

Opportunity

MTV EMA

UK Sponsorship Opportunity



Channel

Investment

Dates

Platforms



November 2024

- On-air
- Digital
- Social

- Competition
- Events

The Opportunity

The MTV European Music Awards (EMAs) will take place this November in Manchester. Energetic, diverse and individual, Manchester has true character and MTV is honoured to bring a week-long celebration of music to its city.

We will bring your brand to the heart of the action through UK sponsorship of the event. With scalable packages available, this is a truly unique opportunity to align with a global music event and to reach fans through a multi-platform partnership that spans TV, digital and live event.

About the EMAs

The annual EMA are MTV's premiere international music event. Honouring the music artists from around the world, the event celebrates both the global superstars and those who are breaking through

Combining award presentations with world-class performances, the show provides a platform for artists and change-makers to showcase their huge talent, bringing music fans a unique, multi-platform experience across MTV's network.

Fans can also enjoy an array of supporting programming from red carpet build-up to backstage digital exclusives.



Sponsorship Deliverables



Sponsorship of the MTV EMAs (UK Only)

- Airtime** (to be delivered in Paramount's airtime) – 30" TVC copy could promote competition/branded content or be used for existing copy
- The investment will **unlock license to associate** with the MTV EMA's and integration into existing MTV EMA activity (see below)

MTV EMA's Integration;

- Integration into MTV's **TV promos** promoting the event
- Sponsorship idents** around the live broadcast and future repeats across Paramount UK channels
- Brand tag** in a selection of EMA posts on MTV's UK social account
- Brand logo** on the EMA's website
- Tickets** for use by the sponsor (internal or consumer facing giveaways)

Additional Information

- There will be three sponsors (two International and one UK sponsor). This package details the UK sponsorship.
- HFSS and Alcohol Brands cannot sponsor due to Ofcom regulations, but there are additional partnership packages available.

About MTV

MTV is the world's premier youth entertainment brand and a pioneer in creating innovative programming for young people.

We reflect pop culture with award-winning content built around compelling storytelling, music discovery and activism across TV, digital and live event.

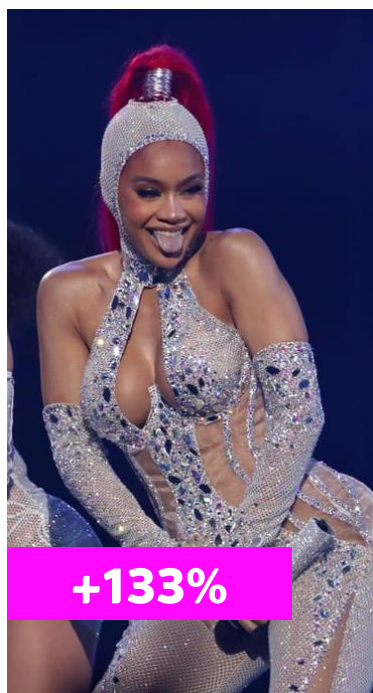
We follow young people everywhere they go and as a result have amassed a huge following across our multi channel portfolio – reaching a huge **51% / 7.9M on average every** single month.

Youth Appeal	Big Spenders	Receptive to Ads
51% Average cross platform reach vs 1634's	i148 MTV viewers spend money without thinking	i128 MTV viewers recognise brands sponsoring events
i230 MTV viewers are Generation Z'ers	i116 MTV viewers spend a lot on clothes	i304 MTV viewers trust advertising they see on TV
i149 MTV viewers are millennials	i120 MTV viewers like splashing out on restaurant meals	i133 MTV viewers are 'ad impressionable'

Source: Touchpoints 2022, viewers of MTV in the past 4 weeks/ MTV as favourite channel



Previous MTV EMA sponsorship uplifts (international sponsor)



Awareness

Average increase of awareness as a result of previous association with the EMAs



Perception

Average increase in agreement on all brand image statements as a result of previous association with the EMAs



Consideration

Average increase in brand consideration when next making a purchase as a result of previous association with the EMA



Advocacy

Average increase in recommending the sponsor to others as a result of previous association with the EMA

Source: VIMN sponsor effectiveness research (international sponsorship), MTV EMA Viewers vs Non Viewers