o2crew.de is a new platform that allows for entertainment prizes to be won on a regular basis even after the MTV EMAs have ended. To form a Crew, O₂ customers register directly under www.o2crew.de. Customers of other mobile phone carriers can have their mobile phone number activated at all O₂ shops and then register an O₂ Crew. Anyone can join a Crew that has already been formed by simply registering online.

MTV Europe Music Awards 2009

This year, the presentation of Europe’s most important music award will take place in Germany. The most successful musicians will be recognized at O₂ World in Berlin on November 5. Anyone can cast a vote for their favorite artist by going to <http://ema.mtv.de/abstimmen>. This marks the third year already that Telefónica O₂ Germany will be hosting the MTV Europe Music Awards together with Sony Ericsson.

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