

Host Russell Brand



VIDEO MUSIC AWARDS '09 NYC
SEPT 13
LIVE! 9P/8C





A Look Back at 2008

MTV brought the heat to Hollywood during the 2008 MTV Video Music Awards.

Live performances from by T.I., who doubled up by delivering his new song "Live Your Life," featuring Rihanna, after performing "Whatever You Like" on the back lot and a caped Christina Aguilera in her debut performance of "Keeps Getting Better" melted the stage. Then Rihanna took fans into a disturbing nightmare with her zombie-filled performance of "Disturbia."

But this star-studded evening belonged to Britney Spears who won three awards for Best Female Video, Best Pop Video, and Video of the Year. Better yet, this year was the first time she ever won a VMA during her entire career!

Besides all of the music industries' hottest entertainers, many A-list celebrities graced the stage including Paris Hilton, Kobe Bryant, Lauren Conrad and Gossip Girl star Chace Crawford, Jordin Sparks, Jamie Foxx, High School Musical 3 stars Zac Efron, Vanessa Hudgens, Corbin Bleu and Ashley Tisdale, Shia LaBeouf, Lindsay Lohan, Ciara, Olympic gold medalist Michael Phelps, Taylor Swift, Christopher "McLovin" Mintz-Plasse and Slipknot, The Hills' Heidi Montag and Spencer Pratt, Ashlee Simpson, Pete Wentz, Slash, Danity Kane, Drake Bell, and Josh Peck.

This year promises to bring even more heat! Do not miss your chance to target adults 18-49 with the power of the 2009 MTV Video Music Awards (VMAs)!





Package Details

Receive the following as a proud sponsor of the 2009 VMAs.

- 🌀 2 spots in MTV Video Music Awards on September 13 at 9pm/8c
- 🌀 5 spots in VMA Ancillary Week
- 🌀 100 Promotional Spots





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Merchandising

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Sponsorship Opportunity

Brand your business with MTV and Time Warner Cable through a 30 second 2009 VMAs promotional spot!

What Does this Opportunity Include?

- 🌀 100 promotional spots (:20/:10 or :15/:15) with your business tagged as a local sponsor of the 2009 VMAs.
- 🌀 Spots run 6a-12mid on networks that target your customers.
- 🌀 Time Warner Cable Media Sales will provide production.

2009 National Advertisers with Exclusivity:



This promotion is subject to change/sponsor restrictions may apply.





Ratings Estimates

Household ratings for the 2008 VMAs increased by an amazing **120%** over 2007 ratings.**

2009 VMAs Estimated Ratings

Program/Time	HH	A18-49	A18-34	T 12-17	W18-49	W18-34
2008 MTV VMAs Day/Time TBA	7.7	6.6	8.9	18.1	7.4	10.1

Estimates based on Sept. 08 Nielsen ratings for the 2008 MTV Music Awards. Cleveland-Akron, Ohio C-DMA ratings zoned to the TWC-Cleveland North Zones exclusively.

***Based on Nielsen overnight household ratings for the 2007 and 2008 MTV Music Awards; Cleveland-Akron (OH) C-DMA.*





National MTV VMAs Viewer Profile

- **MTV is the number one, favorite channel among college students** according to 46% respondents in a 2006 study.
- MTV delivers the young adult demographic like no other. In the past year, **MTV viewers 18-34 have spent...**
 - \$12.1 billion on **clothing.**
 - \$2.9 billion on **fine jewelry.**
 - \$548 million on **audio equipment.**
 - \$20.3 billion on **personal home computers.**
 - \$6.4 billion on **major home furnishings.**



Local Viewer Profile

Reach those hard-to-find young adults who are making their first major purchases and developing intrinsic brand loyalties!

MTV Movie Awards viewers* are...

- Mostly **adults 18-49 (85.3%)**.
- Mostly females: **Women** make up **74.1%** of the audience.
- **88%** more likely to be **single** (Index: 188).

Plus, **57.1%** typically watch **movies** on television (cable or broadcast).

And **68%** typically watch **comedies** on television (cable or broadcast).

Potential MTV Movie Awards viewers (as described above) are also above market average in these categories:**

- Plans to purchase **furniture** in the next 12 months (index: 149).
- Plans to purchase a **HDTV** in the next 12 months (index: 189).
- Purchased **costume jewelry** in the past year (index: 180).
- Purchased **\$500+ in fine jewelry** in the past year (index: 160).

**Source: Scarborough Research, Cleveland, OH Se07-Au08 – Adults 18+ who had watched the MTV Video Music Awards on television in the past year.*

***Source: Scarborough Research, Cleveland, OH Se07-Au08 – Women, ages 18-49, who had who are single and who have watched comedies and movies on television typically.*





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Addendum

- One Sheet “Grab and Go”
- Televised Schedule

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This year promises to bring even more heat! Do not miss your chance to target adults 18-49 with the power of the 2009 MTV Video Music Awards (VMAs)!

Receive the following as a proud sponsor of the 2009 VMAs.

- 1x in MTV Video Music Awards on September 13 at 9pm/8c
- 5x in VMA Ancillary Week
- 100 Promotional Spots

Total Investment: \$





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