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2009 MTV EUROPE MUSIC AWARDS LOGO PAYS HOMAGE TO BERLIN WALL ANNIVERSARY

Sony Ericsson Confirms The Return of FanWalk

London, 8th June 2009 – The countdown has begun to one of Europe’s biggest and most prestigious live music events as MTV Networks International revealed the logo for the [2009 MTV Europe Music Awards](#). The event will take place simultaneously at the O2 Arena and in front of the Brandenburg Gate in Berlin on Thursday 5th November 2009. The 2009 MTV Europe Music Awards are sponsored by Sony Ericsson, and they will be bringing back the extremely popular FanWalk concept this year.

The inspiration for the MTV Europe Music Awards logo is drawn from the historic moment when East and West Berlin were finally re-united in 1989. Conceived by MTV’s World Design Studio in Milan, the logo has additionally been designed to meet the Awards multi-platform ubiquity in terms of television, web and mobile.

“Being part of the week of celebrations for the twentieth anniversary of the Fall of the Wall is a significant moment in the history of the MTV Europe Music Awards,” commented Antonio Campo Dall’Orto, Executive Vice President, Managing Director, MTV South. “The Fall of the Wall was an important milestone in the expression of freedom and individuality for people around the world. We believe that music has the same ability to break down barriers and forge a sense of unity among people in spite of their cultural and ethnic backgrounds.”

This is the fourth time that the Awards will be held in Germany as it returns to the original city where it was launched in 1994 to commemorate the twentieth anniversary of the fall of the Berlin Wall. The O2 Arena is a state-of-the-art,

17,000 seat, multi-purpose venue and is one of the most modern multifunction arenas in the world.

Sony Ericsson returns as one of the pan-European partners of the 2009 MTV Europe Music Awards, working closely with MTV Networks International, as well as territory-specific network operators, to create a multi-platform, multi-territory content partnership using television, online and mobile channels. Building on last year's highly successful partnership, Sony Ericsson has continued to innovate its multimedia experience in 2009 to give consumers the most exciting music and entertainment content offering to date.

Robert Styppa, head of marketing Western Europe at Sony Ericsson, comments: "Having had three very successful years sponsoring the MTV Europe Music Awards, it was logical for us to build on this partnership in 2009. There continues to be a growing demand for innovation between music and mobile technology, and as the communication entertainment brand we are continuously working towards providing consumers with unlimited entertainment experiences."

The 2009 MTV Europe Music Awards is one of the most prestigious live music events. In 2008 the Awards were held in Liverpool and were broadcast in over 40 countries. Hosted by Katy Perry, it featured performances by artists including Beyoncé, P!nk, The Killers, Estelle, Kanye West and Kid Rock. Additionally MTV underlined its commitment to multi-platform content with a live webcast hosted by Perez Hilton. Over 100 million votes were cast across eleven categories in 2008, and in total there were 4,030,269 unique visitors to the Awards' dedicated website at www.mtvema.com.

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Notes To Editors

1. About MTV Networks International (MTVNI): MTV Network's International Programme Sales (IPS) group is responsible for all international programme syndication and co-production activities for the company's diverse portfolio of entertainment brands, as well as acquisition of original content in MTV Networks' core competency areas of kids, music and young people, for sale to third parties around the world. MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One, Neopets, GameTrailers, Shockwave, Addicting Games, Atom Films and Xfire. MTV Networks' brands are seen globally in 578 million households, in 162 countries and 33 languages via 166 locally programmed and operated TV channels and more than 350 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).
2. About Sony Ericsson: Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and

R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit www.sonyericsson.com.