



AMERICAN MUSIC AWARDS

Artists are recognized by music consumers. The American Music Awards (The AMAs), consistently features performances by some of the hottest musical acts on the planet.

Why your brand belongs in American Music Awards....

- Buzz-worthy programming.
 - ✓ The record for the most American Music Awards won in a single year is held by both Michael Jackson (for 1983's Thriller), and Whitney Houston (for 1992's The Bodyguard Soundtrack), each with 8 awards to their credit (including the Award of Merit, with which both artists were honored in the respective years).
- People are setting their dials.
 - ✓ Averages 155,000 viewers
 - ✓ Reached 743,000 fans.
- Attracts core demos.
 - ✓ A 18-49 and F 25-54
 - ✓ Principal Shoppers and Highly Educated.
 - ✓ High Income Earners (\$100K+): P 18+

