



THE 2014
MTV EMA
AWARDS
GLASGOW

NOVEMBER 9

SPONSORSHIP OPPORTUNITY



GLASGOW HOSTS THE 2014 MTV EMA

For the First Time Ever, “Best Canadian Act” Pre-Category Recognized for MTV EUROPE MUSIC AWARDS, Airing November 9, Exclusively on MTV.

The first four Canadian nominees for the 2014 MTV EUROPE MUSIC AWARDS Best Canadian Act category are: indie rockers Arcade Fire, Toronto’s own Drake, notorious pop superstar Justin Bieber, and retro-electro dance starlet Kiesza. The fifth “wild card” nominee will be determined by social media followers.

Each year, the MTV EMA is an amazing, multi-platform music experience, presented through a dynamic, talent-driven spectacle.

Past EMA performers have included some of the world's hottest and most iconic artists including **BEYONCÉ**, **KATY PERRY**, **TAYLOR SWIFT**, **JAY-Z**, **RIHANNA**, **GREEN DAY**, **KANYE WEST**, **SELENA GOMEZ**, **BRUNO MARS** and many, many more.

NOVEMBER 9
EXCLUSIVE PREMIERE
Only on MTV



2013 HIGHLIGHTS



IGGY AZALEA



ARIANA GRANDE



RON BURGUNDY



KATY PERRY



2013 HOST, REDFOO



KINGS OF LEON



MILEY CYRUS

2013 HIGHLIGHTS



MILEY CYRUS



IGGY AZALEA & ROBIN THICKE



KATY PERRY



SNOOP DOGG



KATY PERRY & ARIANA GRANDE

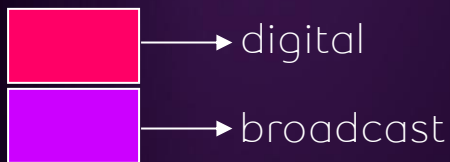
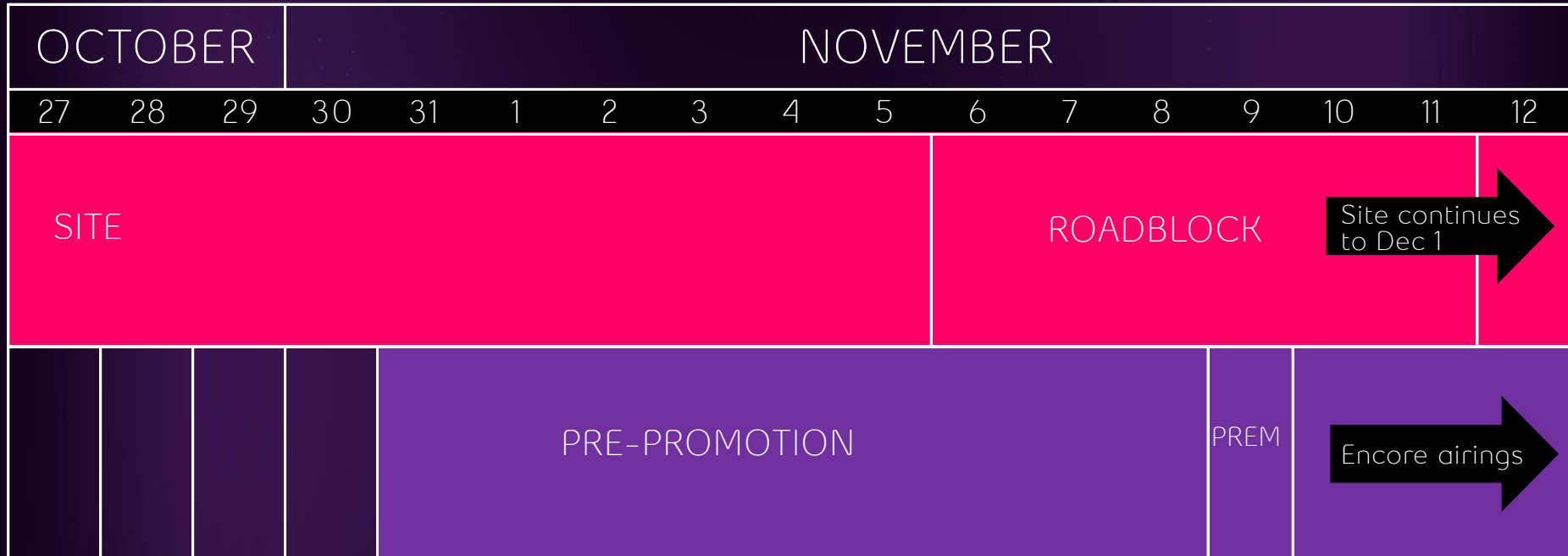


SELENA GOMEZ



ICONA POP

BLOCKING CHART



Note: All dates & times subject to change.
Pre-promo spots air off-contract.



BROADCAST



BROADCAST



schedule

The 2014 MTV EMAs air exclusively on MTV.
Sunday November 9, 7p-9p ET
Monday November 10, 8p-10p ET, repeating 4p-6p ET
Saturday November 15, 12p-2p, repeating 12a-2a ET

Total – 5 plays

details

Within each airing, sponsors will receive:

- 2 x :05 billboards
- 6 x :30 brandsell
- Single category exclusivity

pre-promotion

MTV will produce and air a :30 spot promoting the EMA broadcast, featuring a "...brought to you by..." sponsor tag.

- Timing: 7-10 days prior to broadcast
- Frequency: Minimum 50 occns





DIGITAL



DIGITAL



1 UNIQUE MTV EMA SITE
SHOWCASED ACROSS ALL 3 BRANDS.



MUCH

M3

THE 2014 MTV EMA SITE WILL BE SHOWCASED ON THE HOME PAGES OF

MTV.CA, MUCH.CA & M3TV.CA

ACCESSIBLE FROM AND PROMOTED ON ALL SITES.

DIGITAL - SITE



general

The EMA site will be the central home for all show info, news, video, photos and more!

Access to the EMA site will be featured within premium real estate at MTV.CA, MUCH.CA & M3TV.CA.

specific

The EMA site goodies include:

- Tune-in details
- Multimedia history of past EMAs (photos, videos, past winners etc)
- Host feature including photo flipbook and video library (if applicable)
- Red Carpet & main event photo gallery
- Ongoing news updates including performer & presenter announcements
- Music video library of performers and nominees
- EMA show on demand

Note: All dates & times subject to change.
All digital content pending rights & clearances.



DIGITAL - HOMEPAGE



MTV EMA

SEARCH MTV

SHOWS MUSIC NEWS CONTESTS PROTO FORA MORE

Watch the 2013 EMAS | Check Out THE WINNERS | Watch VIDEO | Read the BLOG | View PHOTOS

KATY PERRY "UNCONDITIONALLY" - 2013 MTV EMA
Katy Perry "Unconditionally" - 2013 MTV EMA

COMMENT | EXPERIENCING PROBLEMS WITH THIS VIDEO?

WATCH on-demand NOW

SEASON	EPISODES
2013 EMAS	2013 EMA THE ENTIRE SHOW ON-DEMAND From Miley blazing on the Amsterdam stage to Eminem, the 2013 EMA were packed full of amazing moments! Watch the entire show right now, including performances by Miley Cyrus, Bruno Mars, and more. ▶ Play
2012 EMAS	2013 EMA SHOW PERFORMANCES Check out some of the best moments and performances from the 2013 Europe Music Awards, including performances by Miley Cyrus, Bruno Mars, and more. ▶ Play
ABOUT	2013 EMA INTERVIEWS

2013 MTV EUROPE MUSIC AWARDS

The 2013 MTV EMA will broadcast around the world.

MUSIC VIDEOS

DIGITAL - ROADBLOCK



description

Prior to the EMAs, the MTV.CA, MUCH.CA & M3TV.CA home pages will turn into a one-page roadblock promoting the EMAs.

The roadblock will include EMA logo & imagery.

timing

3 days pre-event
2 days post-event

sponsor details

Logo integration on roadblock

A sample roadblock design for the MTV Video Music Awards Brooklyn 13. The design features a black background with white text and graphics. At the top, it says 'VIDEO MUSIC AWARDS BROOKLYN 13' with the MTV logo. Below this, there are logos for 'MOVIE ESCAPE', 'Spectro', 'ONE direction THIS IS US', 'LG', 'Virgin mobile', and 'MUCH'. The main headline reads 'KATY PERRY, KANYE WEST, LADY GAGA, MILEY CYRUS AND ROBIN THICKE PERFORM!'. Below the headline are five black and white portraits of the artists. At the bottom, there is a countdown timer showing '04:11:57:19' with labels for 'DAYS', 'HOURS', 'MINUTES', and 'SECONDS'. The text 'WATCH THE 2013 VMAS ON SUNDAY, AUGUST 25 AT 9E/6P ON MUCH' is displayed below the timer. The roadblock also includes the MTV logo and a 'CONTINUE TO MUCHMUSIC.COM' link.

Sample roadblock

CUSTOMIZED PROMOTION



Make your MTV EMA SPONSORSHIP bigger with a single sponsor brand partnership. Exclusively for you and your specific marketing needs.

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

CONTACT YOUR ACCOUNT MANAGER FOR MORE ABOUT 2014 EMA SPONSORSHIP + BRAND PARTNERSHIP OPPORTUNITIES

