



MTV 81 Becomes Official Media Partner For Two of the Biggest Japanese Pop Culture Events in Europe and the U.S.

MTV Japan today announced that “**MTV 81** (www.mtv81.com)” is the official media partner for two of the biggest global Japanese pop culture events this year, to enable audiences to experience Japanese pop culture and entertainment that take place around the world – **Japan Expo 2013** (July 4-7, Paris) and **J-POP SUMMIT FESTIVAL 2013** (July 27-28: San Francisco).

“MTV 81” is an English-language digital destination that showcases Japanese music and pop culture to an international audience through a multi-platform of original content, latest news, exclusive interviews, live reports and music videos, uniquely selected by MTV Japan.

“Japan Expo”, Europe's biggest festival on Japanese culture, marks its 14th year, which attracted more than 190,000 visitors last year. As an official media partner of Japan Expo 2013, MTV 81 will provide extensive coverage that will include exclusive features and video interviews with some of the biggest Japanese artists performing at the Expo including **Una** (female pop artist based in Harajuku), **Dempagumi.inc** (six girls performance group based in Akihabara), and **Nightmare** (male rock band),.

“J-POP SUMMIT FESTIVAL” is a Japanese pop culture-themed event in the U.S. Running its 5th year this year, the U.S. festival garnered 65,000 attendees last year. As the official media partner, MTV 81 will offer exclusive coverage of the live performances of Japanese artists such as **Kylee** (female singer-songwriter), **Daichi** (Human Beat Box) and today's biggest J-pop icon **Kyary Pamyu Pamyu**, who recently returned from a successful World Tour across Asia, Europe and the U.S. At the recent Video Music Awards Japan (VMAJ) this year, Kyary Pamyu Pamyu won her first two MTV VMAJ Awards.

The media partnership with **Japan Expo** and **J-POP SUMMIT FESTIVAL** are platform examples of how MTV helps to export and promote Japanese culture to international audiences.

◆ JAPAN EXPO 2013



Since the first edition, Japan Expo assigned itself two golden words: knowledge and entertainment. From Manga to J-Music, Cosplay shows to martial arts, the festival tackles as much traditional Japanese culture as contemporary pop culture. Japan Expo marks the 14th this year. On 2012's event, the number of visitors recorded more than 190,000. More and more enterprises and the mass media are growing increasingly interested in the expo.

Japan Expo is not a mere festival but a real party event! Among the many exhibitors you can find publishers from the Manga, Anime and video games markets, a great deal of shops, Young Designers inspired by Japan, as well as over 150 fanzines and amateur booths.

The festival is also a place of amazing meetings between passionate people who like to gather around thousands activities: live performances, conferences, fashion shows, martial arts initiations, previews, Cosplay, Karaoke contests, video game tournaments and showcases, etc.

But Japan Expo would be nothing without its prestigious guests! Mangaka, chara-designers, singers, directors, authors, etc. Coming from Japan, France and other countries they have the opportunity here to meet their public and other artists.

◆ J-POP SUMMIT FESTIVAL 2013



The J-POP SUMMIT FESTIVAL is an outdoor festival held every summer in San Francisco, California focusing on Japanese pop culture. With a wide variety of event programming including Japanese animation, film, art, music, fashion, games, and food, there is an increase in festival attendance each year. The festival in 2012 attracted 65,000 attendees. This fifth year of the festival promises to be an exciting year. The festival is increasing its scale with the addition of new programming such as Japan Film Festival of San Francisco, POP GROOMET Food Festival, and J-POP LIVE at Union Square. The 2013 festival expects close to 70,000 attendees over the two days.

About MTV 81:

MTV 81 (www.mtv81.com), operated by MTV Japan since November 2012, is an English-language advertiser-supported digital platform designed to showcase Japanese artists and pop culture to international audiences. MTV 81 offers original content including live performances, artist profiles, news and interviews with those shaping Japanese pop culture and trends. MTV 81 references the international calling code for Japan. MTV 81 was created in collaboration with Dentsu Inc., whose broad portfolio includes some of Japan's biggest brands.

About MTV Japan:

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 Japan launched on January 1, 2001 as a 24-hour channel offering a mixture of Japanese and international music content. MTV connects with its audiences through multi-platforms that include television, online and mobile phones to offer a complete experience of music and youth entertainment and is seen in about 7.2 million cable and satellite households. Outside of the United States, MTV is part of Viacom International

Media Networks (VIMN), a division of Viacom Inc. (NASDAQ: VIA, VIAB).

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