



The JUNO Effect: CTV's 2010 JUNO AWARDS Broadcast Boosts Album and Digital Sales for Performers

- Biggest gains made by Blue Rodeo and Great Lake Swimmers with more than 200% increase in digital track sales; Metric continues to surge forward –
 - 2.01 million tune-in to CTV channels for THE 2010 JUNO Awards broadcasts –
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Toronto, ON (May 6, 2010) – A musical ripple that began in St. John's, NL has emanated across the country boosting sales for performers on **THE 2010 JUNO AWARDS** following CTV's broadcast on Sunday, April 18. Known as "The JUNO Effect", this wave of enthusiasm increased album sales and digital downloads for **THE JUNO AWARDS** performers by as much as 444%.

Watched in all or in part by 6.5 million Canadians, this year's CTV broadcast featured spectacular performances by Drake, Justin Bieber, K'NAAN, Metric, Michael Bublé and more, resulting in a final average audience of 1.6 million viewers. Following encore broadcasts of the two-hour, concert-style Awards on CTV, /A/, Much Music, Star! and Bravo!, that number increases to 2.01 million viewers in total.*

"The JUNO Effect" occurs each year in the hours and days immediately following The JUNO AWARDS broadcast when fans rush to online outlets and music stores to support their favourite Canadian artists. Data from Nielsen SoundScan confirms significant sales spikes just weeks after the broadcast for the following headlining performers:

Album Sales:

- Blue Rodeo - up 31%
- Drake - up 58%
- Great Lake Swimmers - up 63%
- Johnny Reid - up 27%
- K'NAAN - up 50%
- Metric - up 41%
- Michael Bublé - up 49%

Digital Track Sales:

- Billy Talent - "Saint Veronica" - 77% increase
- Blue Rodeo - "One Light Left In Heaven" - 444% increase
- Classified – "Oh Canada"- 36% increase
- Drake - "Over" - 91% increase
- Great Lake Swimmers - "Pulling On A Line"- 245% increase

- Johnny Reid - "Dance With Me" - 177% increase
- Justin Bieber - "Baby" - 15% increase
- K'NAAN - "Wavin' Flag" - 61% increase
- Metric - "Gimme Sympathy" - 176% increase
- Michael Bublé - " Haven't Met You Yet" - 26% increase

The 40th annual JUNO Awards will take place March 21-27, 2011 in Toronto, ON, culminating in the CTV broadcast of THE 2011 JUNO AWARDS on Sunday, March 27 from the Air Canada Centre.

Web Links:

Official JUNO Awards website: www.junoawards.ca

CTV's JUNO Awards website: www.junos.ctv.ca

CARAS website: www.carasonline.ca

CTV website: www.ctv.ca

Sources:

Music – Nielsen SoundScan

Television - BBM Canada

*Cumulative audience: original broadcast plus all encore broadcasts.

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