



GROUND-BREAKING MTV AFRICA MUSIC AWARDS RETURNS TO DURBAN, KWAZULU-NATAL

AS VIMN AFRICA CELEBRATES 10 YEARS IN AFRICA

INFLUENTIAL AWARDS SHOW TO SHOWCASE THE “EVOLUTION” OF AFRICAN TALENT AND CREATIVITY TO A GLOBAL AUDIENCE ON 18 JULY 2015

To download a high resolution logo for MAMA 2015, please click [here](#)

Durban, 21 May 2015: A decade after bursting onto the world stage, **Viacom International Media Networks (VIMN) Africa** and **MTV Base** (DStv Channel 322) are once again shining a global spotlight on African music, creativity and achievement at the fifth edition of the **MTV Africa Music Awards (MAMA)**.

The **MTV Africa Music Awards KwaZulu-Natal 2015**, brought to you by **KwaZulu-Natal Province** in association with **Absolut** and in partnership with **The City of Durban**, returns to the **Durban International Convention Centre (ICC)**, KwaZulu-Natal, South Africa on Saturday 18 July 2015.

The definitive annual celebration of African talent, **MAMA 2015** takes “evolution” as its theme, recognising and rewarding musicians and achievers who have made the most impact on African youth culture over the last 12 months, while also celebrating the development of the continent’s talent and creativity over the last 10 years. The ceremony will feature stunning performances from African and international artists along with unique collaborations.

MAMA 2015 will celebrate African talent across 17 award categories such as **Best Male**, **Best Female**, **Best Song** and **Best New Act Transformed by Absolut**. The contribution of artists from Portuguese and French-speaking Africa will also be recognised in the **Best Lusophone** and **Best Francophone** categories. In line with the **MAMA 2015** “evolution” theme and **VIMN Africa’s** 10-year celebration, this year’s show will also feature a special edition **Artist of the Decade** category to recognise artists whose careers have flourished throughout the last 10 years. Additional categories include the **MAMA Leadership Award** and **Personality of the Year**. The nominations for the awards will be revealed on 11 June 2015.

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Alex Okosi, Senior Vice President & Managing Director, Viacom International Media Networks (VIMN) Africa, Desmond Golding, Head of Department of Economic Development, Tourism, and Environmental Affairs, KwaZulu-Natal Province, Melanie Campbell, Pernod Ricard Portfolio Marketing Manager and Tim Horwood, Channel Director, MTV Base revealed the news today at *The Southern Sun Elangeni & Maharani Hotel*, Durban in the presence of *AKA, Bucie, Big Nuz, Cassper Nyovest, Dream Team, DJ Tira* and *Patoranking*.

Commented *Alex Okosi, Senior Vice President & Managing Director, Viacom International Media Networks Africa*, “We are thrilled that the *MTV Africa Music Awards* will be returning to Durban and KwaZulu-Natal on 18 July, a date famous for being the birthday of Nelson Mandela - what better day could there be for staging this inspirational celebration of African achievement and creativity that showcases Africa’s best talent on the world stage.”

Desmond Golding, Head of Department of Economic Development, Tourism, and Environmental Affairs, KwaZulu-Natal Province, commented, “In 2014, the world saw how Durban and KwaZulu-Natal leveraged global events such as the *MTV Africa Music Awards* to realise our tourism goals. After the major success of the *MAMA* in Durban last year, we are delighted to welcome back *MTV Base* and the *MAMA* awards to KwaZulu-Natal this July. By attracting ground-breaking events like the *MAMA* to KwaZulu-Natal and Durban, we continue to make a significant contribution to economic growth and tourism in the region.”

Head of Durban Tourism, Phillip Sithole, commented, “It is a tremendous honour for *The City of Durban* to be host city once again for the much anticipated *MTV Africa Music Awards*. The *MAMA* is a celebration of Africa’s award winning musical achievements and we are privileged to have this prestigious gathering in *The City of Durban*. We look forward to an unforgettable event in Durban and may the *MAMA* continue to be the best platform to bring Africa together on our shores and allow our continent to enjoy the unique flavours of Destination Durban.”

“We are once again proud to be part of a pan-African music celebration such as the *MAMA*,” says *Marketing Director of Pernod Ricard SA, Charl Bassil*, “The partnership with *Viacom International Media Networks Africa* allows us to once again affirm our category thought leadership whilst utilizing the *MAMA* platform with our “Africa is Absolut” campaign, to be catalytic in helping transform artists lives by driving support for the nominees of the *Best New Act Transformed By Absolut* and showcasing their talent to all of sub-Saharan Africa.”

Celebrating the pan-African scope of the *MAMA*, the awards will encompass three stunning surround events featuring *MAMA* nominees and superstar DJs to be held in Durban (27 June), Lagos (3 July) & Kenya (1

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August). Another key element of **MAMA 2015** will be a workshop for aspiring musicians in the week prior to the awards.

First staged in 2008, the **MTV Africa Music Awards** has recognised the talent of musicians, achievers and personalities from across Africa, rewarding iconic artists and gamechangers such as **2Face Idibia, Big Nuz, Davido, D'Banj, Flavour, Gangs of Ballet, HHP, Fally Ipupa, Liquideep, Mafikizolo, Lira, Nameless, Lupita Nyong'o, Clarence Peters, Diamond Platnumz, Anselmo Ralph, Sarkodie, P-Square, Tiwa Savage, Cabo Snoop, Toofan, Zebra & Giraffe, Uhuru, Wahu**, and many more.

The **MTV Africa Music Awards 2015** will broadcast live on **MTV Base** (DStv Channel 322) and **MTV** (DStv Channel 130) on Saturday 18 July. The show will also be transmitted worldwide on partner stations and content platforms from 18 July.

DStv, Gagasi FM and **Yfm** are the official media partners of the **2015 MTV Africa Music Awards KwaZulu-Natal**.

For more information on the **2015 MTV Africa Music Awards KwaZulu-Natal**, please go to www.mtvbase.com or <http://mama.mtv.com>, like us on Facebook at www.facebook.com/MTVBaseVerified, or follow us on Twitter and Instagram **@MTVBaseAfrica**. To join the conversation about the awards please use the hashtag **#MTVMAMA2015**.

ENDS

Note To Editors: MAMA 2015 categories

1. Best Male
2. Best Female
3. Best Group
4. Best New Act Transformed by Absolut
5. Best Live Act
6. Best Collaboration
7. Best Hip Hop
8. Best Alternative
9. Best Francophone
10. Best Lusophone
11. Best International
12. Video of the Year
13. Artist of the Year
14. Artist of the Decade
15. Song of the Year
16. Personality of the Year
17. MTV Base Leadership Award

Further Information,

For further information, high resolution imagery or downloadable video, please go to www.mtvbase.com/specials/mama15-press, or contact:

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About MTV

MTV is the world's premiere 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.

About KwaZulu-Natal

KwaZulu-Natal Province is South Africa's leading tourist destination and a magnet for visitors from continental Africa and all points of the globe. Offering a unique blend of sophistication, cultural diversity and excitement in the most breath taking setting imaginable, KwaZulu-Natal is an enticing, spectacular and fascinating consumer and business tourism destination, flanked on one side by the warm Indian Ocean and - on the other - by soaring peaks.

About Pernod Ricard

Pernod Ricard South Africa is one of six African market companies to proudly fly the flag of the Pernod Ricard Group. The French-based Pernod Ricard Group is the world co-leader of the wine and spirits industry, delivering on leading premium brands such as Chivas Regal, Jameson Whiskey, ABSOLUT vodka and G.H.Mumm Champagne.

Pernod Ricard South Africa was established in 1994, following the birth of South Africa's democracy and the lifting of international trade sanctions. Over the past 20 years, it has grown significantly within the local market and still continues to thrive. Pernod Ricard South Africa is part of a network of 80 international market companies that promote both the Group's international brands and manages local and regional brands like Red Heart Rum and Olmeca Tequila. With headquarters in Cape Town and regional offices across the country, the Pernod Ricard South Africa family employs more than 270 proud employees.

As the "creators of conviviality" and backed by sound business values and a belief in building lasting relationships, the respected Pernod Ricard tradition continues to be carried forward with vibrancy and passion by the men and women behind Pernod Ricard South Africa.

About Durban

Durban is a natural paradise situated on the East Coast of Africa, popularly known for its gorgeous coastline of sun-kissed beaches and subtropical climate. Durban has recently achieved the global status of being a New 7 Wonders Cities of the World. This achievement is a great honour for the City of Durban and to be positioned amongst other leading global cities of the world, and proudly shows the commitment and competitive edge of our city as a leading Tourism, Events and Business Destination. The City has also been proudly acclaimed the Top 10 Cities to Visit in 2015 by New York Times, with key attributes reflecting on the rich cultural

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diversity and heritage of the city. The City is a trendsetter in offering great lifestyle, speckled with adventure activities, blessed with natural beauty and is an astonishingly liveable city. As a visitor, you are faced with the perfect ingredients to make your holiday unique and special. We invite you to enjoy this special natural paradise, take advantage of the warm Indian Ocean, enjoy the world-class shopping, fine dining restaurants, unique culture, vibrant eKasi lifestyle and be charmed by the warmest place to be.