ONE DIRECTION NAMED MTV'S STARS OF 2013

1D OUTSHINE JUSTIN BIEBER AFTER MONTH-LONG INTERNATIONAL TWITTER VOTING INITIATIVE #MTVSTARS

Tweet this: BREAKING:@onedirection win #MTVstars of 2013, outshine @justinbieber with 40.8 million votes. Congrats #Directioners! stars.mtv.tv

New York / London, 21 December 2013 – **MTV** has crowned **One Direction MTV's Stars of 2013**, after the unstoppable UK boy-band chalked up an astounding 40.8 million votes in the inaugural international **#MTVstars** social media campaign to edge out US pop idol **Justin Bieber**, whose fans registered an impressive 40.5 million votes.

The competition was close up to the very end, with the global pop powerhouses neck and neck on the leaderboard throughout the month-long social media campaign, which saw over 117 million votes flood in from around the world via **Twitter**.

"We've just found out that you voted us top of the list for the MTV's Stars of 2013 – thank you so, so much!" said One Direction's Liam in a message to the group's army of fans. "We heard we racked up over 40 million votes. We can't believe the hard work – it must have taken you absolutely ages. Thank you so, so much!"

"Party time!" added Louis.

Throughout the month-long **MTV's Stars of 2013** activation, MTV gave fans around the world the chance to have their say and vote for the best and biggest musical acts of the year with the **#MTVstars** social campaign. Music fans cast votes in their tens of millions using the name of their favourite artist and the hashtag **#MTVstars**, which was a trending topic in 127 locations around the world and registered an astonishing 50,000 tweets per minute.

The results of the **#MTVstars** Twitter vote were announced on-air today during the **"MTV's Stars of 2013: The Results"** special that aired across MTV channels around the world (excluding the U.S.). Other global superstars rounding out the top 10 of **MTV's Stars of 2013** were **Ke$ha, 30 Seconds to Mars, The Wanted, Nicki Minaj, Beyoncé, Chris Brown, Rihanna** and **Little Mix**.

MTV's international channels and online platforms dedicated the month of December to celebrating the brightest music stars of 2013 with a special programming line-up featuring brand new concert performances from today's hottest artists, new music specials, in addition to the **#MTVStars** social campaign.

Every Friday night throughout December, **MTV's Stars of 2013** is providing fans around the world with exclusive access to the biggest names in music through the renowned live music franchise **MTV World Stage** and music programs such as the extended deluxe edition of tell-all documentary "**Miley: The Movement**." The month will be crowned with MTV's official countdown special*, **"MTV's Biggest Music Moments of 2013"**, revisiting the year's most talked about music moments.

To embed a message from MTV's Stars of 2013 One Direction into your online platform, please use this code:
<embed src='http://media.mtvnservices.com/mgid:uma:video:mtv.co.uk:989259' width='610' height='350' type='application/x-shockwave-flash' allowFullScreen='true' allowScriptAccess='always' base='.'></embed>

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