



becca dudley and jonas blue announced as official ambassadors for
mtv music week

8 NOVEMBER – 11 NOVEMBER 2017

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#MTVMUSICWEEK

#LondonIsOpen

London, Thursday 5th October: *MTV* today announced multi-platinum-selling hit maker, *Jonas Blue*, and *MTV* presenter, *Becca Dudley*, as official ambassadors for *MTV Music Week*. In addition, *MTV* can exclusively reveal the line-up for *The House of MTV*, the official space for Londoners looking to celebrate all things music and *MTV* in the lead up to this year's *EMAs*.

Talking about *MTV Music Week*, The Mayor of London, Sadiq Khan, said: “I’m delighted that *MTV Music Week* will be coming to the capital in the run up to the *MTV EMAs*, showing that London is open to creativity, to incredible international music acts and to visitors from all corners of the globe.

Khan continued, “*MTV Music Week* is a fantastic opportunity for Londoners from across the capital to experience top-class performances from their idols and to



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take part in music masterclasses with industry experts – helping to inspire the next generation of artists. It is events like this that make London the world-leading powerhouse for music and talent.”

Taking over London, MTV Music Week, in partnership with *VOXI by Vodafone* and TV streaming service, *NOW TV*, will kick off on Wednesday 8th November and run to Saturday 11th November. From intimate performances with top artists, music masterclasses from MTV and industry experts, and exclusive events all over the City, there will be something for everyone.

MTV Music Week ambassador, Becca Dudley, said: “I’m super hyped to be an ambassador for MTV Music Week! The music coming out of London and the UK at the moment is incredible, and stronger than ever, so to be a champion of this event means a lot to me and I can’t wait for it to get started.”

Jonas Blue added, ‘I’m very excited about being an MTV Music Week Ambassador. It’s a great time for the UK music scene at the moment so I’m proud to be at the helm of a celebration of that.’

The House of MTV will be the hottest pop-up in Shoreditch, taking over all three floors of *Hackney House*. The daytime sessions will be presented by *MTV Breaks*,



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in partnership with *VOXI by Vodafone*. *MTV's* social responsibility arm, *MTV Breaks*, inspires and engages young talent by creating opportunities around the world, educating and advising on how to *break* into the creative industry with talks, workshops and mentorship from industry professionals.

Panels include:

WEDNESDAY 8th November

1:30pm – 3:30pm

Welcome to Music Week

Join MTV Music Week Ambassadors, *Becca Dudley* and *Jonas Blue* as they kick off festivities with a performance by a special guest.

WEDNESDAY 8th November continued..

An Audience With...

Want to know what it takes to break into the creative industry? Come and hear from *Kerry Taylor*, *EVP Youth & Music*, *MTV International* & *CMO Viacom*



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International Media Networks UK as she shares her top tips on how to make your mark and stand out from the crowd.

3:30pm – 5:30pm

Geordie Shore: Behind the Scenes

Ever wondered what it's like to be a part of MTV's biggest show? Well, wonder no more, as the Geordies are heading to the *House of MTV* for an exclusive MTV Breaks session.

7:00pm – midnight

Ground floor

MTV Music Week Launch Party

We are kicking off *MTV Music Week* in style with a special performance from *Kojey Radical* plus DJ Sets by Becca Dudley Presents Deadly, R3WIRE & VARSKI and SG Lewis.

7:00pm – 11:00pm

1st floor

GRL PWR Gang Terrace Takeover



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GRL PWR Gang is a collective of influential women coming together because they have one very important thing in common and they want to shout it from the rooftops - a passion for supporting women in the creative industries and female empowerment.

THURSDAY 9th November

12:30 - 2:30pm

Meet the Industry

We chat to some of the hottest industry insiders, collating perspectives from radio, record labels, PR agencies and more.

THURSDAY 9th November continued..

3:00pm - 5:00pm

The Journey of Grime Music

Your chance to hear exclusively from a dynamic panel of some of the biggest names in Grime right now, as they talk about the genre's journey from underground to mainstream.



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7:00pm – midnight

Ground Floor

New Gen & Friends

For one night only, the pioneers of a new age in London's Urban and Grime scene, *New Gen & Friends*, will be taking over the *House of MTV*, bringing listeners closer to the sounds and minds propelling the sound of tomorrow's London.

7:30pm onwards

1st floor

Flexx x She Said So

Flexx, created by *Jamz Supernova* (Broadcaster / DJ, BBC Radio 1Xtra) & *Amy Collins* (Head of Promotions, Your Army) and *SheSaidSo*, a curated network of women with active roles in the music industry, are teaming up to bring a special night of music and fun to the *House of MTV* for one night only.

FRIDAY 10th November

1:00pm – 3:30pm



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Different Recordings Lunch Time Session with Claptone and Ben Pearce

Join us for the ultimate Friday lunch party bringing you none other than *Elrow* @ *Amnesia* favourite, *Claptone* and acclaimed UK DJ *Ben Pearce* to kick off your weekend in style.

FRIDAY 10th November continued..

1:30pm – 4:30pm

DJ Masterclass with Jonas Blue and Club MTV's R3WIRE & Varski

One for the aspiring DJ, join *Jonas Blue* and *R3WIRE & Varski* as they share how they turned their passion into a profession. Attendees on the day will also get a chance to put their mixing skills to the test with decks available to try out.

5:30pm – 7:30pm

Dance Music: Where from? What now? Where to?

Join us to hear from some of dance music's taste makers, who'll be looking at how the genre transforms itself time and time again, and where it's heading next.



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7:30pm onwards

Ground floor

Electronic Nature House Party with Jonas Blue & Friends

An extension to his creative identity, *Electronic Nature* is the latest endeavour from hit maker *Jonas Blue* and something you're going to be hearing a lot more about in the coming months!

7:00pm onwards

1st floor

NVWLS Terrace Takeover

Founded in London but influenced by the exciting electronic music scenes thriving all over the UK, *NVWLS* is dedicated to stripping the art of a good night out right down to the bare essentials: the music, the people, and the consonants. Expect a party that puts its people first, driven by an irresistible mix of house, techno, disco and shameless selections from days gone by.

SATURDAY 11th November



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11:00am - 1:00pm

Social Media 101

Hear from the social influencers who are making their voices heard globally, alongside leading social media insiders who'll explain more about what goes into turning a blog into a global brand.

8:00pm - 1:00am

Ground Floor

Mixmag's House of MTV Takeover

Electronic Dance and Clubbing magazine, *Mixmag*, are hosting the *House Of MTV closing party*, with a stellar line up of *Mixmag Allstars* and an exciting headliner; this is going to be one party you don't want to miss.

8:00pm - 1:00am

First Floor

E:Late Terrace Party

E:Late is a recently-launched party that champions raw, unorthodox beats that make you dance past dark, whilst priding themselves on curating an intimate, un-



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shazamable alternative to the norm where anything goes.

The House of MTV is open from Wednesday 8th November – 11th November, with free entry, an exciting line up of House DJ's, licensed bar and street food. To see the full listing of activities, panellists and to register for tickets, head to www.mtvmusicweek.co.uk.

ENDS

About Becca Dudley

27 year old, Essex born Becca graduated from The London College of Fashion with a degree in Fashion Styling and Photography. On leaving she combined her passion for fashion with working as both an editor and stylist for FIASCO magazine, interviewing (amongst others) the legendary dub reggae artist Lee Scratch Perry. In 2012 Becca was signed up as one of the new faces of MTV UK fronting daily news, five years on and she is their leading presenter. She currently hosts a number of shows across MTV including the MTV EMA backstage show in 2016 with Sway Calloway. 2016 saw Becca launch her own brand DEADLY which encompasses music, radio, video content. She also hosts live events with international reggae artist Protoje. You can also find Becca dj-ing reggae, dancehall and hip hop at major venues across London and the UK, spinning at festivals such as Glastonbury and supporting some of the world's biggest reggae and dancehall artists which have recently included; Chronixx, Protoje and Morgan Heritage.



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Becca, a skilled drummer, hails from a musical family and can often be found jamming in the garage with her mum (bass), her dad (guitar) and her siblings (vocals and percussion).

TWITTER @BeccaDudley www.twitter.com/BeccaDudley

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About Jonas Blue

Multi-platinum-selling BRIT-nominated hitmaker Jonas Blue has taken the music industry by storm. His cleverly crafted dance/pop sensibilities have received critical acclaim, and now the UK's biggest global breakthrough artist is ready to further build on his monumental success. Jonas' debut single 'Fast Car' featured the incredible vocal talents of Dakota and quickly became a certified global smash. The track became the biggest selling single globally from a British debut artist in 2016. The single reached #2 in the UK Official Singles Chart and stayed in the charts for 40 weeks. Elsewhere, the track peaked at #1 on the iTunes chart in numerous countries including the UK, Germany, Sweden and Australia. 'Fast Car' also achieved multi-platinum, platinum and gold status in over 20 territories. Furthermore, Jonas' debut effort received two coveted BRIT nominations ('British Single' and 'British Artist Video of The Year'). His second single, 'Perfect Strangers' featured songwriter JP Cooper. The summer anthem peaked at #2 on the UK Official Singles Chart and went on to receive multi-platinum, platinum and gold statuses across Europe, Australia and North America. In May 2017 Jonas revealed



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his fourth single, 'Mama' featuring Australian singer and viral phenomenon William Singe. The track soon became a huge worldwide hit and peaked at #4 in the UK singles chart. Having sold over 1.5 million adjusted units globally, and achieving Platinum status in Australia and Sweden, 'Mama' has become one of the biggest summer anthems of 2017.

TWITTER @JonasBlue www.twitter.com/JonasBlue

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About #LondonIsOpen

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#LondonIsOpen is a major campaign - launched by the Mayor, Sadiq Khan - to show that London is united and open for business, and to the world, following the EU referendum. It shows the world that London remains entrepreneurial, international and full of creativity and possibility. It reassures the more than one million foreign nationals who live in London that they will always be welcome, and that any form of discrimination will not be tolerated.

About VOXI

VOXI is a dedicated youth mobile offering created by Vodafone, for people aged 25 and under, that enables them to use their phones the way they want to. The VOXI



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brand, products, customer experience and marketing have all been co-created with this audience in mind. The VOXI SIM lets customers use selected social and chat apps as much as they like, without affecting data allowance. With unlimited calling and texting, the freedom to use your phone in Europe at no extra cost, no contract and no credit check, VOXI is accessible, flexible, affordable and transparent.

For more information, visit www.voxi.co.uk/

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About NOW TV

NOW TV is a pick and mix TV streaming service that lets you choose from a range of passes contract free. Available anytime, anywhere, you can watch through a NOW TV Box, on the web or on over 60 devices with the NOW TV app.

Whether you're into big dramas, blockbuster movies, live sports or even just some extra TV for the kids, NOW TV offers four passes which include the latest and best TV and movies: Entertainment, Sky Cinema, Kids and Sky Sports.

This includes Sky Atlantic, over 250 Box Sets on demand, all 10 Sky Sports channels and over 1,000 movies - all available with no contract.



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For more information, visit nowtv.com

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About DICE

DICE is the fastest growing ticketing and discovery platform in the UK. Their technology has been built to ensure that genuine music fans don't pay over the odds to experience and discover live events. Tickets can be purchased, refunded and transferred in just a few taps. In the past few months DICE has launched in the USA, secured partnerships with venues including London's Islington Assembly Hall, and kept the scalpers out of Sam Smith's intimate comeback shows. MTV has partnered with DICE to ensure that all tickets to the House of MTV remain in the hands of genuine music fans and not touts.

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