

MTV Africa Music Awards 2010 in Lagos

MTV Networks Africa (MTVNA) and Bharti Airtel have confirmed that they will be holding the 2010 MTV Africa Music Awards (MAMA) at the EKO EXPO Hall, Lagos, Nigeria, on 11 December 2010.



The 2010 MTV Africa Music Awards with Airtel will take the form of a live music and global television event featuring performances from contemporary African and international music giants and hosted by a major music celebrity.

Artists from around the continent will battle to win a MAMA trophy in one of 12 award categories including: Best Male, Best Female, Best Video, Best Group, Artist of the Year, Best Lusophone Act, Best Anglophone Act, Best Francophone Act, Song of the Year, Brand: New Act, Best International Act and MAMA Legend.

Exclusive mobile and data content

Telecommunications company Airtel comes on board as the headline sponsor of the MTV Africa Music Awards 2010. Sponsorship will provide Airtel with brand exposure across multiple platforms including live event activations across the continent.

A key component of the partnership will be the development of exclusive mobile and data content for the Airtel subscribers in sub-Saharan Africa including wallpapers and various downloads. The campaign will also be fully activated in the digital space with a mobi-site (mtvmama.mobi) and a website (www.mama.mtvbase.com). Multiple SMS voting and interactive mechanics will be integrated into the campaign, to provide Airtel customers with unique access to the MAMA initiative.

The awards celebrate contemporary African and international genres loved by the young and young adults across sub-Saharan Africa including hip hop, hip life, R&B, afro pop, afro house, kwaito, boomba, bongo flava, coupé décalé, dancehall, soul, and rock.