

## Fanta teams up with MTV

Fanta SA and MTV Networks Africa, the pan-African TV network which includes music channels MTV base and MTV Europe, have signed their second sponsorship deal in as many months. Following Fanta's recent sponsorship of SABC1's MTV base World Chart Express, the brand is sponsoring the MTV Europe Music Awards 2005, one of MTV's biggest celebrations of contemporary music culture.

Fanta is the sole South African broadcast sponsor of the MTV Europe Music Awards 2005, commonly dubbed the 'music Oscars', which takes place in Lisbon, Portugal on 3 November 2005, and airs live on MTV base and MTV across sub-Saharan Africa at 22:00 - 0:30 C.A.T.

Sponsorship of the MTV Europe Music Awards 2005 brings Fanta a comprehensive 360-degree sponsorship package which includes a significant on-air presence on MTV base in the run up to 3 November.

The 2005 MTV Europe Music Awards has particular interest for African viewers since the introduction of a new award category focused on African musicians, which has South Africa's own Zamajobe vying against FACE Idibia, Kaysha, 02 and Kleptomaniax for the 'Best African Act' crown.