



## MTV GOES “BACK AND BEYOND” WITH GLOBAL CELEBRATION OF MUSIC IN AUGUST

**FROM UNFORGETTABLE *MTV UNPLUGGED* SESSIONS TO NOSTALGIC *MY LIFE ON MTV* EPISODES, MTV BRINGS FANS IN 180 COUNTRIES A MONTH OF ITS ICONIC MOMENTS IN MUSIC AND SPOTLIGHTS CURRENT AND NEXT-GEN ARTISTS**

*Singapore, August 2, 2021* - A pivotal moment in music, MTV was established on August 1, 1981 as “Video Killed the Radio Star” hit TVs. In the month of August this year, MTV will go “**Back and Beyond**” to celebrate MTV’s most memorable music moments and spotlight current music content, plus today’s top artists and emerging stars. From the iconic *MTV Unplugged* with Nirvana to the recent *MTV Unplugged Presents* with worldwide phenomenon BTS, the programming blocks will feature music series, specials and videos from the MTV vault, and will air weekly throughout the month. **Starting tonight, fans in Asia can catch the specials every Monday from 7:00pm (WIB), 8:00pm (SG) and 9:00pm (MY)** on the MTV Asia channel.

“MTV has an unparalleled legacy of driving pop culture and providing fans with unique access to some of the most iconic moments in music,” said **Bruce Gillmer, President of Music, Music Talent, Programming and Events, ViacomCBS and Chief Content Officer, Music, Paramount+**. “As we celebrate MTV’s groundbreaking moments from the past, we will undoubtedly find new and innovative ways to disrupt the norm, create epic music experiences for our global audience, and provide the ultimate platform for the next generation of superstars to showcase their artistry.”

Featured content includes *MTV Unplugged*, *MTV Unplugged Presents*, *VMAs*, *EMAs*, *Diary*, *The Ride*, *My Life on MTV*, *VH1 Storytellers*, *Behind the Music*, and the newest MTV documentary *Amy Winehouse and Me: Dionne’s Story*, giving audiences around the world an all-access pass to the biggest cultural moments in MTV music.

### **About MTV**

MTV is the leading global youth media brand in 180 countries, reaching 450 million households in nearly 30 different languages across every platform. MTV operations span cable and mobile networks, live events, theatrical films and MTV Studios. Outside of the United States, MTV is part of ViacomCBS Networks International, a division of ViacomCBS Inc. (Nasdaq: VIACA, VIAC).



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#### ABOUT VIACOMCBS NETWORKS ASIA

ViacomCBS Networks International, a unit of ViacomCBS Inc. (NASDAQ: VIAC), is comprised of many of the world’s most iconic consumer brands. Its portfolio includes Network 10, Channel 5, Telefe, Viacom International Studios, Nickelodeon, MTV, Comedy Central, BET, Paramount Network and Pluto TV among others. In addition to offering innovative streaming services and digital video products, ViacomCBS Networks International provides

powerful capabilities in production, distribution and advertising solutions for partners on five continents and across more than 180 countries. 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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