

**MTV ANNOUNCES AMSTERDAM AS THE HOST CITY OF THE
“2013 MTV EMA”**

**THE 20th ANNUAL SHOW WILL BROADCAST LIVE FROM AMSTERDAM’S STUNNING,
INNOVATIVE ZIGGO DOME ON SUNDAY, NOVEMBER 10TH, 2013**

Click to Tweet: It’s official – Amsterdam is the host city for the 2013 #MTVEMA!

Save the date now - Sunday, Nov 10th!

LONDON / NEW YORK – 26 January 2013 – It’s official: MTV will be riding high in Amsterdam! The network announced today that Amsterdam, the renowned culture-capital of the Netherlands, will be the host city of the “2013 MTV EMA,” MTV’s global awards show that highlights the year’s hottest musical artists from around the world. Coming off the show’s record-breaking performance last year from Frankfurt, Germany, the “2013 MTV EMA” will broadcast live Sunday, November 10th at 9PM CET* from the stunning new Ziggo Dome in Amsterdam.

“We’re very excited to partner with the city of Amsterdam, a true world class music city and top destination for artists,” said Bruce Gillmer, Executive Vice President of Talent and Music Programming/Events, Viacom International Media Networks (VIMN). “Each year the MTV EMA celebrates the biggest names in music from every corner of the globe and showcases unbelievable performances from today’s most exciting acts. We’re confident that Amsterdam, and the cutting-edge Ziggo Dome, with its state of the art facilities, will be the perfect setting for what will be a very memorable and spectacular ‘2013 MTV EMA.’”

“I am thrilled to see the MTV EMA return to my home country, the Netherlands,” commented Dan Ligtoet, Managing Director, VIMN Northern Europe. “Amsterdam already served as the backdrop for the legendary MTV Europe launch party at the Roxy and we will make sure that, with this year’s MTV EMA, the citizens of Amsterdam and the entire Netherlands will be treated again to a star-studded music extravaganza - which at the same time will allow us to showcase our Dutch audiences’ zest and enthusiasm across the globe.”

Added Vice Mayor of the City of Amsterdam, Carolien Gehrels: “We are honoured that Amsterdam has been selected to host the 2013 MTV EMAs. This is great news for the city for a number of reasons: it promises to be an exciting event for young people and music lovers in the city, it will provide opportunities for businesses in these difficult economic times and it will allow Amsterdam to raise its international profile. A great event at an ideal moment.”

Commented Leon Ramakers, co-founder, Ziggo Dome & former CEO, Mojo Concerts: “From its conception, we were determined to bring the MTV EMA to the Ziggo Dome. We’re very pleased that MTV shares our enthusiasm for our new venue and we can’t wait until 10 November!”

About the MTV EMA

The “2013 MTV EMA” will air across MTV’s global network of more than 60 channels reaching nearly 700 million households around the world as well as through syndication. In addition, its convergent programming and content will reach the entire interactive community, via MTV’s more than 200 digital media properties around the world. Bruce Gillmer and Richard Godfrey are Executive Producers for the “2013 MTV EMA.”

Since its inception in 1994, the MTV EMA has established a reputation as one of the most amazing music award shows in the world. The “2012 MTV EMA”, held in Frankfurt, Germany, was the event’s most watched telecast ever, with 39.4 million estimated viewers tuning in to MTV and VIVA channels around the world. Fans around the world cast a record-breaking 183.5 million votes, and the show delivered unprecedented social engagement on all of the EMA platforms, giving fans everywhere a unique experience to engage with the show in every way possible.

Past EMA performers have included the hottest and most iconic artists from the worlds of hip hop, rock and pop, including Beyoncé, Katy Perry, Taylor Swift, Jay-Z, Rihanna, Green Day, Madonna, Justin Bieber, Shakira, No Doubt, Kanye West, Selena Gomez, Bon Jovi, Alicia Keys, Tokio Hotel, Red Hot Chili Peppers, Kings of Leon, U2, Coldplay, Prince, Lady Gaga, and many, many more. For MTV EMA news and announcements, check out EMA on Facebook or follow us @mtvema. For MTV EMA press materials, please visit press.mtvema.com or follow us @VIMN_PR.

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

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Notes to Editor:

Created with the aim of honoring the music and artists that fans love, the MTV EMA takes place in different cities every year. Past host cities include Frankfurt (2012), Belfast (2011), Madrid (2010), Berlin (2009), Liverpool (2008), Munich (2007), Copenhagen (2006), Lisbon (2005), Rome (2004), Edinburgh (2003), Barcelona (2002), Frankfurt (2001), Stockholm (2000), Dublin (1999), Milan (1998), Rotterdam (1997), London (1996), Paris (1995) and Berlin (1994).

About MTV

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms.

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