

Beat: Lifestyle

## **MTV Video Music Awards Return To NYC to Air Live First Time in its History**

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**USPA NEWS** - Mayor Bill de Blasio, Mayor's Office of Media and Entertainment Commissioner Julie Menin, and NYC & Company President & CEO Fred Dixon on April 21, joined MTV in announcing that the 2016 'MTV Video Music Awards' will return to New York City,...

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The economic impact of the VMAs in New York City is tremendous, between the significant number of out-of-town visitors expected, the jobs created by the show, and the millions of dollars MTV expects to directly spend with local small businesses and vendors. Having the VMAs and events like it in New York City are not just opportunities for world-class entertainment, but significant revenue-generating events that ultimately benefit all New Yorkers.

In celebration of the VMAs in NYC, the Mayor's Office of Media and Entertainment (MOME) and MTV are partnering for the first time on a new video contest for New Yorkers ages 16 and over. Contestants will be asked to create a 30-second video answering the question: 'If you could take your favorite VMA artist anywhere in NYC, where would it be and why?' Up to five winners will have the opportunity to attend the VMAs and to walk the red carpet along with some of today's biggest stars, and their videos will be shared on some of NYC's official social media channels.

The 2016 VMAs will mark the 16th time the music awards show has aired from New York City, including most recently the 2013 MTV VMAs at Brooklyn's Barclays Center, which featured world-renowned recording artists including Justin Timberlake, Miley Cyrus, and Robin Thicke. New York is home to MTV's corporate headquarters and is the original home of the VMAs, with the first-ever show taking place in 1984 at Radio City Music Hall.

The MTV VMA show stands as the most Tweeted non-sports television program of all time with 21.4 million tweets, according to Nielsen Social. In 2015, the show generated more than 73 million views across all platforms in its first 72 hours.

The VMAs will benefit from Madison Square Garden's recent three-year, top-to-bottom transformation, which significantly enhances the experience of everyone who walks through the Garden's doors.

Source : NYC Mayor's Office of Media and Entertainment

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