

Lady Gaga Dominates the '2011 MTV EMA'

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Justin Bieber, Bruno Mars & 30 Seconds To Mars Also Triumph at the 18th Annual Awards Show on Sunday 6 November in Belfast, Northern Ireland

Global superstar Lady Gaga confirmed her status as the first lady of pop at the '2011 MTV EMA' in Belfast tonight, scoring four wins at the star-studded event at Belfast's Odyssey Arena.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20110919/481126>)

The '2011 MTV EMA' is sponsored by Dell, Replay, Hyundai and Swatch.

Lady Gaga triumphed in the **Best Female**, **Best Song** and **Best Video** categories, as well as **Biggest Fan** - a brand new award that celebrates artists with the most committed fanbase.

Justin Bieber, **Bruno Mars** and **Thirty Seconds To Mars** each won two awards with pop phenomenon Bieber taking home the trophies for **Best Male** and **Best Pop**. **Thirty Seconds To Mars** were honoured in the **Best Alternative** category and **Best World Stage**, while **Bruno Mars** crowned a brilliant year with victories in the **Best Push** and **Best New** categories.

Ecstatic Korean boy band **BIGBANG** were the surprise winners at the awards, capturing the inaugural **Best Worldwide** and beating off some of the world's biggest stars in the process. Hip hop maverick **Eminem** repeated his triumph of 2010 with a win for **Best Hip Hop** artist, while **Katie Perry's** captivating live performances were rewarded with **Best Live**. Linkin Park was a popular choice for **Best Rock**.

More than 8,000 fans watched the drama unfold at Belfast's Odyssey Arena, as the world's biggest artists delivered spine-tingling live performances including **Justin Bieber**, **David Guetta**, **Lady Gaga**, **Bruno Mars**, **Coldplay**, **Red Hot Chili Peppers**, **Jessie J**, **LMFAO**, **Snow Patrol** and **Queen**.

Brit rockers **Coldplay** opened the awards with an electrifying, amped up performance of '**Every Teardrop Is A Waterfall**', while **Lady Gaga's** sublime vocals for '**Marry The Night**', performed against a giant moon sculpture, brought the audience to fever pitch. Global pop phenomenon **Justin Bieber** got everyone dancing after '**Under the Mistletoe**' built up to '**Never Say Never**'. DJ **David Guetta** set the Odyssey Arena alight with his spectacular dance medley featuring **Ludacris**, **Taio Cruz** and **Jessie J**, illuminated by a dazzling array of lasers and glitter balls.

MTV used every staging trick in the book to bring the 2011 MTV EMA to life, with lasers, LEDs, projections, smoke jets, outsize props, balloon releases, glitter cannons, dry ice, outrageous costumes and more harnessed skilfully to complement the artists' performances. Among the many highlights were: UK artist **Jessie J** exploding out of a giant golden bank safe and an ethereal balloon release during **Bruno Mars'** heartfelt rendition of '**Marry You**'. US Electro-hop stunners **LMFAO** got everyone in the house jumping, '**Party Rock Anthem**' made a huge impact, as the group and their dancers took to the floor for a virtuoso display of their trademark 'shuffle' dance, complete with dancing robot.

In a more reflective moment, **Jessie J** presented a moving salute to the late **Amy Winehouse** in the form of a touching video tribute from the singer's devastated fans.

In a first for the MTV EMA, two outside broadcasts were built into the show, with local heroes **Snow Patrol** rocking more than 15,000 fans at a spectacular outdoor stage built directly in front of the historic **City Hall** while over at the historic **Ulster Hall**, 1200 very lucky **Red Hot Chili Peppers** fans were treated to a rare, intimate performance by the incredibly dynamic stadium rockers.

Rock legends **Queen**, who were handed the **Global Icon** award from **Katy Perry**, closed the show with a triumphant flourish, lifting the roof with a stunning medley of hits from their extraordinary musical career. **Queen** veterans **Brian May** and **Roger Taylor** were joined by flamboyant US Idols star **Adam Lambert** on vocals for a musical voyage through their greatest hits including '**The Show Must Go On**', '**We Will Rock You**' and '**We Are The Champions**'.

EMA host **Selena Gomez** charmed the audience and showed her comedic flair in a high octane performance that saw her host the main show and the digital show simultaneously. Set piece skits and stunts added to the fun, as Gomez interacted with her own video alter ego on giant screens and mimicked **Lady Gaga's** famously outrageous dress sense. The '**Monte Carlo**' star also took time off from hosting duties to surprise her fans with a sparkling rendition of her hit track '**Hit the Lights**', performed with her band, **The Scene**.

Guest presenters at the show included **David 'The Hoff' Hasselhoff**, **Katy Perry**, **Evanescence's Amy Lee**, actress **Hayden Panettiere** (*Heroes*, *Fireflies in the Garden*); supermodel **Bar Refaeli** and **Irina Shayk**, WWE superstar **Sheamus**, actor **William Moseley** (*The Chronicles of Narnia*), *Jersey Shore's* **Nicole 'Snooki' Polizzi** and **Jenni 'JWOWW' Farley**, **Adam Lambert** and *Awkward* star **Ashley Rickards** and **Malcolm Jamal Warner** and **Tracee Ellis Ross** (BET sitcom '*Reed Between the Lines*').

Among the famous faces walking the fuchsia carpet at the 2011 MTV EMA were: US Idol runner up **Adam Lambert**, **Amy Huberman** (Comedy Central's '*Threesome*'); **Greg Lake** (*'Geordie Shore'*); dancer **BB Kaye**; **Jessica Wright** and **Billie** and **Sam Faiers** (*'The Only Way Is Essex'*); **Jennifer Metcalfe** & **Kieron Richardson** (*'Hollyoaks'*); MTV reality stars **From Above**; **Lemar**, Councillor **Niall O Donnghaile** (Mayor of Belfast); **Jade Thompson** (*'Britain & Ireland's Next Top Model 2011'*); fashion designer **Jeremy Scott**, **Katy B**, **Katy Perry**, DJ **Kissy Sell Out**, **LMFAO**, MTV EMA '**Best Worldwide**' nominees **Abdelfattah Grini**, **BIGBANG** and **Lena**; **Swizz Beatz**; **Malcolm Jamal Warner** (*'The Cosby Show'*, '*Reed Between the Lines*') and **Tracee Ellis Ross** (*'Girlfriends'*, '*Reed Between the Lines*'); **Rizzle Kicks**; **Starboy Nathan**; Arsenal and England footballer **Theo Walcott**; Irish pop group '**The Japanese Pop Stars**'; **Wretch 32** and singer-songwriter **Yasmin**.

2011 MTV EMA - ROLL OF HONOUR

Lady Gaga:	Best Female; Best Song - 'Born This Way'; Best Video - 'Born This Way': Biggest Fans
Justin Bieber:	Best Pop; Best Male
Thirty Seconds To Mars:	Best Alternative; Best World Stage
Bruno Mars:	Best New; Best Push
Queen:	Global Icon
Eminem:	Best Hip Hop
Katy Perry:	Best Live
Linkin Park:	Best Rock
BIGBANG:	Best Worldwide

The '2011 MTV EMA' airs to a potential viewing audience of more than 1.2 billion people via MTV's global network of more than 60 channels reaching more than 640 million households around the world as well as through syndication. In addition, its convergent programming and content reaches the entire interactive community, via MTV's nearly 200 digital media properties around the world. Richard Godfrey and Bruce Gillmer are Executive Producers for the '2011 MTV EMA.'

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