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DOWNLOAD FESTIVAL SCOOPS BT DIGITAL MUSIC AWARD

"Best Music Community" goes to Download Festival

London, 3rd October 2007. Live Nation is proud to announce that its multi-award winning Download Festival, was awarded yet another industry trophy at last night's prestigious BT Digital Music Awards, held on October 2nd 2007 at the Roundhouse in Camden.



The BT Digital Music Awards remain the UK's only awards that are completely dedicated to digital music entertainment, and have become more important to both fans and the industry alike.

The winner of last year's "Best Event Website", the Download Festival proved unstoppable in this year's nominated category "Best Music Community", beating competition from Bebo Bands Community, Bloc Party Marshals, Road to V and Vaio Nation.

Many community elements of the festival's digital offering impressed the judges. Unique in UK festivals, Download hosted a live 3-day web cast from the Main Stage with over 188,000 unique viewers across the weekend. Download is also the only festival in the world to build its own TV portal for fans to upload their own videos from their mobiles or over the web.

The vibrant fan forums, featuring band polls and community votes, boast over 39,000 registered members. Meanwhile, the official site is crammed with exciting and engaging interactive content, including a groundbreaking treasure hunt in Second Life; with live blogs, reviews and interviews direct from the festival.

Accepting the award on behalf of Live Nation, Mark Yovich, EVP of Digital, International, commented: "This is a momentous occasion for our organisation and in particular my team, who have created the best possible place for a vibrant on-line community. We value our fans and thank them for their vote – we share this award with them."

About Live Nation

Live Nation is the world's largest live music company. Our mission is to inspire passion for live music around the world. We are the largest promoter of live concerts in the world, the second-largest entertainment venue management company and have a rapidly growing online presence. We create superior experiences for artists and fans, regularly producing tours for the biggest superstars in the business, including The Rolling Stones, The Police, Madonna, U2 and Coldplay. Globally, we own, operate, have booking rights for and/or have an equity interest in more than 160 venues, including House of Blues(R) and Fillmore(R) music venues and prestigious locations such as Nikon at Jones Beach in New York and London's Wembley Arena. Our websites collectively are the second most popular entertainment/event websites in the United States, according to Nielsen//NetRatings. In addition, we also produce, promote or host theatrical, specialized motor sports and other live entertainment events. In 2006, we connected nearly 60 million fans with their favorite performers at approximately 26,000 events in 18 countries around the world. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV."