

MTV EUROPE MUSIC AWARDS: A MEGA SHOW POWERED BY ELECTRO-VOICE®

On the 6th November 2003, the MTV Europe Music Awards were presented in Edinburgh to a television audience of around 100 million. As with the year prior, top UK production company Britannia Row put their faith in an Electro-Voice system. The event sounded simply brilliant.

Edinburgh, Scotland / Straubing, Germany (November 6, 2003): The MTV Europe Music Awards and the Grammy Awards are among the most important events in the pop music business. This year the MTV award presentations took place in the Ocean Terminal Arena in Edinburgh. Over 100 million television viewers in around 50 different countries were entertained by a star-studded line-up in which the White Stripes, Kylie Minogue, Travis, Pink and Christina Aguilera (who also emceed the show) all figured prominently.



The Darkness: Post-Modern Metal Mayhem never sounded better, thanks to EV
(All photography courtesy of MTV)

Nothing is left to chance at an event of this magnitude. That is why the organizers commissioned Britannia Row to handle the sound - a task they performed with distinction at the 2002 awards in Barcelona. Similarly, the maxim 'Never change a winning team' held for the equipment used as well. As in 2002, Electro-Voice was the brand that literally set the tone for this prestigious show.

Tailor-made sound for a mega-event

Nigel Meddemmen, technical service manager of British EVI Audio partner Shuttlesound, described the set-up for the MTV Europe Music Awards 2003: "The centrepiece of the sound reinforcement was formed by an Electro-Voice X^{lc} system. We used six hangs of eight X^{lc} 127+ cabinets; these were complemented by a mixture of X^{lc} 118 cabinets, EV X-Line subs and Xi 1152 cabinets." The system was powered by Electro-Voice DSP controlled Precision Series P3000 RL amps - the amplifier series that made its world premiere at last year's MTV Awards. Thanks to IRIS software, the sound crew was able to exercise perfect supervision over all aspects of system performance throughout the show.



In the Pink with EV...

As has already been proved by a variety of recent events and tours - those of the Rolling Stones, Rod Stewart and ZZ Top, for example - the combination of Electro-Voice X^{lc} and X-Line components offers not only brilliant sound but also enormous flexibility. This means sound engineers can tailor the system perfectly to the venue and type of application. Nigel Meddemmen explained how this flexibility factored in to the MTV awards: "We had two different stages to worry about, one of which was bang in the middle of the Arena, but everything functioned outstandingly. The coverage in all corners of the hall was absolutely even." Clearly the organizers were just as impressed. On the

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MTV web site, above the banner 'MTV Europe Music Awards 2003', it reads:
"All in all, this year's Awards were marked by explosive good humour. The show was a real treat - visually as well as acoustically."



The Darkness and the lights at the MTV Europe Awards

(more)

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