

MTV Africa Music Awards to rock Johannesburg

The MTV Africa Music Awards will rock Johannesburg, South Africa, for the first time on October 22, 2016.



Viacom International Media Networks (VIMN) Africa and MTV Base (DStv channel 322) are once again highlighting the gold standard in music, creativity and achievement at the sixth edition of the MTV Africa Music Awards (MAMA).

The MTV Africa Music Awards Johannesburg 2016, brought to you by Joburg Tourism in association with Absolut, will broadcast live from The Ticketpro Dome, Johannesburg, South Africa on Saturday 22 October 2016. The ceremony will feature performances from African and international artists along with the show's signature cross-genre and cross-border collaborations

This definitive annual celebration of African and international talent and achievement, MAMA 2016 recognises and rewards musicians and achievers who have made the most impact on African music and youth culture over the previous year.

MAMA 2016 will celebrate African talent across 17 award categories, including Best Male, Best Female, Best Song and Best Collaboration by Absolut. The contribution of artists from Portuguese and French-speaking Africa will also be recognised in the Best Lusophone and Best Francophone categories.

Additional categories include the Africa Re-Imagined Award and Personality of the Year. The nominations for the awards will be revealed in September 2016.

Commented Alex Okosi, senior vice president and managing director, Viacom International Media Networks Africa: "We are thrilled that the MTV Africa Music Awards will be taking place in Johannesburg, the City of Gold, for the first time on 22 October. We are looking forward to staging the largest awards show in Africa, in one of the continent's most vibrant cities. Noted for its exciting youth culture and rich music scene, Joburg will make the perfect backdrop for our biggest MAMA ever."

Nabintu Petsana, head of Joburg Tourism, commented: "We are thrilled to welcome MAMA 2016 to Joburg for the first time, and look forward to hosting this extraordinary cultural experience which will play a key part in enhancing Joburg's profile on the international stage."

Celebrating the pan-African scope of the MAMA, the sixth edition of these awards will encompass two 'Road to MAMA' events featuring MAMA nominees and superstar DJs, to be held in Durban and Lagos. Another element of MAMA 2016 will be a music industry workshop for aspiring musicians held on the day prior to the awards (21 October).

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, Cassper Nyovest, 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, Trevor Noah, Zebra & Giraffe, Uhuru, Wahu, Yemi Alade, and many more.

The MTV Africa Music Awards 2016 will broadcast live on MTV Base (DStv Channel 322) and MTV (DStv Channel 130) on Saturday 22 October at 21:00 CAT. The show will also be transmitted worldwide on partner stations and content platforms from October onwards, while MTV channels around the world will broadcast a one-hour MAMA-themed MTV World Stage.

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