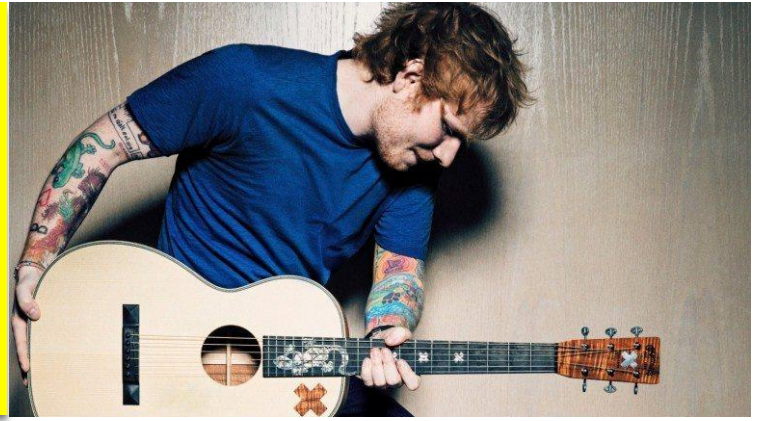


Opportunity

MTV Music & PUSH

Partnership Opportunity



Channel

Dates Available

Platforms



Available Now

- On-air
- Digital
- Social

The Opportunity

Music remains one of the biggest passion points for young people (171), and music entertainment is in MTV's DNA.

In 2023, brands have an exciting opportunity to associate with a global music entertainment brand through sponsorship of MTV's four channels dedicated to music and integration into its multi-platform music initiative - MTV Push UK & Ireland.

MTV Music Channels

MTV has four channels dedicated to bringing viewers more of the music entertainment that they love. The flagship music channel, MTV Music, premieres the best A-list talent including official charts and behind-the-scenes specials. MTV Hits is home to the newest big hits and over on MTV 90s and 80s expect nostalgic music content from two of the most popular music decades of all time.

Sponsorship of these channels will enable advertisers to align with to music content, tapping into the theme of music to get closer to audiences.

About MTV Push UK & Ireland

MTV Push prides itself on providing a spotlight for the future stars of music, making this a fantastic opportunity to align your brand with an established music property loved by viewers, artists and labels alike.

'A crucial launch point in the trajectory of breaking artists' - President of Polydor records.

This initiative spans across linear sponsorship, online editorial and social platforms, showcasing new talent to our engaged audience who have a passion for emerging music. The MTV Push voting campaign culminates with the prestigious UK and Ireland title, of which previous winners include **Lewis Capaldi, Anne-Marie, Mabel, YUNGBLUD, and Bad Boy Chiller Crew.**

Partnership Deliverables

We'll inject your brand into music entertainment throughout the year through sponsorship across MTV Music channels and integration into MTV Push UK & Ireland. The partnership will be delivered as follows:

- **Linear Sponsorship across MTV Music Channels:** Home to non-stop music, brands will be able to drive awareness and deliver an estimated **£1M in media value** via an 'always on' sponsorship across MTV Music, MTV 90s, MTV 80s and MTV Hits.
- **TV Activity:** 30" TVC delivered in Paramount's airtime. The copy could promote competition/ branded content or be used for existing copy
- **Association with MTV Push UK & Ireland:** The investment will unlock license to associate with MTV Push UK & Ireland and the added value partnership elements (see overleaf)

Sponsorship Scheduling & Accreditation

- 12 Month Sponsorship
- Monday - Sunday
- 0600 - 2500
- MTV Music, MTV Hits, MTV 90s, MTV 80s
- 2 x 10" and 2 x 5" per hour-long show



Added Value Partnership Elements

MTV Push Linear UK: 5" logo inclusion at the beginning and end of Push music videos across MTV music channels

- MTV Push Video of the Week, where each week of the year, MTV highlights one emerging artist (30 plays per week. NB: Excludes the 2-week campaign voting period in January)
- 10 Artist Spotlight – videos highlighting each of the artists nominated for the annual Push UK and Ireland voting campaign (750 plays, running for approx. 3 weeks in January)
- MTV Push UK and Ireland promos – pushing viewers to vote for their winner (logo inclusion at the start only, running for the 2 weeks of the voting campaign)

MTV Push Digital & Social Campaign (UK): Logo inclusion on exclusive artist content across MTV UK social platforms, including:

- MTV Push Video of the Week support (throughout the year)
- January editorial content introducing 10 new artists to watch for the following year, including 10 x artist spotlight videos
- Weekly MTV Push "Get To Know" features for each featured artist
- MTV Push UK and Ireland voting campaign – where music lovers are encouraged to vote through bespoke digital and social activity on Instagram for who they think will be the next big star in music. (The 2020 campaign saw a huge 122K+ votes cast across @MTVUK's Instagram)
- An interview with the winner hosted on MTV social when the title is announced

Plus, logo inclusion on Push International content where possible



Contact Details

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About MTV & Our Audience

MTV are leaders in bringing music and entertainment to the youth market globally as well as in the UK. We are experts in TV, social and events:

- MTV reaches **+16% of Ads1634s** each month on TV across MTV and it's genre music channels.
- MTV UK has a huge social media following **delivering 35m monthly UK video views** across Facebook and Instagram, whilst also being a Snapchat Discover partner

Receptive to Advertising

i133

Search the internet for products they see advertised when watching TV

i146

Tempted to buy products they've seen advertised

i120

Enjoy adverts as much as the programmes they are watching

Love to Look Good

i183

Are heavy spenders on cosmetics, including hair & makeup products

i147

Spending £150-£499 on beauty products

i145

Pay more to look good

They are Experiencers!

i152

MTV viewers are 52% more likely to attend a festival

i120

MTV viewers are more likely to attend outdoor public events/festivals

i149

Go on 4-5 holidays within a year and spend between £500-£799 on each i113

MTV PUSH Integration Opportunities

Helping to amplify the sponsor's association with MTV Push, there are several integration opportunities we can explore.

From tapping into channel IP to create bespoke branded content to hosting MTV Push Live events of all scales with OTG branding opportunities. These will be developed with a brand's objectives in mind. Example integration opportunities include:

MTV Push: Then & Now: Your brand and MTV will follow the 2023 Push winner and other nominees to see how their life goes from zero to 100 after winning. Following their whirlwind of a year, we'll see what they get up to after taking part in the initiative and how their life changes in a social series.

MTV Push Live: We will create MTV Push Live, a series of live events that gets fans even closer to the MTV Push artists.

Bespoke content to be filmed at the events, capturing the performances as well as exclusive interviews with the artists. Brands can also explore on the ground branding and pourage opportunities.

MTV Push: In Conversation With: We will get under the skin of our Push nominees, hearing about subjects that are close to their hearts and how they choose to show up for it. The theme of the conversations can be chosen to align with your brand's message and purpose, such as beauty, mental health, or sustainability.

Integration opportunities will require additional budget and final ideas pending channel and talent sign off.

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