



MTV ASIA TO PREMIERE NEW “YO! MTV RAPS” SPECIAL ON JUNE 19 FEATURING ASIA’S BIGGEST EMERGING HIP-HOP ARTISTS

SINGAPORE, JUNE 13 2018 – [MTV Asia](#) today announced that the global youth brand is premiering a local, 30-minute special inspired by the original, legendary hip-hop series “**YO! MTV RAPS**” on June 19. Reinvented for a new generation of fans, the standalone special will feature Asian hip-hop artists from Indonesia, Korea, Malaysia, Singapore and Thailand, giving audiences a taste of Asia’s current hip-hop scene.

“We are really excited to unveil this localized edition of the legendary “YO! MTV RAPS”. Hip-hop culture is lived and breathed across the world, and there is an intense verve, style and passion in our region’s hip-hop community. We just had to embrace this irresistible energy and produce a show that delivers an authentic, distinctly Asian experience of hip-hop culture,” said Abhishek K Rao, Senior Director, MTV Brand, Southeast Asia.

ASIAN HIP-HOP HAS ARRIVED

A reboot of the original concept, “YO! MTV RAPS” **Asia** celebrates the explosion of hip-hop across Asia with a fresh format that features music, culture and lifestyle. With artist performances anchoring the show, it will bring together 11 of the hottest names in hip-hop in the region and push the discovery of new music. Hosted by Jessi (Korea) and Yung Raja (Singapore), other participating artists include Young Lex (Indonesia), G2 (Korea), Joe Flizzow (Malaysia), SonaOne (Malaysia), Zamaera (Malaysia), Airliftz (Malaysia), DJ Biggie (Malaysia), Fariz Jabba (Singapore), and Twopee (Thailand). Rap fans can look forward to Asian hip-hop flair at its best with a freestyle cypher among some of the artists, which will end the episode on a high.

In Asia, the “YO! MTV RAPS” special will premiere on **Tuesday, June 19 at 2100 (WIB), 2200 (SG/MY)**, after the encore primetime airing of 2018 MTV Movie & TV Awards. There will also be a weekend repeat telecast of YO! MTV RAPS on Sunday, June 24 at 1630 (WIB), 1730 (SG), and 1830 (MY).

Developed and co-created by Ted Demme and Peter Dougherty, “YO! MTV RAPS” debuted on August 6, 1988 and became the premiere source for all things hip-hop. The advent of the series was crucial to the rise of hip-hop, and created a worldwide appreciation of the genre, which has since become one of the most influential in mainstream music.

Timed to “YO! MTV RAPS” 30th anniversary last month, MTV hosted a live stream of “YO! MTV Raps: 30th Anniversary Experience” in Brooklyn, New York, bringing artists and fans together for an all-star lineup of the series’ alumni and hip-hop legends including Big Daddy Kane and the Juice Crew, Eric B & Rakim, Doug E. Fresh, KRS-One and Boogie Down Productions, Fat Joe, Yo-Yo, Onyx, EPMD, Flavor Flav, YBT Tap the bottle reunion, Black Sheep, DAS EFX, Special Ed, Pharcyde, Brand Nubian, Nice & Smooth, Kid Capri, DJ Skribble, Red Alert, Chuck Chillout, Fab 5 Freddy, Ed Lover, Doctor Dré, T-Money, MC LYTE and others.





About MTV:

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.mtvasia.com.

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ABOUT VIMN ASIA PRESS

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