

## Viacom International Media Networks and Twitter to Launch International Twitter Amplify Partnership with the "2013 MTV EMA"

### Global MTV Awards Show to Kick Off Partnership Spanning VIMN's Portfolio of Networks, Programming and Social Media in More than 170 Countries Worldwide

LONDON, Oct. 8, 2013 /PRNewswire-FirstCall/ -- **Viacom International Media Networks** (VIMN), a division of Viacom Inc. (NASDAQ: VIAB, VIA), and **Twitter** today announced an international partnership on **Twitter Amplify**, a program through which the companies will deliver social video advertising campaigns around the biggest programs and live events across VIMN's platforms, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel and more.

(Logo: <http://photos.prnewswire.com/prnh/20110811/NY51392LOGO> )

The partnership will launch with the "**2013 MTV EMA**," airing live across MTV channels around the world from Amsterdam's Ziggo Dome at 9:00 p.m. CET\* on Sunday, November 10th. MTV will offer sponsorship opportunities around real-time highlights of the show's most buzzworthy performances, unexpected moments, exclusive backstage interviews and more via its Twitter accounts with followers in more than 170 countries and territories worldwide.

Additionally, MTV will offer Twitter Amplify sponsorships to U.S.-based advertisers for the primetime airing of the "**2013 MTV EMA**" in the United States. The "**2013 MTV EMA**" will air on MTV in the U.S. at 6:30 p.m. ET/PT on Sunday, November 10<sup>th</sup>.

The "2013 MTV Video Music Awards" in August marked a very successful first outing for Viacom and Twitter Amplify, generating high user engagement rates for the campaign.

"The '**2013 MTV EMA**' is a global phenomenon and one of the few live entertainment events that drives Twitter activity across entire continents," said Chris Shaw, Executive Vice President and Managing Director of BeViacom, VIMN's ad sales unit. "We're thrilled to be pioneering this initiative in Europe and across the world, creating a truly unique opportunity for marketers looking to join the global youth conversation around the '**2013 MTV EMA**.'"

Glenn Brown, Senior Director of Twitter Amplify, said: "We are excited to build on the success of our US Twitter Amplify partnership with Viacom by rolling it out internationally, including across the UK and Europe. The EMAs are the perfect way to start the program, allowing brands to tap into the conversations already happening on Twitter by offering people highlights and exclusive content across all devices."

VIMN's shows and events consistently drive significant activity on Twitter. Outside the U.S., MTV has 10.8 million Twitter followers, and the "**2012 MTV EMA**" delivered record tweets during the show (5.7 million), up +104% vs. 2011. The show also drove 32 worldwide trending topics on Twitter, at times notching eight of the top 10 trending topics during the show's premiere broadcast.

The "**2012 MTV EMA**" blew away the competition on Trendrr's social charts, ranking as the most social program of the night in the U.S. with more than 5.5 million mentions around the U.S. airing on MTV2 — nearly triple the most socially active audience during the 2012 U.S. election coverage.

***\*Please check local listings; the show will air tape delayed in some markets.***

#### **About Viacom International Media Networks**

Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), comprises many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, VH1, VIVA, COLORS, Game One and Tr3s: MTV, Musica y Mas. Viacom brands are seen globally in approximately 700m households in approximately 170 territories and 37 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties.

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