

## BACKGROUND TO DANCESTAR



### THE FACTS SO FAR

- DanceStar is an annual global award show created to celebrate the achievements of the electronic dance music industry and mark the significant expansion of dance music culture worldwide
- DanceStar aims to establish the first global multi-media music event platform with award shows in the Americas, Europe and Asia
- DanceStar USA - The American Dance Music Awards is the world's largest televised electronic music event attended by every major international DJ and dance music artist plus leading celebrities from the entertainment world
- DanceStar USA is broadcast across 54 countries in three continents with a combined global television audience of over one billion
- DanceStar USA is staged on Miami Beach with an attending audience of over 5,000 people
- Nominations for each award category are decided by the DanceStar Nominations Academy comprising select players in the dance music industry
- Award winners are decided by the voting public via this website

### THE HISTORY

- **DanceStar 2000 - The World Dance Music Awards:** Alexandra Palace, London ...the first electronic dance music event broadcast worldwide, featured Bryan Adams and Moby, and was broadcast to an audience of over 100 million
- **DanceStar 2001 - The World Dance Music Awards:** Alexandra Palace, London ...featured performances by Faithless and Paul Oakenfold, was supported by the first official DanceStar Magazine and was broadcast across Europe, plus over 20 countries around the world
- **DanceStar 2002 - The World Dance Music Awards:** Alexandra Palace, London ...featured Boy George, Tiesto and Orbital. A record half a million votes registered on dancestar.net and it was supported by the inaugural DanceStar compilation CD

- **DanceStar USA 2002 - The American Dance Music Awards:** The Jackie Gleason Theater, Miami Beach ...hosted by Roger Sanchez and Kelis, featuring J-Lo, Lenny Kravitz, Masters At Work and Grandmaster Flash. Broadcast to over 800 million in 54 countries worldwide on MTV2, MTV Europe and Star TV Asia
- **DanceStar USA 2003 - The American Dance Music Awards:** Ocean Drive, Miami Beach ...purpose-built arena – first open-air music awards ceremony in the US, hosted by Hollywood actresses Juliette Lewis and Roselyn Sanchez with Grammy-winning DJ and producer Roger Sanchez. Featured world exclusive performances by P.Diddy and Paul Oakenfold, was broadcast to an audience of over one billion worldwide – the largest television audience in dance music history

## **THE STARS**

- P Diddy • Juliette Lewis • Roselyn Sanchez • Lenny Kravitz • Moby • Jamie Lynn Siegler • Bryan Adams • Boy George • Cindy Margolis • J-Lo • Kelis • Fatboy Slim • Paul Oakenfold • Justin Timberlake • Kylie • Tiesto • Wesley Snipes • Pete Tong • Madonna • Mariah Carey • Dirty Vegas • Underworld • Roger Sanchez • Deep Dish • Carl Cox • DJ Sammy • Telepopmusik • Missy Elliot • Frankie Knuckles • iiO • Sasha • Basement Jaxx • David Morales • Grandmaster Flash • D12 • Brian McKnight • Jon Secada • Jellybean Benitez • Faithless • Mis-Teeq • Prodigy • Groove Armada • Danny Tenaglia • Bootsyz Collins • Goldie • BT

## **THE MEDIA**

DanceStar is the world's largest dance music media platform - developed as the first series of globally televised dance music events

### **DanceStar USA Television Broadcast:**

- Syndicated US network broadcasts
- Broadcasts across 54 countries worldwide
- Star TV Asia network and others reaching over 1 billion people

### **DanceStar USA Webcast:**

- Partnered with Microsoft
- Over 100 hours of original content via windowsmedia.com
- Live webcast reaching over 5 million

### **DanceStar Magazine:**

- Annual publication
- In-depth profiles and articles on the year in dance music
- Nationwide US distribution

## **DanceStar CD:**

- Annual compilation album
- The hottest dance tracks of the year
- US and international distribution

High profile national and international media exposure for DanceStar USA is delivered with help from numerous print, broadcast and online media partners

The annual Red Carpet Arrivals ceremony and backstage media access to artists, presenters and performers attracts over 100 national and international media outlets. With an attending audience of over 5,000 and the only event in the world with the entire dance music industry 'under one roof', DanceStar USA is a medium for direct on-site brand awareness. Major music retailers acknowledge that DanceStar helps sell product for the record industry

## **SOME QUOTES**

"I'm proud to be part of DanceStar USA on beautiful Miami Beach. I'm happy to miss The Oscars for this." ***P Diddy***

"DanceStar USA was the centerpiece of our participation at The Winter Music Conference. The surging interest in electronic and dance music made it a perfect venue for the platform. We found the DanceStar folks a delight to work with, and felt they did a lot to showcase Xbox on site, in promotional materials and advertising."

***Kerstin McInnis, Xbox Marketing Manager***

"DanceStar USA is putting house music on the American music map."  
***Dirty Vegas***

"There has been a keen need in the United States for dance and electronic music to be recognized through an awards show with international impact, a need that has been filled by DanceStar USA."

***Dennis Romero, Los Angeles Times***

"DanceStar USA is truly the number one dance music awards show in the world and it is great to be a part of it." ***Paul Oakenfold***

"DanceStar USA is the first of its kind to provide a national media platform for dance music in the US. The show has demonstrated the major pull it has not only for dance music artists but for the entertainment audience at large." ***Lisa Petrillo, NBC and Extra***

“DanceStar USA is so impressive. It’s so well produced, The talent line-up is incredible, the audience is great, it will become the equivalent of the Grammy’s for dance music.” **Cory Robbins, CEO, Robbins Entertainment**

“It was the night dance music came out of the underground and into the limelight.”

**London Evening Standard**

“DanceStar has risen to become the ultimate global dance music award ceremony.” **The Guardian (London)**

“ I can’t believe this is the first US dance-music awards. Because you guys invented it.” **Fatboy Slim**

“If any event can root DJ culture out of the underground, it may just be DanceStar USA.” **Miami New Times**

“Winning DJ of the Year was an honor because DanceStar is such a respected institution. It generated huge attention from my peers internationally, as well as from fans worldwide.” **Christopher Lawrence**

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