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## **BILLBOARD REVS UP FOR LATIN MUSIC CONFERENCE & AWARDS WITH MSN LATINO MUSIC WEB SITE**

***Billboard.latinomsn.com is the Ultimate Online Destination for Latin Music Fans Worldwide***

**New York, NY (April 9, 2007)**—Billboard, the world's most trusted source of music, video and digital news and entertainment news, charts, reviews and analysis, is teaming up with MSN, a world leader in delivering compelling programmed content experiences to consumers and online advertising opportunities to businesses worldwide, to recharge their co-branded Spanish-language Latino music Web site [Billboard.latinomsn.com](http://Billboard.latinomsn.com). As the ultimate resource for Latin music fans, the site features music news, artist biographies, Billboard charts for Spanish-language music, complete coverage of the Billboard Latin Music Awards, and other exclusive features.

Established in 2005, [Billboard.latinomsn.com](http://Billboard.latinomsn.com) is the go-to site for coverage of the annual Billboard Latin Music Awards, the pinnacle of the Billboard Latin Music Conference. The Awards are produced and broadcast live on Telemundo on Thursday, April 26 at 7pm EST.

Special awards content found on [Premiosbillboard.latinomsn.com](http://Premiosbillboard.latinomsn.com) features special awards content, including exclusive interviews, red carpet footage, music videos from selected 2007 Billboard Latin Music Award finalists, message boards, highlights and photos of the 2006 ceremony.

[Billboard.latinomsn.com](http://Billboard.latinomsn.com) visitors also have access to:

- The latest music industry news and artist information
- Exclusive video content highlighting Latin music artists
- Exclusive Billboard articles in Spanish
- Weekly Hot Latin Songs chart
- Weekly Hot Latin Albums chart
- Chart data on Billboard Latin Music Award winners from the past five years

In addition, "Billboard Latino," the Spanish-language television show produced by 13<sup>th</sup> Floor Television Group and aired on Azteca of America, will provide exclusive live performances, audience polls, Q&A sessions with popular Latin musicians, behind-the-scenes footage and bloopers, breaking news clips and previews for upcoming shows. This television show will also offer artist biographies and transcripts from past shows.

"Just two years after launch, [Billboard.latinomsn.com](http://Billboard.latinomsn.com) is the premiere destination for Spanish-speaking Latin music fans—offering the Web's most comprehensive coverage of the Latin scene," said Scott McKenzie, Group Editorial Director, Billboard Information Group.

Now in its 18<sup>th</sup> year, The Billboard Latin Music Conference (April 23-26), is presented by Heineken and in association with Target and Dodge. The definitive gathering of Latin musicians and executives, this four-day event at the InterContinental Miami will feature live performances by

over 20 artists, panel discussions on key issues facing the music industry, and an exclusive interview with Colombian rock superstar Juanes.

The Billboard Latin Music Conference is part of Billboard's long-standing editorial commitment to Latin music coverage. Billboard magazine publishes weekly charts and an expanded weekly Latin music section as well as special quarterly sections which provide even more in-depth coverage.

For the complete Billboard Latin Music Conference & Awards agenda, or to register for the Billboard Latin Music Conference, please visit [www.billboardevents.com](http://www.billboardevents.com).

Please contact:

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- Billboard Latin Music Award press credentials: Claudia Santa Cruz at 305.220.8887 or [csc@santacruzpr.com](mailto:csc@santacruzpr.com) . To register online, please visit [www.telemundomv.com](http://www.telemundomv.com).
- Hotel information: InterContinental Miami at 305.577.1000

### **About Billboard**

Now in its 112<sup>th</sup> year, Billboard is the world's premier weekly music publication and a diverse digital, events and brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. Billboard is the flagship property for the Billboard Information Group, which also consists of Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Radio & Records. Billboard's many strategic partners include Microsoft, Reuters, Sirius Satellite Radio, Telemundo, Univision Radio, ABC Radio Networks, Azteca America and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These partnerships leverage Billboard's proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile platforms and contextual commerce applications that expand Billboard's franchise and consumer reach.

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