



MTV's 2019 "VMAS" WILL TAKE PLACE  
MONDAY, AUGUST 26 AT 9PM ET/PT LIVE  
FROM NEW JERSEY'S PRUDENTIAL  
CENTER

**SINGAPORE – 30 APRIL 2019** - MTV will bring the **2019 “VMAs”** to the Garden State for the first time ever, live on Monday, August 26 at 9pm ET/PT from Prudential Center. In Asia, the 2019 “VMAs” will premiere on **August 27 at 8am (WIB), 9am (SG/PH) and 10am (MY)**. Music’s biggest stars and fans will celebrate the year’s most iconic videos with electrifying performances, viral moments and a new, first-of-its-kind immersive fan experience.

The news comes as part of Twitter’s 2019 NewFronts presentation, where both brands unveiled the MTV VMA Stan Cam, which lets fans take control of their VMA viewing experience in ways they never could before. Using a series of short-form streams on Twitter, MTV will ask fans to decide which stars they’d like to watch, follow backstage, go behind-the-scenes and poll on a live reaction cam during the show’s biggest moments. Last year’s VMAs were the No. 1 most social cable awards show of 2018.

“New Jersey has an incredible music heritage and is home to some of the world’s biggest artists including ‘Chairman of the Board’ Frank Sinatra, ‘The Boss’ Bruce Springsteen, Queen Latifah, Bon Jovi, Whitney Houston, the Jonas Brothers, the Fugees, and Halsey. The list is wide and endless,” said Bruce Gillmer, “MTV VMAs” executive producer, global head of music and talent, Viacom and co-brand head, MTV International. “Now the moonperson plants its flag to celebrate all that New Jersey has given to music fans around the globe.”

“We are thrilled to welcome the music and entertainment industry’s brightest stars to Prudential Center, the City of Newark, and the State of New Jersey,” said Scott O’Neil, CEO of Harris Blitzer Sports & Entertainment. “Once again, the eyes of the music industry will turn to one of the Top 10 busiest arenas in the world, Prudential Center. We look forward to continuing to tell the story of this world renown venue and the positive change it has generated through music and entertainment in Newark and across the State of New Jersey.”

“We are incredibly proud to host one of the music industry’s most celebrated and adored awards shows, the VMAs, at Prudential Center, the home of sports and entertainment in New Jersey and one of the world’s most popular touring locations,” said Sean Saadeh, EVP of Entertainment at Prudential Center. “The star power of the performers and attendees we expect at this year’s VMAs mirrors the incredible talent that graces our stage at the more than 175 events that play Prudential Center annually. This is a tremendous opportunity to celebrate the musical heritage of New Jersey and the Tri-State Region.”

An official sponsor of the 2019 “MTV Video Music Awards” is Taco Bell®.

Follow @MTV and @VMAs on social to keep up with all-things #VMAs.

### **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](http://www.mtvasia.com).

### **About The Prudential Center:**

Prudential Center is the world-class sports and entertainment venue located in downtown Newark, New Jersey. Opened in October 2007, the state-of-the-art arena is the home of the National Hockey League's (NHL) three-time Stanley Cup Champion New Jersey Devils, Seton Hall University's NCAA Division I Men's Basketball program, and more than 175 concerts, family shows and special events each year. The arena is also home to the GRAMMY Museum Experience Prudential Center, which opened its doors to the public on October 2017. The 8,200-square-foot experience marks the first GRAMMY Museum outpost on the East Coast, and features a dynamic combination of educational programming and interactive permanent and traveling exhibits, including a spotlight on legendary GRAMMY winners from New Jersey. Ranked in the Top 8 nationally by Pollstar, Billboard and Venues Today, Prudential Center is recognized as one of the premier venues in the United States, and hosts over 2 million guests annually. For more information about Prudential Center, visit [PruCenter.com](http://PruCenter.com) and follow the arena on [Facebook](#), [Twitter](#) and [Instagram](#). Prudential Center is a Harris Blitzer Sports & Entertainment property.

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#### ABOUT VIMN ASIA PRESS

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 3.4 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](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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