



## Press Release

### **MTV BASE WORLD CHART EXPRESS WITH FANTA DEBUTS WEDNESDAY 1 NOVEMBER AT 9.35PM**

### ***Voting Kicks off in Nationwide Contest to find New VJ for TV Show***

South African TV audiences get their first in-depth look at the four young people contending to become the winner of the *MTV base VJ Search - World Chart Express with Fanta* VJ search, as the first episode of the new season unfolds on Wednesday night on e.tv at 9.35pm. With just over one week remaining until one of the four youngsters wins the gig of lifetime by becoming the permanent host of *MTV base World Chart Express with Fanta*, the first episode of the music chart show is bound to be compelling viewing!

Season 1 winner and now seasoned TV professional Sizwe Dhlomo kicks off Episode 1 by introducing the four wannabes poised on the brink of stardom who are battling to take over his role at *MTV base World Chart Express with Fanta* – Fikile Moeti (20), Kyle White (19), Xylon van Eyck (21) and Sandy Mzolo (18). The four contenders,

who include two university undergraduates, one radio station manager and a high school student, will feature in candid cameos as they talk about their lives, hopes and dreams, while the cameras follow the sequence of events which led to their discovery including the jam-packed auditions in Cape Town, Port Elizabeth, Jo'burg and Durban.

Further highlights of Episode 1 of *MTV base VJ Search - World Chart Express with Fanta* will include:

- A brief retrospective on Sizwe's whirlwind year as the first ever MTV base VJ: the story of how a self-effacing Durban bank executive and computer programmer became a TV star!
- Worm (bass player with Port Elizabeth punk rockers The Finkelsteins) auditioning in Port Elizabeth
- Crazy antics from auditionees desperate to secure a slot in the final: the Durban contestants who stripped down to their underwear to impress the judges; the Port Elizabeth contestant who went swimming with the fish in the local fountain and the girl who thought licking the ground would secure her callback in the Cape Town auditions!
- The diary of two auditionees – Brandon and Kyle – who failed to make the grade in Port Elizabeth but who travelled to Johannesburg for a second chance: with surprising results!
- Stunning performances from SA music stars: Young Nations, The Finkelsteins, Lungelo, Prokid, Maggz and Kabelo.

Viewers' SMS votes will account for 50 per cent of the total vote and voting lines for *MTV base VJ Search - World Chart Express* open at 8pm on Wednesday 1 November. The lines will stay open until 10pm on Wednesday 8 November. (Calls cost R2 each) To vote for their favourite candidate, viewers need to send a text message as follows:

Fikile, sms: **VJ FIKILE** to 34700

Kyle, sms: **VJ KYLE** to 34700

Sandy, sms: **VJ SANDY** to 34700

Xylon, sms: **VJ XYLON** to 34700.

Served up to you weekly by Fanta on e.tv from Wednesday, 1 November 2006 at 9.35pm, *MTV base World Chart Express with Fanta* will focus on videos burning up the charts in South Africa and around the globe, from music genres such as pop, rock, kwaito, hip-hop, R'n'B and soul. Hosted by the winning VJ, *MTV base World Chart Express with Fanta* will provide a window to the South African and global music scene, with each episode also featuring exclusive interviews, entertainment news and celebrity gossip.

-ENDS-

### **Note to Editors**

The final televised grand final between Fikile, Xylon, Sandy and Kyle will take place on Wednesday 8 November, broadcasting on e.tv and MTV base at 9.35pm. Five judges including Casey B and 5FM radio personality DJ Fresh, MTV base Talent manager Gordon Hagan and Fanta marketing guru Amanda Broughton will assess a series of tasks that the finalists will need to complete to establish their credentials for being an MTV base VJ. Tasks will include introducing a music video and interviewing an artist or band, including Afro-pop favourites Mafikizolo, who'll be performing on the show. The winner

will be announced live on e.tv at 10.20pm by Sizwe Dhlomo, MTV base VJ and Season I winner, who will symbolically hand over the MTV base microphone to the new VJ.

**Note to Editors**

The word 'VJ' is an abbreviation of the term 'video jockey' and is not to be confused with the term 'DJ' or 'Disc Jockey'. 'VJ' was the term first coined in the USA in the 1970s to describe the role of an MTV host or presenter who performed the links and clips between different videos – in the same way that a DJ provides the links between audio tracks.

For further information, please contact:

Marisa Hendricks

e.tv Publicity Writer

Tel: 021 481 4723

Fax: 021 481 4540

[Marisa.Hendricks@etv.co.za](mailto:Marisa.Hendricks@etv.co.za)