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MTV UNVEILS THE OFFICIAL 2014 MTV EMA PROMO FEATURING HOST NICKI MINAJ HER MINAJESTY DROPS PROMO SNEAK PEEK ON INSTAGRAM



MTV today released the official **2014 MTV EMA** promo video, in which this year's host, multiplatinum and GRAMMY nominated artist **Nicki Minaj**, has taken over the world. **Minaj** revealed the video to fans via her [Instagram](#) account this morning.

In the promo, having achieved world domination thanks to her outstanding efforts as **2014 MTV EMA** host, **Minaj** awakes on the morning after the show to find her image splashed across news headlines, billboards, video games and Russian laundry detergent products. Crazy fans are ordering 'Double Nicki' burgers and Minaj-inspired hairdos, and **MTV** has been rebranded '*Nicki Television*'. To view and embed the full **2014 MTV EMA** promo video please visit press.mtvema.com.

The **2014 MTV EMA**, one of the biggest global music events of the year that celebrates the hottest artists from around the world, will broadcast live to MTV channels worldwide from the SSE Hydro in Glasgow on Sunday, 9 November at 9:00pm CET*.

- [Calvin Harris](#), [Charli XCX](#), [Kiesza](#), [Royal Blood](#), [Ariana Grande](#), [Ed Sheeran](#) and [Nicki Minaj](#) have been previously confirmed to perform at the **2014 MTV EMA**.
- British rock legend [Ozzy Osbourne](#) will be honoured with the **Global Icon Award** and will be in Glasgow to accept his award.
- Fans can vote now for their favourite artists across all other **2014 MTV EMA** categories at mtvema.com. Voting closes on 8 November 2014 at 11:59pm CET.
- For artwork, press assets and further information please visit press.mtvema.com.

The **2014 MTV EMA** sponsored by **essence, Europe's No.1 cosmetics brand**** and **Someone Like Me**, a global sex education campaign partnership between Durex and MTV Staying Alive Foundation, 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. The **2014 MTV EMA** will broadcast on Sunday, November 9th at 9:00PM CET* from the SSE Hydro in Glasgow.

The **MTV EMA** – one of the biggest global music events of the year – recognizes artists from around the world and across genres, and brings together music fans everywhere for a one-of-a-kind experience in the weeks leading up to and at the show. Bruce Gillmer and Richard Godfrey are Executive Producers for the **2014 MTV EMA**. The **2014 MTV EMA** marks the first time that the show will be held in Glasgow, Scotland and has received support from Glasgow City Marketing Bureau and EventScotland. Follow [@MTVEMA](#) and check [#MTVEMA](#) on Twitter and find us on [Instagram](#) or [Facebook](#). For MTV EMA news, updates and press materials please visit press.mtvema.com or follow us [@VIMN_PR](#).

*Check local listings.

**Euromonitor, IRI, Nielsen in units 2013

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: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

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