



## Meteoric Gains in Album and Digital Sales for Performers of CTV's Broadcast of **THE 2009 JUNO AWARDS** - Dubbed "The JUNO Effect" -

-- JUNO Award Winners Sam Roberts and City and Colour see biggest gains of over 200% in digital track sales; The Stills also soar up the charts --

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**Toronto, ON (April 15, 2009)** - The stars have aligned once again to create what is termed "The JUNO Effect." Following CTV's broadcast of **THE 2009 JUNO AWARDS** on Sunday, March 29, live from General Motors Place in Vancouver and watched by 1.23 million viewers from coast to coast, JUNO Award-winning artists and performers such as City and Colour, Divine Brown, Nickelback, Sam Roberts and The Stills have seen album sales and digital downloads soar double and triple-fold following their exciting live performances and entertaining appearances on the JUNO AWARDS stage.

Just two weeks ago, Canada celebrated the best in the music industry and subsequently rushed to stores and online outlets to support their favourite Canadian artists. Data from Nielsen SoundScan confirms significant sales spikes following the broadcast for the following headlining performers:

### Album sales:

- Divine Brown - up 16%
- Nickelback - up 33%
- Sam Roberts - up 88%
- Serena Ryder - up 18%
- Simple Plan - up 29%
- The Stills - up 126%

### Digital Track sales:

- City And Colour – "Sleeping Sickness" - 230% gain
- Divine Brown – "Sunglasses" - 75% gain
- Nickelback – "Something In Your Mouth" - 99% gain
- Sam Roberts – "Them Kids" - 236% gain
- Serena Ryder – "Little Bit Of Red" - 62% gain
- Simple Plan – "Your Love Is A Lie" - 59% gain
- The Stills – "Being Here" - 189% gain

CTV's two-hour broadcast of **THE 2009 JUNO AWARDS** attracted an average audience of 1.227 million viewers, and was the most-watched program from 9-11 p.m. among all other broadcasters. Additionally, more than 4 million viewers watched part of the show, which was broadcast in High Definition and 5.1 Surround Sound from General Motors Place in Vancouver, British Columbia. The audience compares to the broadcast of Canada's Music Awards in 2005 (1.217 million) and 2006 (1.225 million) on CTV.

**THE 2009 JUNO AWARDS** was jam-packed with performances by 18 different artists, and was hosted for the second year in a row by comic sensation Russell Peters who wowed audiences with a colourful and riotous Bollywood act and opening monologue.

Multiple JUNO Award winners Nickelback kicked off the show performing "Something in Your Mouth" amid a sizzling pyrotechnical display. Other highlights included Songwriter of the Year Dallas Green teaming up with special surprise guest Gord Downie for a beautiful performance of "Sleeping Sickness" while Canadian music icon Bryan Adams sang "Walk on By" accompanied by Kathleen Edwards on violin.

Crystal Shawanda, Divine Brown, Sam Roberts, Sarah McLachlan, Serena Ryder, Simple Plan, The Stills, and a collaboration by Canadian folk-rockers Great Big Sea, Hawksley Workman and Eccodek topped off a star-studded show.

Since CTV joined forces with CARAS in 2002, The JUNO Awards have travelled across Canada, bringing a live, electrified stadium show to millions of Canadians. CTV has broadcast The JUNO Awards from St. John's (2002), Ottawa (2003), Edmonton (2004), Winnipeg (2005), Halifax (2006), Saskatoon (2007) and Calgary (2008), Vancouver (2009). The 2010 JUNO Awards will be broadcast on CTV once again from St. John's, NL.

**THE 2009 JUNO AWARDS** is produced by Insight Productions in association with CTV and The Canadian Academy of Recording Arts and Sciences (CARAS). Executive Producers are John Brunton and Barbara Bowlby for Insight Productions and Melanie Berry and Stephen Stohn for CARAS. Louise Wood is Producer and Donna Luke is Line Producer. Susanne Boyce is President, Creative, Content and Channels, CTV Inc.

Broadcast sponsors for THE 2009 JUNO AWARDS are Garnier, Pepsi, Pontiac and Rogers.

Sponsors of **THE 2009 JUNO AWARDS** include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," The Province of British Columbia, The City of Vancouver, Music BC and Radio Starmaker Fund.

#### About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'academie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards. For more information on The 38th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences (CARAS) please visit our websites at [www.carasonline.ca](http://www.carasonline.ca) and [www.junoawards.ca](http://www.junoawards.ca).

#### About CTV:

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It has the number-one national newscast, CTV NATIONAL NEWS WITH LLOYD ROBERTSON, and is the number-one choice for prime-time viewing. CTVglobemedia Inc. is Canada's premier multi-media company which owns CTV Inc. and *The Globe and Mail*. CTV Inc. also owns radio stations across the country, and leading national specialty channels. Other CTVglobemedia investments include an interest in Maple Leaf Sports & Entertainment Ltd., and in Dome Productions, a North American leader in the provision of mobile high definition production facilities. More information about CTV may be found on the company website at [www.ctv.ca](http://www.ctv.ca).

Web Links:

CTV's JUNO Awards website: [www.junos.ctv.ca](http://www.junos.ctv.ca)

Official JUNO Awards website: [www.junoawards.ca](http://www.junoawards.ca)

CARAS website: [www.carasonline.ca](http://www.carasonline.ca)

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