



INTERNATIONAL POP ICON BRITNEY
SPEARS

AND MULTI-PLATINUM RECORDING ARTIST
NICK JONAS TO PERFORM AT 2016 “MTV
VIDEO MUSIC AWARDS”

Rising Star G-Eazy will Join Britney for the First Time for World-
Premiere Performance of “Make Me...” from Her New Studio
Album “Glory”

Ty Dolla \$ign Joins Jonas for Performance of “Bacon” from His
Latest Studio Album “Last Year was Complicated”

Tweet it: [International pop icon @britneyspears and multi-platinum recording artist @nickjonas to perform at 2016 “MTV Video Music Awards” #VMA](#)

MALAYSIA, 18 AUGUST 2016 – Returning to the VMA’s stage for the first time in 10 years, multi-platinum, Grammy Award-winning pop icon [Britney Spears](#) announced that she’ll thrill fans with a world-premiere performance of “Make Me...” ft. [G-Eazy](#) from her new, ninth studio album, *Glory*, at the 2016 “MTV Video Music Awards.” The appearance is the first time fans will see a live performance from Spears' new album, set for release by RCA Records before the VMAs. “Make Me...” collaborator and multi-platinum selling rapper, G-Eazy, will join Spears on stage for the first time for an unforgettable performance.

Multi-platinum recording artist Nick Jonas today announced that he will hit the streets of New York City in a special performance, presented by Pepsi. He will perform his hit single “Bacon” ft. Ty Dolla \$ign from his second solo studio album, “Last Year was Complicated,” making his debut as a solo artist during the VMA’s main show. The 2016 VMAs will air LIVE from New York’s iconic Madison Square Garden for the first time ever on **Monday, 29 August at 9am (MY)**. It will air on **MTV LIVE HD on Tuesday, 30 August at 8.30pm (MY)**.

In keeping with the spirit of this year's show celebrating the creative expression of artists, Spears made her announcement across social media with a video created by experimental L.A.-based experimental director Radical Friend. To view the video – in which Spears is heard reflecting on the VMAs as a python winds through a sultry neon-lit room with remnants of her past VMA performances – click [HERE](#) (embed code below).

Jonas made his announcement with a video that was custom-created by Brooklyn-based motion graphics artist, Zolloc. To view the video – click [HERE](#) (embed code below).

Britney Spears

With 28 nominations and 5 wins, Britney has been a mainstay at the VMAs with some of the most memorable and talked about moments in their history. Some of those moments include her 1999 medley performance of “Baby One More Time” / “Tearing Up My Heart” with *NSYNC, her 2000 fiery performance of “Oops I Did It Again,” her white python-clad performance of “Slave 4 You,” steamy lip lock with Madonna, her 2011 Video Vanguard Award and so much more.

Multi-platinum, Grammy Award-winning pop icon Britney Spears is one of the most successful and celebrated entertainers in pop history with nearly 100 million records sold worldwide. In the U.S. alone, she has sold more than 70 million albums, singles and songs, according to Nielsen Music. Born in Mississippi and raised in Louisiana, Spears became a household name as a teenager when she released her first single “...Baby One More Time,” a Billboard Hot 100 No. 1 smash and international hit that broke sales records with more than 27 million copies sold worldwide and is currently 14x Platinum in the U.S.

Her musical career boasts countless awards and accolades, including six Billboard Music Awards and Billboard’s Millennium Award, which recognizes outstanding career achievements and influence in the music industry as well as an American Music Award and the 2011 MTV Video Vanguard Award. So far, Spears has earned a total of six No.1-debuting albums on the Billboard 200 chart and 24 top 40 hit singles on the Billboard Hot 100 — five of which went to No. 1. Spears has been nominated for eight Grammy Awards and won for Best Dance Recording in 2005.

Her cutting-edge pop concert Las Vegas residency, “Britney: Piece of Me,” at Planet Hollywood Resort & Casino has been voted “Best Show in Las Vegas” and “Best Bachelorette Show in Las Vegas.” Spears also has been creating fragrances for over ten years, to date has introduced 19 fragrances, available in over 90 countries around the world.

Nick Jonas

Island Records artist, Nick Jonas, introduced himself as a fully-formed solo artist on his hit, self-titled debut, released in November 2014. The critically-acclaimed album included the double-platinum and #1 U.S. radio hit, “Jealous” and his sultry chart-climbing radio single, “Chains.”

Jonas, also an accomplished actor, stars in the gritty television show ‘Kingdom’ — a mixed martial arts drama that premiered in the fall of 2014. He recently appeared in two more high-profile roles, a guest-starring role in Fox's horror-comedy series, ‘Scream Queens’ and a lead in the critically-acclaimed ‘Goat’ produced by and featuring James Franco.

A recipient of the Hal David Starlight Award by the Songwriters Hall of Fame, Jonas released his sophomore solo album “Last Year Was Complicated” in June of 2016, which debuted as the Billboard #1 selling album of the week and includes the platinum hit “Close” featuring Tove Lo.

Most recently the solo powerhouse joined his longtime friend, Demi Lovato, on their “Honda Civic: Future Now” tour which will be touring throughout North America until early this fall.

G-Eazy

Bay Area rapper G-Eazy is 2016's biggest breakout hip hop artist. He has skyrocketed to superstardom with the release of his sophomore album *When It's Dark Out* (RVG/BPG/RCA Records) which debuted at #1 on Billboard's R&B/Hip-Hop Chart and Top Rap Albums Chart and #5 on Billboard's Top 200 Albums Chart and now is RIAA certified platinum selling over 1 million copies in the US. The album features his smash single "Me, Myself, and I" with Bebe Rexha which is certified 3 times platinum and has sold over 5 million copies worldwide. The track was #1 at both Top 40 and rhythm radio for 2 weeks and reached #7 on the Billboard Hot 100 chart. On Spotify, "Me, Myself, and I" has over 455 million listens and peaked at #2 on the US and #3 on Global Charts.

G-Eazy is currently wrapping arguably one of the biggest tours of the summer, *The Endless Summer Tour*, where he is headlining amphitheaters and arenas across the country and included sold out shows at Barclays Center in Brooklyn NY, The Forum in Los Angeles, CA and an momentous hometown show outside of Oakland at The Shoreline Amphitheatre in front of 22,000 strong. This year alone he has played over 150 shows and performed on *The Today Show*, *The Late Show Starring Jimmy Fallon* twice, the *iHeartRadio Music Awards*, Coachella, and most recently Lollapalooza.

Ty Dolla \$ign

Los Angeles born R&B Singer, Tyrone Griffin more notably known as Ty Dolla \$ign shot to stardom with his breakout mixtape, 2012's *Beach House*. His hit single “My Cabana” was not only last summer’s round the clock party anthem, but it figures to be played in every pool and beachside cabana around the country. Ty Dolla \$ign has written some of the most well-crafted and melodic pop songs on the radio. He is one of the most popular street rappers in LA, but it wasn’t until he wrote and produced his hit “Toot it and Boot it,” that he earned radio airplay.

Spears, Jonas, G-Eazy, and Ty Dolla \$ign join previously announced performer and 2016 “Video Vanguard” recipient Rihanna for this year’s show.

Jesse Ignjatovic/Den of Thieves is the Executive Producer for the 2016 "MTV Video Music Awards." Garrett English, Erik Flannigan, Sandy Alouete, Lee Lodge and Jen Jones are Executive Producers.

Garrett English also serves as Executive in Charge of Production for MTV. Hamish Hamilton is Director. Wendy Plaut is Executive in Charge of Celebrity Talent.

Want to stay in tune with all things VMA? Follow us on [Instagram](#), [Twitter](#) and [Facebook](#) and check out the official 2016 VMA Playlist from MTV & Spotify at spotify.com/VMA. Between 22 to 29 August, [MTV Trax](#) users can access the VMA playlist which offers tracks from previous VMA winners.

Official sponsors of the 2016 MTV Video Music Awards include: Orbit® Gum, PANTENE®, PEPSI®, Taco Bell®, Trojan™ Brand Condoms, truth®, TWIX® and Verizon.

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EMBED CODE – NICK JONAS VIDEO:

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MTV is the world's biggest youth entertainment brand. With a global reach of nearly 785 million 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 platforms. For more information about MTV in Asia, visit www.mtv.com. □

Media Contacts

Raemier Francis

Assistant, Communications, Southeast Asia

t: +65 6420 7260

e: raemier.francis@vimnmix.com

Twitter: [@VIMNAsia_PR](https://twitter.com/VIMNAsia_PR)

Loh Bi Feng

Manager, Communications, Southeast Asia

t: +65 6420 7154 m: +65 9002 9607

e: loh.bifeng@vimn.com



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