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**NEWS**

**FOR IMMEDIATE RELEASE**

**YouTube Music Awards presented by Kia are back for an encore**

* **New format recognizes the biggest and emerging “artists to watch”
 on YouTube in 2015 with music celebration this March**

**(SEOUL) November 21, 2014** – To celebrate creativity and innovation in music on YouTube, Kia Motors is once again serving as the exclusive presenting sponsor of the YouTube Music Awards (YTMAs), in partnership with YouTube and executive producer VICE Media. The 2013 YouTube Music Awards was one of the most watched music award events ever with more than 54 million total views and now they are back in a very different way.

This March, YouTube will recognize and award significant “artists to watch” in 2015 as determined by the fans. For one special day, music will be the headline act on YouTube, with the biggest and emerging artists being celebrated through new and unique music video collaborations with top directors and creators. And fans will be involved in every step along the way, guiding and creating these videos.

The YouTube Music Awards are the latest initiative in making YouTube the best place for artists and fans to connect. People have turned YouTube into the biggest music service in the world, through music videos, remixes, covers and so much more across every genre imaginable. The Awards come on the heels of a new music experience on YouTube including YouTube Music Key beta that gives fans more ways to enjoy music, while also giving artists more ways to be discovered and earn more revenue.

"Following the success of the inaugural YouTube YouTube Music Awards in 2013, we at Kia Motors are thrilled to continue in our role as the presenting sponsor for this year's event,” said Soon-Nam Lee, vice president of overseas marketing, Kia Motors Corp. "YouTube is an ideal platform for connecting today's most innovative artists with a billion fans around the world, and our ongoing partnership with the YouTube Music Awards is the perfect place to share Kia’s passion for digital entertainment and music."

To kick off the second edition of the YTMAs presented by Kia, big stars and emerging musicians will be releasing new videos, all of which can be found at YouTube’s new channel [youtube.com/musicawards](http://youtube.com/musicawards). Over the next week, fans can enjoy new videos from GD X TAEYANG and Megan Nicole, in conjunction with some of the biggest names in music video filmmaking, like Colin Tilley. Fans can subscribe to [youtube.com/musicawards](http://youtube.com/musicawards), where further surprises will follow this December and more news will be announced in January.

**\*\*more\*\***

For even more music, fans can go to [youtube.com/kiabuzz](http://youtube.com/kiabuzz), which features videos of surprise live performances (The Shhhow), and breakout stars covering iconic jams (Re-discovered), all produced by Show Cobra.

**About YouTube**

*YouTube is the world's most popular online video community, empowering more than a billion people to create, connect, and share. YouTube, LLC is based in San Bruno, Calif., and is a subsidiary of Google Inc.*

**About Kia Motors Corporation**

*Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

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