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VIACOM INTERNATIONAL MEDIA NETWORKS TOOK HOME ONE REGIONAL WIN AND FOUR NOMINATIONS AT THE INAUGURAL ASIAN ACADEMY CREATIVE AWARDS

MTV ASIA'S YO! MTV RAPS SPECIAL WON 'BEST MUSIC OR DANCE PROGRAMME' AWARD; SOUTHEAST ASIA SERIES SET TO ROLL OUT IN 2019

VIACOM 18 ALSO WON 'BEST ENTERTAINMENT PRESENTER / HOST' WITH SALMAN KHAN IN BIGG BOSS SEASON 11



SINGAPORE, 10 DECEMBER 2018 – Viacom International Media Networks (VIMN) announced [MTV Asia](#) took home the regional win for the **Best Music and Dance Programme Award** for its music special, [YO! MTV Raps](#), at the inaugural **Asian Academy Creative Awards**. MTV Asia was among seven nominees from the region in the same category, at the awards held last Friday night at the Capitol Theatre in Singapore. Viacom 18 Media PVT. LTD won **Best Entertainment Presenter / Host Award** with Salman Khan in *Bigg Boss* Season 11 by Endemol Shine India and Viacom 18.

The standalone special was a reboot of the legendary hip-hop series ‘YO! MTV Raps’ and celebrated the explosion of hip-hop across Asia with a fresh format that included music, culture and lifestyle. It aired in June 2018 and featured 11 Asian hip-hop artists from the region. Hosted by Jessi (Korea) and Yung Raja (Singapore), other participating artists were Young Lex (Indonesia), G2 (Korea), Joe Flizzow (Malaysia), SonaOne (Malaysia), Zamaera (Malaysia), Airliftz (Malaysia), DJ Biggie (Malaysia), Fariz Jabba (Singapore), and Twopee (Thailand). Recently, Joe Flizzow was also recently awarded the 2018 MTV EMA Award for ‘Best Southeast Asia Act’. The top performing [5-artist Cypher\[1\]](#) video garnered over 1.2 million video views in Southeast Asia.

“What an incredible honour to receive this recognition from the industry! it is vindication that an authentic and Asian experience of hip-hop has made an impact. The award could also not be more timely as we have greenlit a series for Southeast Asia, following this special. Stay tuned as we can’t wait to show the world what Asian hip-hop artists and culture have to offer!” said Sari Trisulo, Executive Producer – ‘YO! MTV Raps’ Southeast Asia Special.

In September, MTV International announced that it had greenlit local versions of ‘YO! MTV Raps’ for Southeast Asia, UK, Germany and Africa. ‘YO! MTV Raps’ Southeast Asia is set to roll out in 2019.

Like the original, each localised ‘YO!’ will be a destination for current and new fans to discover the best in rap music and hip-hop. Reinvented for the current generation of hip-hop fans around the world, each international ‘YO!’ will be anchored by two local presenters and feature regional emerging artists, in-studio and remote custom performances (*YO! Originals*), as well as special segments that tell unique stories and discover compelling people and trends within each local hip-hop scene.

VIMN was also up for four other nominations following its national wins:

- Australia – Best Children’s Programme (one off/special): Nickelodeon Kids Choice Sports Awards
- Australia – Best Branded: MTV Fit Sessions - Allana Ferguson Workout
- Japan – Best Promo or Trailer: Nickelodeon Japan Launch Promo
- Japan – Best Entertainment (one-off/annual): Video Music Awards Japan (VMAJ) 2017 - The Live

The inaugural Asian Academy Creative Awards form a significant pillar of the Singapore Media Festival and are proudly supported by the Singapore Infocomm Media Development Authority (IMDA). It celebrates works from Australia & New Zealand, Bangladesh, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Myanmar, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.

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About MTV

MTV is the leading youth media brand inspired by music, in nearly 180 countries and 450 million homes around the world, connecting with over 350 million fans across all social media platforms. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, theatrical films and new MTV Studios unit which produces new and reimagined content for SVOD and Linear platforms based on MTV's library of over 200+ youth titles and franchises. For more information about MTV in Asia, visit www.mtvasia.com.

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.8 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

[1] A **cypher** or *cipher* is an informal gathering of rappers, beatboxers, and/or break-dancers in a circle, in order to jam musically together.



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ABOUT VIMN ASIA PRESS

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