

2015 "MTV Video Music Awards" Generates More Than 73 Million Views Across Platforms

Big Moments Drive 2015 MTV VMAs to 41MM Digital Streams and Record 21MM Tweets, Enormous Activity Across Vine, Tumblr, Facebook, and Instagram

LOS ANGELES--(BUSINESS WIRE)-- MTV, a unit of Viacom (NASDAQ:VIAB, VIA), reported today that the 2015 "MTV Video Music Awards" has generated more than 73 million views to date across platforms, inclusive of video viewing across television, [MTV.com](http://www.mtv.com) and the MTV App, and social platforms including Facebook and Twitter. Through Tuesday, September 1, the 2015 MTV VMA had recorded 41 million videos streams - up 55% over last year - across MTV's digital platforms, Twitter, and Facebook.*

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150902006449/en/>



(Photo: Business Wire)

Sources:

Total Views - Nielsen, reach, all plays, Viacom nets, LSD, 1 min. qualifier, 8/30/15-9/1/15, Omniture 8/30/15-9/1/15 vs 8/24/14-8/16/14; Facebook Insights, Twitter, Twitter Amplify

Streams - Omniture 8/30/15-9/1/15 vs 8/24/14-8/16/14; Facebook Insights, Twitter, Twitter Amplify

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion 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 Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans and college students, and its online hub [MTV.com](http://www.mtv.com) is a leading destination for music, news and pop culture. MTV is a unit of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's

Powered by a barrage of big moments, the 2015 MTV VMAs drove enormous activity on social media and now stands as the most Tweeted television program since Nielsen Social began tracking Twitter TV activity. Digital and social platform-specific highlights include:

MTV Digital: [MTV.com](http://www.mtv.com) attracted **19 million total visits**, up 23% over 2014. Streams to the MTV App increased 643% over 2014. (Omniture 8.30.15-9.1.15 vs. 8.24.14-8.16.14)

Vine: The 2015 MTV VMAs generated more than **100 million loops** on Vine. (Vine, 8.30.15)

Instagram: The 2015 MTV VMAs generated **64 million interactions** on Instagram. (Instagram, 8.30.15)

Facebook: 16 million people had **39 million Facebook interactions** related to the 2015 MTV VMAs. (Facebook, 8.30.15)

Twitter: 2.2 million people sent **21.4 million Tweets** about the 2015 MTV VMAs. Nearly 11.8 million people saw those Tweets a total of 676 million times.

VMA tweets grew 69% year-over-year. The most Tweeted minute occurred at 10:49 p.m. with 247,525 Tweets following Kanye West's announcement that he was running for President. (Nielsen Social, 8.30.15 vs. 8.24.14)

YouTube: The 2015 MTV VMAs generated **2.1 million views** on YouTube. (YouTube Analytics, 8.30.15 - 8.31.15)

leading creators of programming and content across all media platforms. For more information, go to <http://www.mtvpress.com>.

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