

BT Digital Music Awards to run in 2010

BT announced yesterday, 1 October 2009, that it will be running its BT Digital Music Awards in 2010 after a short break in 2009. The awards recognises the best uses of digital technology in the music world: from blogs and podcasts to digital radio stations and digital-friendly musicians.

The annual BT Digital Music Awards launched in 2002 but took a break in 2009 due to the world economic downturn. During this time BT reviewed the award categories in the light of rapidly changing digital technology and its uses.

John Petter, MD Consumer, BT Retail, said: "BT is a big supporter of innovation in the music industry. Our continued support of these awards marks our commitment to great entertainment and the development of new business models. Musicians and music lovers have benefited from the digital revolution but there is a real threat today that heavy-handed intervention by the government could stifle innovation and criminalise broadband customers."

BT will be making an announcement in early 2010, describing the new range of categories, details of how to enter and the awards venue and date.

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