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2017 MTV EMA Delivers Strong Ratings Across the Globe; Up +9% in Key 15-34 Demo and +7% for All Individuals

Ratings Spiked Double Digits in Host City of London +35% for 15-34 and +11% for All Individuals Versus Last Year

Fans Drive Social Engagement to New Heights +35% Across All Platforms

NEW YORK--(BUSINESS WIRE)-- The **2017 MTV EMAs** on Sunday, 12 November, 2017 proved to be the world's biggest night in music. Across all markets where audience information is currently available, **the show's ratings grew +7% and for all individuals and +9% for 15-34 versus the previous year.** There were significant ratings spikes in Spain, Africa, New Zealand, Poland, Portugal, Sweden, and South Africa. In this year's host market, the **UK ratings were up double digits for all individuals (+11%) and 15-34 (+36%).**

This press release features multimedia. View the full release here:

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Host Rita Ora opens the 2017 MTV EMA rocking diamonds and a bathrobe. (Photo: Business Wire)

"We're thrilled fans were drawn to the star power of this year's EMAs and grateful to London, a world-class city that saw artists from every corner of the world join together for the biggest celebration of music," said Bruce Gillmer, Head of Music and Music Talent, Global Entertainment Group, Viacom. "No doubt the star-studded lineup and unprecedented number of performances from some of the biggest names in music proved this year's show to be an unmissable event."

On the social front, video streams were up significantly +35% across all platforms. Additionally, the **2017 EMA It Girls** and **Social Squad**, made up of a diverse group of music tastemakers, content creators and influencers from all over the world including US, Germany, UK, Brazil, Africa, Latin America, Spain, and the Netherlands— together reached over **36M followers on Instagram alone.**

Viewers who tuned in were treated to a stand-out performance by **2017 MTV EMAs** host **Rita Ora**, and electrifying performances from **Eminem, Demi Lovato, Shawn Mendes, Stormzy, The Killers, Kesha, Liam Payne, Travis Scott, French Montana,** and **Camila Cabello.** All of the action took place on a state-of-the-art set, a first for any awards show, comprised of a raised stage and 20 hydraulic lifts. Meanwhile, **U2** performed "Get Out Of Your Own Way" from London's historic Trafalgar Square and was honored with the night's prestigious milestone award, **Global Icon.**

The **2017 MTV EMAs** was broadcast LIVE across the globe on Sunday, 12 November at 8:00PM GMT from the SSE Arena, Wembley in London, England in partnership with #LondonIsOpen. One of the biggest global music events of the year that celebrated the hottest artists from around the world, the MTV EMAs bring music fans a unique, multiplatform experience across MTV's global networks of more than 60 channels and 300 digital media properties and platforms. The **2017 MTV EMAs** marked a return to London for the first time in 21 years. The **2018 MTV EMAs** will take place in **Bilbao, Spain.**

About Viacom International Media Networks

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