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Freestyle Fridays Are Back! BET Networks Announces Launch of the Ultimate Search for Today's Hottest MC with the Interactive Video-Upload Contest #FreestyleFridayBET Hosted at YouTube Spaces in Four Cities around the Globe

NEW YORK--(BUSINESS WIRE)-- Freestyle Fridays are back on BET! BET Networks is seeking out the best undiscovered MCs from around the world in the ultimate video-upload contest **#FreestyleFridayBET**, hosted for the first time at YouTube Space facilities around the world. Staying true to its roots from 106 & PARK, the contest challenges amateur MCs from across the globe to show off their best rhymes!

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20180321005750/en/>



FREESTYLE FRIDAY

To qualify for entry rappers will need to first subscribe to the [BET Networks' YouTube channel](#) and second, post a video of themselves rapping that is tagged with the **#FreestyleFridayBET** hashtag. For more information about this once-in-a-lifetime contest go to BET.com/freestylefridaybet.

In a non-stop livestream face-off at the YouTube Space studios in four major cities (New York, Toronto, London and Los Angeles) rappers will pick from three beats at random to show off their lyrical skills in 60 seconds or less. The top ten finalists from each city will be selected by an esteemed group of radio DJs from across the nation. The rapper that receives the most #1 rankings from the DJs will be the official winner of the **#FreestyleFridayBET** competition in their city. From there, the four winning finalists from each city will be

flown to LA to take part in a rap battle that will be judged by a panel of celebrity judges at the Fan Fest main stage at the BET Experience 2018 and the winner of this battle will be the opening act for the BET Experience hip hop show at the STAPLES Center on June 23, 2018.

Check out the official **#FreeStyleFridayBET** cities and dates for the livestreams below:

- | New York—Friday, March 30 - Hosted by Sirius XM radio personality & rapper **Torae**
- | Toronto—Friday, April 27
- | London—Friday, May 18
- | Los Angeles—Friday, June 15

All of the content captured in the livestream will live in a 30-minute companion series that will include performances, contestant interviews, behind the scenes content and more. Additionally, bonus content of the top best and worst contestant videos will round out this rapper's delight extravaganza. All video will be available first on the [BET Networks' YouTube channel](#).

About BET Digital

BET Digital is the interactive arm of BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B) and the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American

audience. BET.com, BET NOW (BET's TV Everywhere Mobile App) and CentricTV.com are BET's owned & operated online destinations for Black entertainment, music, culture, and news. BET Digital is also a leading creator of original multiplatform content on established and emerging third-party social and OTT distribution platforms.

About YouTube Spaces

YouTube Spaces are state-of-the-art production facilities designed specifically for YouTube creators to produce great video content, from production and editing through uploading to YouTube. Run by YouTube's in-house experts, the Spaces serve as a creative production facility for both established and emerging YouTube creators who are part of the YouTube Partner Program. Located in Los Angeles, Dubai, London, Toronto, Tokyo, New York, São Paulo, Rio de Janeiro, Mumbai, Paris and Berlin. YouTube Spaces enable creators to learn from industry experts, collaborate with other creators, and have access to the latest production and post-production digital video equipment -- all made available at no charge by YouTube provided you qualify and your application to use the Space is accepted. For more information, please visit www.youtube.com/space.

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