



# Boost for best-selling category in SA Music Awards

Mzansi's Best Selling Album of the Year has always been one of the highlights of the main awards ceremony at the MTN SA Music Awards, as it is a good indication of who South Africans love most. This year the category has been expanded.



Now the category will reflect a modern musical world where artist DVDs and digital downloads are as important to the musical mix as album releases. In addition to the top-selling album award, The 14th Annual MTN SA Music Awards will, for the first time, acknowledge the Best Selling Download of the Year and the Best Selling DVD of the Year.

The category uses a different set of criteria to the genre categories to determine the winner. It involves an audited review of sales figures submitted by entrants to determine which of the entrants has sold the most units in Southern Africa during 2007. Two awards are presented: one to the artist and the other to the record label. It is all based on sales figures, so at the end of the day these awards are not about opinion or taste, it is all about sales, and, hence, popularity.

And now that the digital and DVD worlds are being acknowledged, the category is truly representative of what Mzansi's music lovers buy in the stores, watch at home, use on their mobile phones and hunt for on the Internet.

Entries for Best Selling category close on February 29, 2008, and awards are made in the following categories:

1. Best selling Album of the Year – This award will go to the album that has sold the most units.
2. DVD of the Year – This award will go to the DVD that has sold the most units.
3. Music Download of The Year – As well as an award being presented to the music download that has sold the most combined units of the categories below, separate awards will also be presented for:
  - a. Ring-Tune Download of the Year.
  - b. Full-Track Download of the Year.
  - c. Video Download of the Year.

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