



## CARLY RAE JEPSEN MAKES HER DEBUT IN MALAYSIA AT MTV WORLD STAGE MALAYSIA 2015

VOTE FOR MALAYSIA'S #MOSTWANTED ACT TO SHARE THE MTV STAGE

WIN SHOW PASSES AT [WORLDSTAGE.MTVASIA.COM](http://WORLDSTAGE.MTVASIA.COM)

**Tweet it: [BREAKING! @mtvasia reveals @carlyraejepsen will make her debut in Malaysia at MTV World Stage Malaysia 2015 #worldstagemy on 12 Sep!](#)**

**KUALA LUMPUR/ SINGAPORE, 4 AUGUST 2015** – **MTV** revealed today multi-platinum, Grammy®-nominated singer-songwriter, **Carly Rae Jepsen** will make her debut in Malaysia at **MTV World Stage Malaysia 2015** at Surf Beach, Sunway Lagoon on Saturday, 12 September 2015. MTV broke the news via an [Instagram](#) post to fans saying, “@carlyraejepsen to perform 1st time in [Malaysia flag emoji] at #worldstagemy! She really really really really really really likes you!”

Jepsen will join MTV's announced line-up of performers for MTV World Stage Malaysia 2015 – Korea's favorite K-pop idol female group, **Apink** and hottest Japanese band, **SEKAI NO**

**OWARI.** Recorded live for global telecast, the one-night only outdoor event is one of the biggest Southeast Asia music nights of the year, which brings multi-genre talents onto a single stage. More acts will be revealed in the coming weeks.

In a Facebook post, Jepsen shared, “Vacation in Malaysia?! [party popper emoji] I can’t wait to meet my fans there. I am looking forward to being part of the party at MTV World Stage Malaysia 2015. It’s going to be pretty spectacular!” **[Check out Carly Rae Jepsen’s greeting]**.

Jepsen’s highly anticipated new album, *E·MO·TION* will be released 21 August 2015 (U.K. and Europe release on 25 September 2015). Her second and latest single from the upcoming album, “[Run Away With Me](#)” was recently released on 17 July and has already passed over 2.5 million views on YouTube within two weeks of its release, while getting strong reviews from music critics around the world as the ‘Anthemic Summer Jam’.

**MTV World Stage Malaysia 2015** is presented by **Sunway** and supported by **Tourism Malaysia**. In Malaysia, it is ignited by **Xpax**, brought to you by **Brickfields Asia College**, **Watsons Malaysia**, supported by local broadcast partner, **Astro**, with media partners **Big Tree Outdoor**, **Cleo**, **EH!**, **Hype Malaysia**, **Selebriti Online**, and **TimeOut KL**. The show will premiere on MTV in Asia on **Saturday, 26 September at 1.30pm (TH/WIB), 2.30pm (PH/SG) and 3.30pm (MY), Saturday, 10 October at 9pm (JP) and Sunday, 11 October at 12am (KR)**.

### **Carly Rae Jepsen**

Today, Jepsen brings new depth and dimension to her undeniably hooky but heart-driven breed of pop music. With a sense of pure feeling and passion inspired by classic pop records of the early ‘80s, *E·MO·TION* finds Jepsen conjuring up pop’s most thrilling paradoxes and delivering songs both carefree and introspective, tender and bold, sensitive and self-assured. “The one intention I had going into making this album was to take my time and create something I was really proud of—something that showed sides of me that I hadn’t ever revealed in my music before,” Jepsen says.

The result of years of experimentation and creative soul-searching, *E·MO·TION* includes lead single “[I Really Like You](#)”, a Billboard Top 40 hit praised as “pop perfection” by BuzzFeed and “mind-blowing, fantastic, catchy-as-hell pop” by Idolator. Though Jepsen first sketched out many of the album’s tracks on the back of her tour bus while traveling the world in support of Kiss, she also teamed up with songwriters like Sia, Devonté Hynes (aka Blood Orange), and Ariel Rechtshaid (Haim, Madonna, Vampire Weekend) in bringing *E·MO·TION* to life. When it

came time to record, Jepsen journeyed from New York to L.A. to London to Stockholm to join forces with such producers as Mattman & Robin (Tove Lo, Taylor Swift), Greg Kurstin (Charli XCX, Katy Perry), and Carl Falk and Rami Yacoub (Ariana Grande, One Direction).

Previously, after independently releasing her first album (2008's *Tug of War*), Jepsen landed a deal with Schoolboy Records/Interscope and soon made her major-label debut with *Kiss*. Along with “[Call Me Maybe](#)”—which climbed to #1 on the iTunes Singles charts in more than 47 countries, it sold over 17 million singles worldwide, and earned Jepsen 2012 Grammy® Award nominations for Best Pop Solo Performance and Song of the Year. Jepsen took home “Best Song” and “Best PUSH Act” at the 2012 MTV EMAs. In that same year, she performed at MTV Video Music Awards Japan and took home “Best New Artist Video”. Today, the hit song has racked up over 700 million views on YouTube. *Kiss* featured follow-up hit “[Good Time](#),” a duet with Owl City that’s now been certified double-platinum.

### **Carly Rae Jepsen**

Facebook: <https://www.facebook.com/Carlyraejepsen>

Twitter: <https://twitter.com/carlyraejepsen>

Instagram: <https://instagram.com/carlyraejepsen>

YouTube: <https://www.youtube.com/user/CarlyRaeJepsenVEVO>

Website: <https://www.carlyraemusic.com/>

### **Malaysia’s #MostWanted Act for MTV World Stage Malaysia 2015**

After two weeks of call for submissions, 28 local artists and bands are now up for voting on <http://worldstage.mtvasia.com/voting/> to showcase their talents and a chance to become Malaysia’s #MostWanted Act at MTV World Stage Malaysia 2015. From **30 July – 14 August**, fans can cast their votes on <http://worldstage.mtvasia.com/mostwanted/> or through tweets for their #MostWanted act. Fans will need hashtag #MostWanted and #BANDNAME on Twitter for each vote to be counted. Based on fans’ votes and other performance criteria, Malaysia’s #MostWanted Act will perform as the opening act at the show.

### **MTV Breaks**

MTV also announced the launch of a new Asia multi-platform campaign **MTV Breaks ignited by Xpax**, which gives talented millennials across Asia\* the chance to kick-start a career in the

creative industries by offering life-changing opportunities through a mentorship stint\*\* on MTV World Stage Malaysia 2015. Launched globally at last year's MTV EMA, it is the first time this highly successful property aimed at creating economic opportunity for talented millennials, is being launched with an Asia version in the region.

MTV Breaks by Xpax is offering big 'breaks' to three talented, young creatives who will get the opportunity for a stint as a **photographer, content creator or motion graphics designer** at this year's event. The selected candidates will be mentored by experts within the industry and the MTV team. Selected candidates will have their work featured on various MTV platforms.

For more information on how to apply, visit [worldstage.mtvasia.com](http://worldstage.mtvasia.com). The deadline for entries is **13 August**.

## **WIN MTV WORLD STAGE MALAYSIA SHOW PASSES**

**How to Win: MTV World Stage passes are not for sale and may be won by fans** in an online game on <http://worldstage.mtvasia.com/win/>. Fans simply need to watch a video related to MTV World Stage Malaysia, answer a question and stand a chance to win\*\*\*. Contest ends on 1 September 2015.

*\*The game contest is open only to fans from the following countries China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.*

## **NEWS UPDATES ON SOCIAL MEDIA**

In the weeks ahead, fans can get direct information by following MTV Asia on Facebook, Twitter and Instagram for news updates on MTV World Stage Malaysia 2015.

**Facebook:** [www.facebook.com/mtvasia](http://www.facebook.com/mtvasia)

**Twitter:** [www.twitter.com/mtvasia](http://www.twitter.com/mtvasia)

**Instagram:** [mtvasia](https://www.instagram.com/mtvasia)

**Hashtag:** [#worldstagemy](https://twitter.com/hashtag/worldstagemy)

Apink

Twitter: [https://twitter.com/Apink\\_2011](https://twitter.com/Apink_2011)

Facebook: <https://www.facebook.com/Official.Apink2011>

YouTube: <https://www.youtube.com/officialapink>

Website: <http://www.a-cube.co.kr/>

## **SEKAI NO OWARI**

Facebook: <https://www.facebook.com/OfficialPageSEKAINOOWARI>

Twitter: <https://twitter.com/fromsekaowa>

Instagram: [https://instagram.com/fukase\\_sekainoowari/](https://instagram.com/fukase_sekainoowari/)

YouTube: <https://www.youtube.com/sekainoowari>

Website: <http://sekainoowari.jp/en>

## **MEDIA ACCREDITATION & ARTIST INTERVIEW OPPORTUNITIES**

Media and bloggers are invited to apply for media passes and artist interview opportunities through [worldstage.mtv.com/media](http://worldstage.mtv.com/media). The application deadline is **Friday, 28 August**. Registration and credential collection details will be sent to outlets whose accreditations have been pre-approved or accepted by **Wednesday, 9 September**.

**Please find below the embed code for Jepsen's video greeting.**

```
<iframe src="http://media.mtvnservices.com/embed/mgid:uma:video:mtv.com:1226083" width="360" height="293" frameborder="0"></iframe>
```

**ARTIST IMAGES ARE AVAILABLE FOR DOWNLOAD AT THE END OF THE NEWS RELEASE.**

**For the earlier announcements on MTV World Stage Malaysia 2015:**

•1ST announcement – [HERE](#)

•2ND announcement – Apink and SEKAI NO OWARI – [HERE](#)

Footnotes:

*\*MTV Breaks ignited by Xpax mentorship stint is open to applicants from Hong Kong, Japan, Macau, Mongolia, Southeast Asia (Brunei, Cambodia, Indonesia, Malaysia, Myanmar,*

*Philippines, Singapore, Thailand, Vietnam) and Taiwan.*

*\*\*Travel and Expenses for selected candidates will be covered by MTV Asia.*

*\*\*\*Video and questions will be randomized from a database of questions, which will be different at each play.*

*\*\*\*\*Free entry are for all who have won passes either through MTV's game contests, or through sponsors' marketing activities around MTV World Stage Malaysia 2015.*

**###**

## **MTV and youth employment**

In the broadest global study conducted with the millennial generation, "The Next Normal: An Unprecedented Look at Millennials Worldwide", it was revealed unemployment outweighs world hunger as the top global issue that young people want to see solved.

Hence, much more than a one-off event, **MTV Breaks** is the new umbrella brand for all content and initiatives from MTV intended to address the issue of youth employment, including a variety of apprenticeships and paid internships that it offers in key markets around the world.

## **About MTV World Stage Malaysia 2015**

The **free-entry\*\*\*\*** show is recorded live for global telecast under the *MTV World Stage* global series, which bring multi-genre talents with global relevance, to an international audience of more than three-quarters of a billion households in over 160 countries. The global series showcases the most exclusive gigs, world renowned music festivals and unique concert locations from around the world, providing music lovers the 'front row seat' to experience the biggest artists on the globe without leaving the comfort of their sofas. The Malaysia show is MTV's first originally-produced MTV World Stage event globally, which started in 2009.

Over the last six years, MTV World Stage Malaysia has welcomed international award-winning international artists onto its stage including Katy Perry, Justin Bieber, Thirty Seconds to Mars, Robin Thicke, Far East Movement, B.o.B., Tokio Hotel, Kasabian, The All-American Rejects and Pixie Lott. The show has also featured popular K-pop acts such as EXO, Boys Republic, Jay Park, Beast, Wonder Girls, while showcasing local Malaysia acts like Yuna, Joe Flizzow, Mizz Nina, Pop Shuvit and Estranged.

## **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](http://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, Nickelodeon, Comedy Central, BET, Paramount Channel and more. Viacom brands are seen globally in more than 3.2 billion households in approximately 170 territories and 37 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties. Keep up with VIMN Asia news by visiting the VIMN PR Twitter feed at [www.twitter.com/VIMNAsia\\_PR](http://www.twitter.com/VIMNAsia_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).

### **Sunway Resort City**

Sunway Resort City is the flagship masterpiece development of Malaysia's Sunway Group. Sprawling 800 acres, it comprises some seven million square feet of world class facilities with multi award-winning hospitality, retail, leisure, healthcare, education and residential components. Located a mere 20-minutes from Kuala Lumpur, Sunway Resort City, certified by Malaysia's Green Building Index as the country's first fully integrated green township, is home to a population of 200,000 with an annual visitation of 42 million. An epitome of innovation, Sunway Resort City continues to stand as the nation's sole integrated resort city where thriving communities live, learn, work, play and grow in a healthy, safe and well-connected environment. Today, Sunway Resort City is one of Southeast Asia's most preferred tourist destinations.

### **Sunway Lagoon**

Sunway Lagoon is truly one of a kind. Step inside and you will discover a magical kingdom of pure fun and excitement. Experience the wonders of more than 80 rides and attractions spread across *Water Park*, *Amusement Park*, *Extreme Park*, *Wildlife Park* and *Scream Park*. True to its

'Asia's Best Attraction' fame, the multi-park is also home to the World's First Waterplexx 5D and also the World's Largest Water Ride – Vuvuzela, its latest attraction to date. Open daily from 10.00am to 6.00pm, other worthy attractions include the *World's Largest Man-Made Sandy Surf Beach*, *Malaysia's First Interactive Zoo*, *Asia's Longest Flying Fox Trail*, *Lynton V Harris' Scream Park* – a live interactive 'scare' attraction and one of the *Longest Pedestrian Suspension Bridges* in Malaysia.

## **About Xpax**

Xpaxis Celcom Axiata Berhad's main prepaid brand, represents more than half of Celcom's 10.2 million prepaid subscribers. Xpax is a brand that personifies youth lifestyle and provides the best in internet for its customers. With the latest launch of Magic SIM, customers can enjoy FREE Basic Internet, FREE High Speed Internet and FREE Calls & SMS and much more. Magic SIM gives FREE internet more than anyone else. You'll never let it go. For more info log on to [www.xpax.com.my](http://www.xpax.com.my)

## **Tourism Malaysia**

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

The collaborative efforts between Government agencies, which include the Ministry of Tourism and Culture, and the private sector, such as local and international airlines, help position Malaysia as a leading tourist destination. The targets set under the Tourism NKEA (National Key Economic Areas) will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism. As outlined in the Tourism NKEA, Malaysia is targeting to achieve 36 million tourist arrivals with RM168 billion in receipts by 2020.

## **About Brickfields Asia College**

Brickfields Asia College (BAC) is well known as the "Fastest and Smartest Way" to over 100 UK Law and Business Degrees. With partnerships and affiliations with over 20 leading UK universities, BAC offers students access to a wide range of law and business degrees which

can be completed either locally or abroad.

From a single campus in Brickfields with fewer than 50 students, BAC has grown into a network of campuses in KL and Petaling Jaya offering a broad selection of courses within three faculties; Pre-University, Brickfields Law School and Brickfields Business School. With a student population in excess of 4500, BAC is now Malaysia's largest private legal education provider. For more information about BAC, visit [www.bac.edu.my](http://www.bac.edu.my) or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

## **Watsons Malaysia**

Watsons, Asia's leading health and beauty retailer, joins MTV World Stage Malaysia 2015 for this first time. In conjunction with the 5th anniversary of Watsons VIP Member Card in Malaysia, there's no better way to celebrate looking good, feeling great with Watsons VIP members than to reward them with this exciting event together with MTV Asia. This is only part of many rewards the card members can look forward to during the exciting 5th anniversary campaign of Watsons VIP Member Card in Malaysia. Stay tuned for more! Check out [watsonsmalaysia facebook](#) or [watsons.com.my](http://watsons.com.my) for more rewards.

## **Media Contacts:**

### **Viacom International Media Networks**

Adeline Ong

Senior Director, Corporate Communications, Asia

t: +65 6420 7240 m: +65 9366 7323

e: [adeline.ong@vimn.com](mailto:adeline.ong@vimn.com)

Twitter: [@VIMNAsia\\_PR](#)

Loh Bi Feng

Senior Executive, Communications, Asia

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

e: [loh.bifeng@vimn.com](mailto:loh.bifeng@vimn.com)

## Edelman on behalf of Viacom International Media Networks

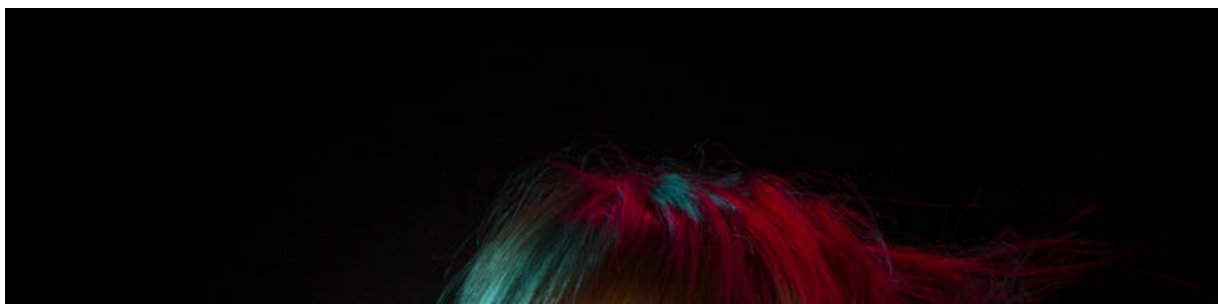
Anusha Shanmugaveloo,, Edelman Kuala Lumpur

t: (603) 2287 8689 m: (60) 16 3356 543

e: [anusha.shanmugaveloo@edelman.com](mailto:anusha.shanmugaveloo@edelman.com)

*“Vacation in Malaysia?! [party popper emoji] I can’t wait to meet my fans there. I am looking forward to being part of the party at MTV World Stage Malaysia 2015. It’s going to be pretty spectacular!,,*

— Carly Rae Jepsen











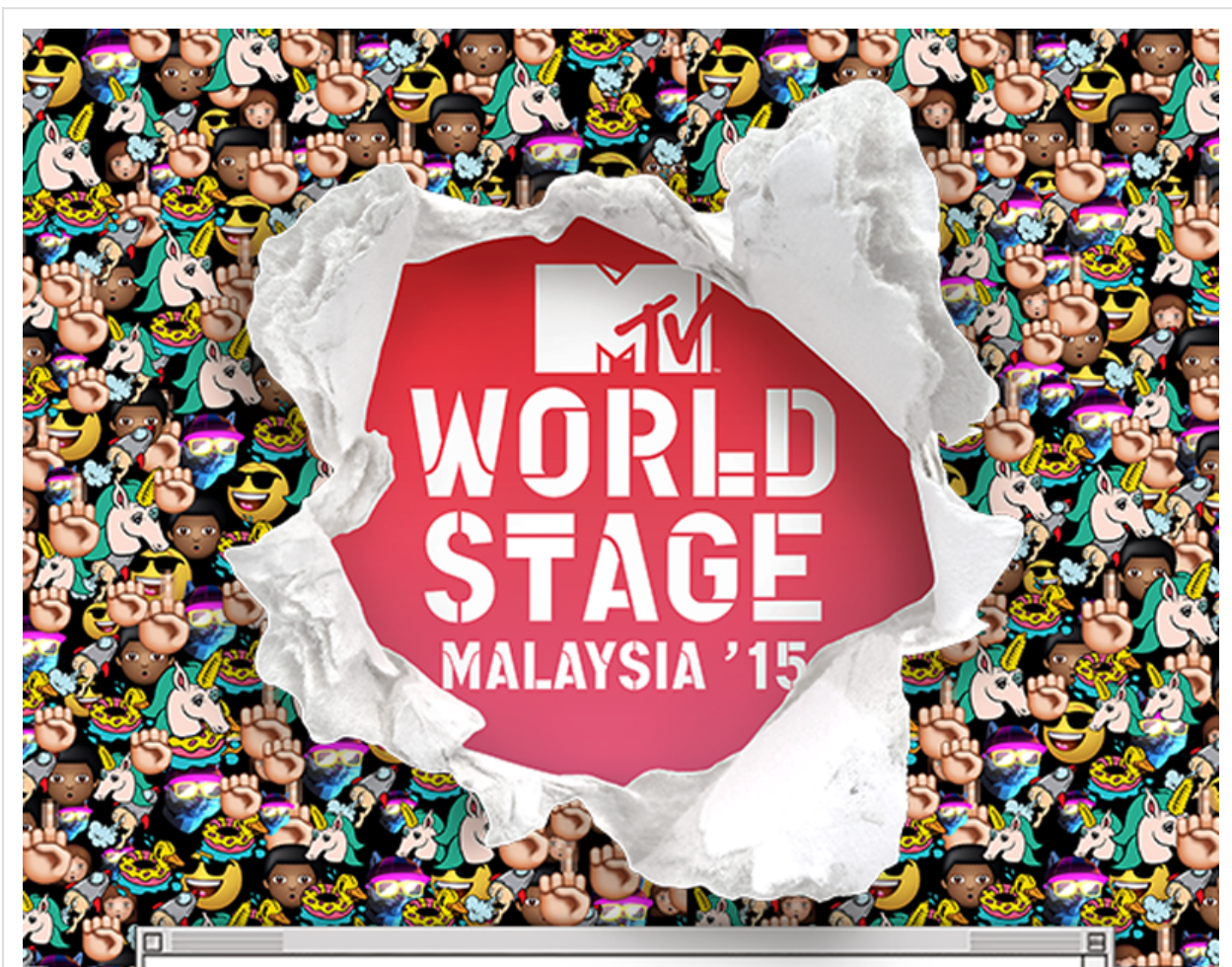












**12 SEPTEMBER 2015**  
**SURF BEACH @ SUNWAY LAGOON, KL**

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**MTV BREAKS**



**MTV**  
**WORLD**  
**STAGE**  
MALAYSIA '15

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*Truly Asia*





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Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIA, VIAB), 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 are seen globally in more than 3.2 billion households in approximately 170 territories and 37 languages via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties. 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), the Viacom blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/Viacom](http://www.twitter.com/Viacom).

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