

LIVE AUGUST 30

MTV + MUCH ROADBLOCK PARTNERSHIP OPPORTUNITY

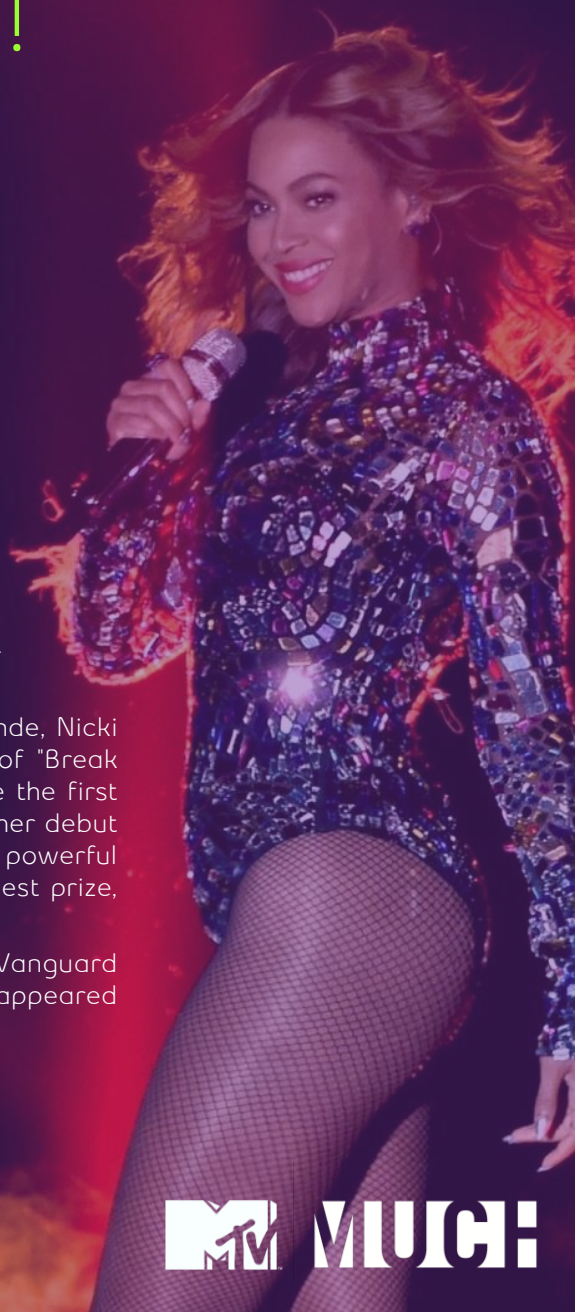
BOW DOWN TO THE QUEEN!

The 2014 MTV VMAs Were The Most Watched Show On All TV In Timeslot

V12-34 A18-34 A18-49

Double Digit Growth Vs. Year Prior

P12-34 +28% A18-34 +46%



Get ready because the 2015 MTV Video Music Awards are comin' atcha live on Sunday, August 30, 2015. With out of this world performances, show-stopping appearances and a star-studded guest list, you don't want to miss this night in music history!

In the meantime, re-live the extravaganza of 2014's main event. Who could forget when Ariana Grande, Nicki Minaj and Jessie J brought down the house with their powerhouse opening performance medley of "Break Free," "Anaconda," "Bang, Bang"? Katy Perry and Juicy J's Cleopatra-themed "Dark Horse" took home the first award of the night for Best Female Video. Taylor Swift shook off every last one of her haters during her debut "Shake It Off" performance. Singer-songwriter Sam Smith let loose a tsunami of feels during his powerful rendition of "Stay With Me". Miley Cyrus rounded out the night when she took home the VMA's biggest prize, Video Of The Year, for her now-iconic "Wrecking Ball" video.

Finally, in a way that only she could, international icon, all-around flawless human being and Video Vanguard Award recipient Beyoncé shut down the VMAs. She reaffirmed her Queen Bey status the minute she appeared on stage for her awe-inspiring, career-defining set.
With another year in the history books, gear up for the 2015 Video Music Awards.

LIVE AUGUST 30 9P ET
SIMULCAST ON MTV + MUCH

Numeris (formerly BBM Canada): 2014 Much/MTV simulcast vs 2013 Much/MTV


MTV
VIDEO
MUSIC
AWARDS
2014 HIGHLIGHTS
MTV MUCH

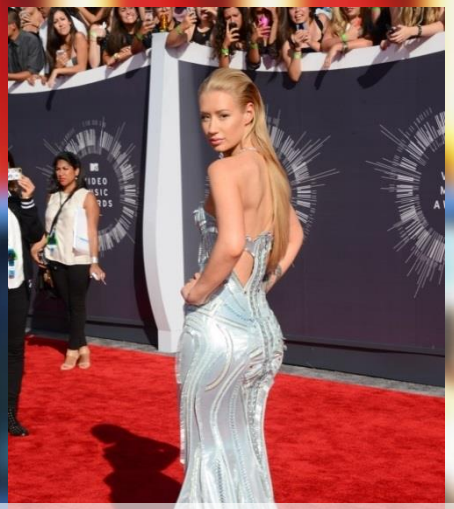
2014 RED CARPET ARRIVALS



MILEY CYRUS



TAYLOR SWIFT



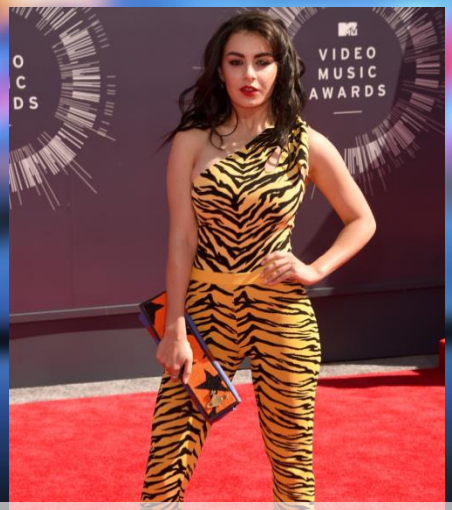
IGGY AZALEA



ARIANA GRANDE



DEMI LOVATO



CHARLI XCX



RITA ORA



KATY PERRY

2014 PERFORMANCES



SAM SMITH



IGGY AZALEA



NICKI MINAJ



BEYONCÉ



TAYLOR SWIFT



ARIANA GRANDE, JESSIE J, NICKI MINAJ


VIDEO
MUSIC
AWARDS
2015 PARTNERSHIP
MTV MUCH



Partnership with the 2015 MTV VIDEO MUSIC AWARDS includes:
-Customized Brand Partnership Activation
-Broadcast Media Sponsorship
-Digital Media Sponsorship

Friends we have partnered with:

LG Life's Good · WINNERS® · Virgin mobile · SCENE

Tell us your objectives and together we will blueprint customized tactics designed for your specific marketing needs.

THE MTV VMA SOCIAL INFLUENCER and CUSTOM CONTENT INSPIRED BY YOUR BRAND are some of the ideas we can partner with you on.

MTV VIDEO MUSIC AWARDS

NEXT LEVEL PARTNERSHIP

LET'S WORK TOGETHER ON A VMA OPPORTUNITY MADE JUST FOR YOU.


VIDEO
MUSIC
AWARDS
2015 SPONSORSHIP
MTV + MUCH



2015 SPONSORSHIP BLOCKING CHART

LIVE AUGUST 30

	JULY	AUGUST					SEPTEMBER		
	27	3	10	17	24	31	7	14	21
SITE					ROAD BLOCK				
SHOW PROMO									
RED CARPET					LIVE SU AUG 30				
2015 MTV VMAs					LIVE SU AUG 30				

All dates & times tentative and subject to change.

DIGITAL

BROADCAST: MTV + MUCH

LIVE AUGUST 30

BROADCAST: PROMOTION

The 2015 MTV VMAs will be the # 1 priority on both MTV & Much leading up to the main event.

w/o August 3, 2015 x 4 weeks
Minimum 64 tagged spots per sponsor

SPONSOR DETAILS

Sponsor "..brought to you by…" tags to be rotated equally.

w/o August 3, 2015 x 4 weeks
Minimum 64 tagged spots per sponsor

SPONSOR DETAILS

Sponsor "…brought to you by…" tags to be rotated equally.

All dates & times tentative and subject to change.
All tagged promos air off-contract.

VIDEO MUSIC AWARDS

LIVE AUGUST 30

BROADCAST: RED CARPET

Let's get this party started. Live guest arrivals and interviews. Who's with whom. Who's wearing what. Awesome fashion and unpredictable moments rule the red carpet as the most exciting night in the music world begins.

MTV

DATES & TIMES

Sunday August 30 8p-9p ET + repeats

Repeat dates & times TBD
2 PLAYS TOTAL

SPONSOR DETAILS

1 x :05 billboard in each airing
2 x :30 brandsell in each airing
Single Product Exclusivity

MUCH

DATES & TIMES

Sunday August 30 8p-9p ET + repeats

Repeat dates & times TBD
3 PLAYS TOTAL

SPONSOR DETAILS

1 x :05 billboard in each airing
2 x :30 brandsell in each airing
Single Product Exclusivity

All dates & times tentative and subject to change.

LIVE AUGUST 30

VMA BROADCAST

Who will go home with the MOON MAN tonight? The winners (and likely a lot more…) will be exposed as the 2015 MTV VIDEO MUSIC AWARDS go live on MUCH and MTV! Let's do this!

DATES & TIMES

LIVE SU August 30 9p-11p ET + repeats

Repeat dates & times TBD.
9 PLAYS TOTAL

SPONSOR DETAILS

2 x :05 billboards in each airing
4 x :30 brandsell in each airing
Single Product Exclusivity

DATES & TIMES

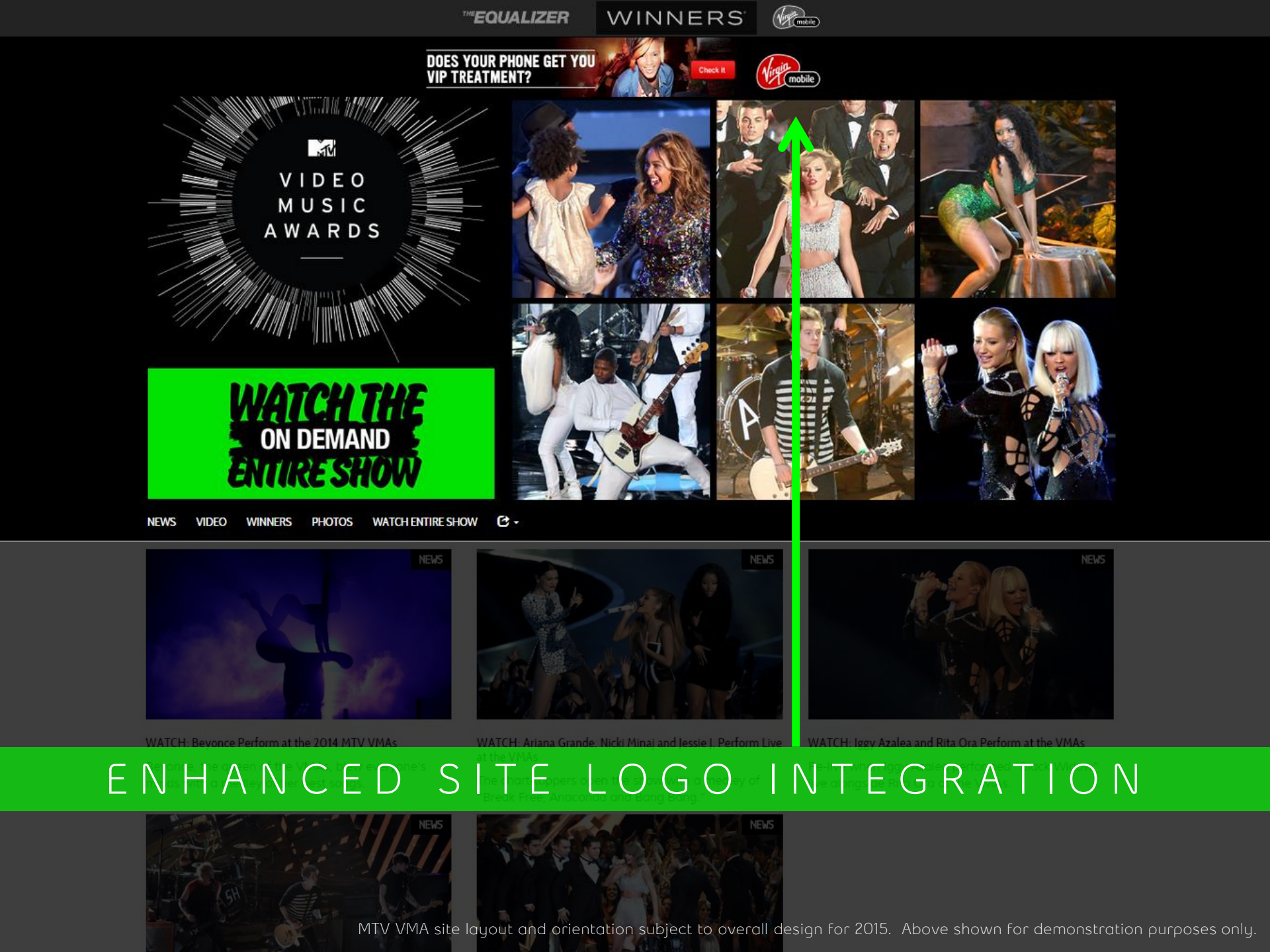
LIVE SU August 30 9p-11p ET + repeats

Repeat dates & times TBD.
8 PLAYS TOTAL

SPONSOR DETAILS

2 x :05 billboards in each airing
4 x :30 brandsell in each airing
Single Product Exclusivity

All dates & times tentative and subject to change.



MTV VMA site layout and orientation subject to overall design for 2015. Above shown for demonstration purposes only.



LIVE AUGUST 30

DIGITAL: SITE OVERVIEW

The VMA site will be the central home for all information, news, photos & video. Access to the VMA site will be featured within premium real estate at both MTV.CA & MUCH.CA.

NEWS, GOSSIP, BLOGS & MORE!

Up-to-the minute news and info on the VMAs. Who's gonna be there, who's gonna perform, when the show airs and more. If there's VMA news, we'll will be the first to break it! Post-event news includes a complete blog re-cap of the show with results plus gossip and juicy insider tidbits.

NOMINEES

As soon as they are announced, all the categories and their nominees will be here.

PHOTOS

What would the VMAs be without the beautiful people? Check out our flipbooks:

-Nominees
-Red Carpet
-Show & Performances
-Best & Worst Dressed
-Past VMAs

VIDEO

Post-broadcast, the 2015 VMAs and the Red Carpet show will be available on-demand! In addition to the show, other video goodies include:

-Nominated videos
-Past VMA video highlights
-Behind The Scenes footage

SOCIAL MEDIA

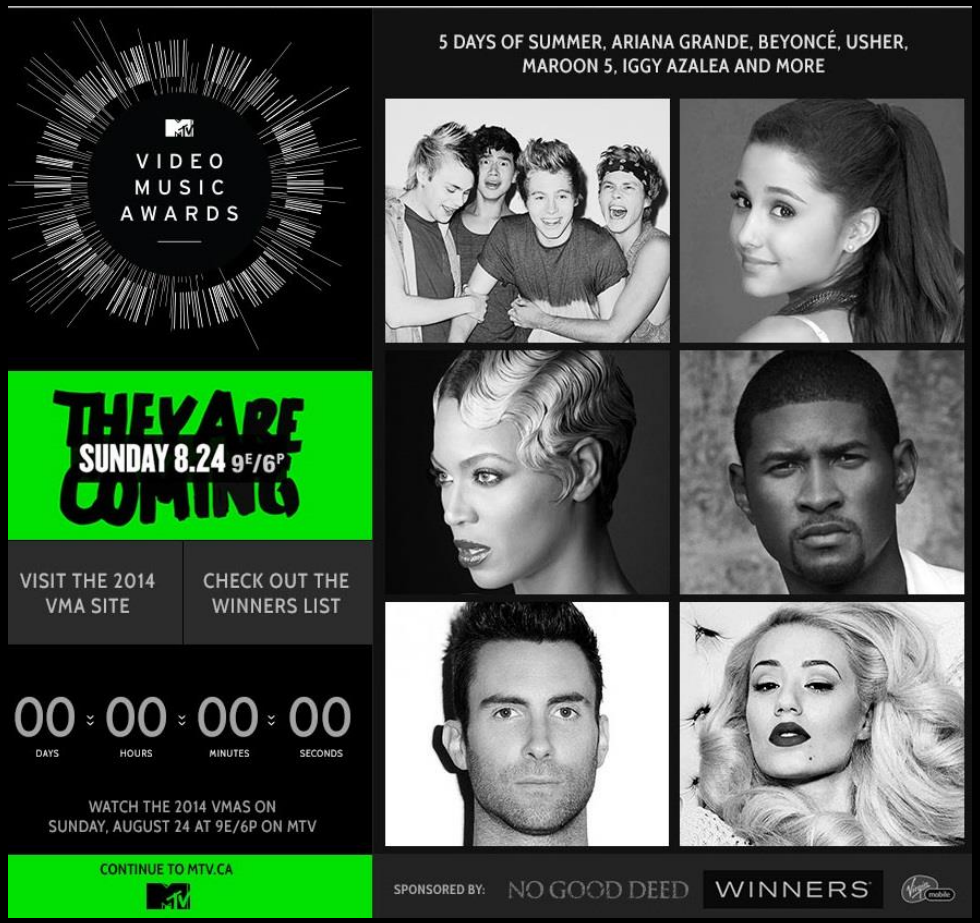
Twitter, Facebook, Instagram, The VMAs are going to be everywhere. You can run, but you can't hide.

All content pending rights & clearances and subject to change.

MTV MUCH

LIVE AUGUST 30

DIGITAL: ROADBLOCK



Sample Roadblock

Prior to and 1 day post the LIVE VMA broadcast, the home pages of both MTV.CA and MUCH.CA will turn into a 1-page roadblock promoting the broadcast event. The roadblock will include VMA logo and applicable imagery.

TIMING

6 days pre-VMAs
1 day post-VMAs
Total – 7 days

SPONSOR DETAILS

Logo integration

LIVE AUGUST 30

DIGITAL: SPONSORSHIP DETAILS

SPONSORSHIP TIMING

w/o August 3, 2015 x 9 weeks

FOR DURATION OF SPONSORSHIP, SPONSOR WILL RECEIVE:

-Category Exclusivity within MTV VMA site.
-Enhanced Brand Logo Integration & Tagline prominently featured within MTV VMA site (optional link to client website).
-Custom media schedule including pre-roll and display across all platforms.
-Media schedule placement includes MTV VMA site + Much MTV VEVO RON across all platforms.

All content on all platforms pending rights and clearances.
All media to be delivered within the MTV VMA site in addition to ROS throughout MUCH MTV VEVO RON on all platforms.
Digital sponsorship based on client digital creative assets available & digital rights & clearances.
All sponsorships are subject to all official broadcast guidelines, terms & conditions.



CONTACT US TO DESIGN YOUR SINGLE-SPONSOR VMA BRAND PARTNERSHIP ACTIVATION CREATED EXCLUSIVELY FOR YOU AND YOUR SPECIFIC MARKETING NEEDS. LET'S TALK VMAS.

MTV MUCH