



Champion The Artist is a music video show showcasing up and coming artist's music videos for a Celebrities to judge. The objective is to see if the music video is good enough to play its full length. At the end of the episode one artist will be chosen as the winner and brought back at the end of the week for a LIVE performance battle against the following day's winners.



10-15 music videos

Each artist music video will play for the celebrity judges to decide if they want allow the artist more time to finish their performance or cut the time short.



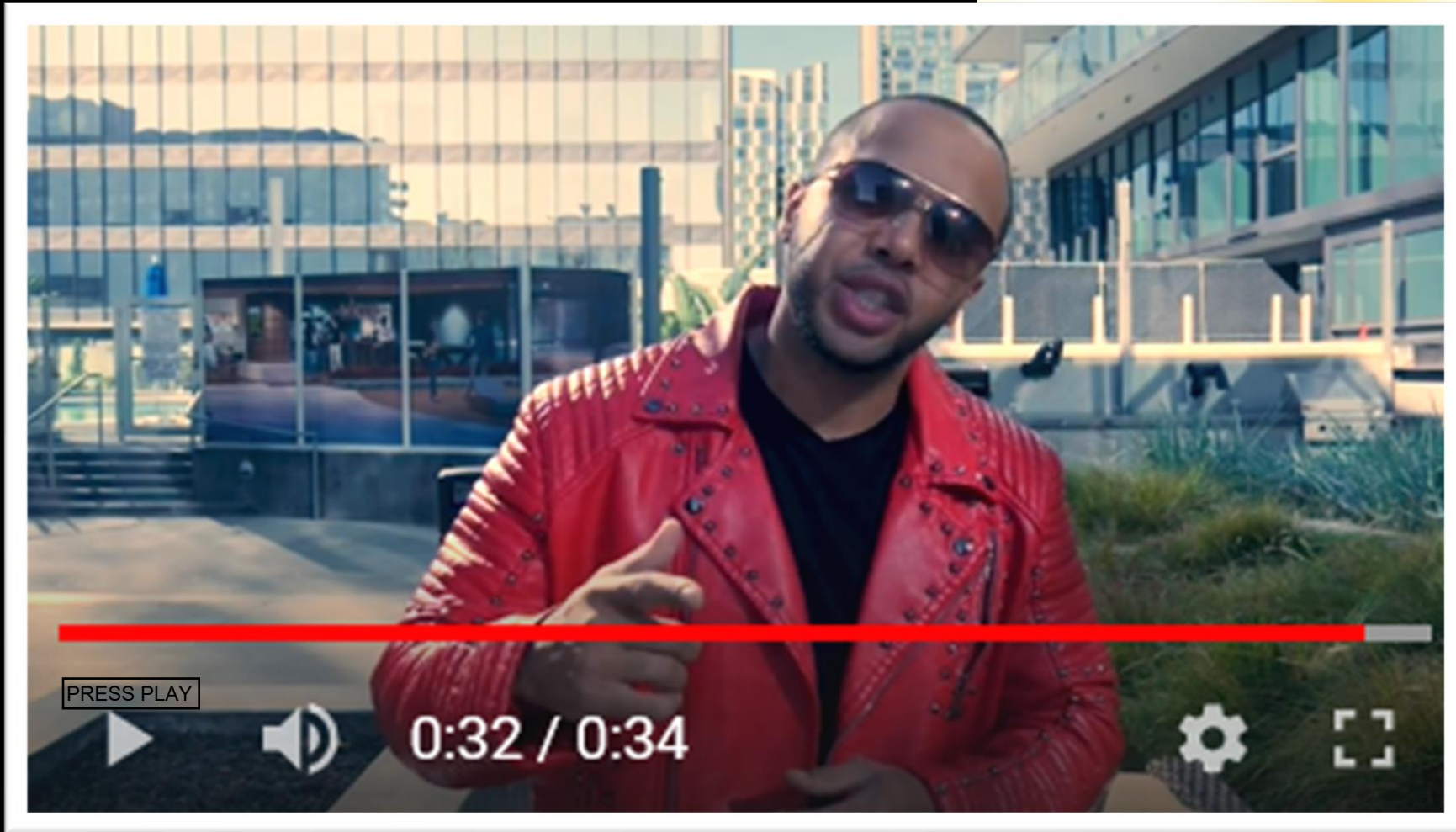
LIVE Performance Battle

At the end of each week, the winners from the previous episode will be brought back for an interview, and head to head LIVE performance battle for celebrity to judge.



Grand Prize

Each week's winner will win a high-quality music video directed by a renowned music video director and placed on major music video platforms.



SIZZLE REEL



NETWORKS

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Audience

- Almost two thirds of the hip hop audience is between the ages of 18-34
- 61% of teens say that they are watching more online video than they were last year, and 73% say music videos are the best type of content for showing an artist's creative vision
- Black listeners comprise 46% of the hip-hop radio audience, Hispanics make up 25% and the remaining percentage is bi-racial, white or Asian





Artist Submission Requirements

- 5k following or more
- High Quality HD Music Video
- Original Content
- Copyrighted Material

Music Video Statistics

- Number of people in US that watch VEVO music videos monthly: **97 Million**
- Music videos are **95%** of the most popular videos on YouTube
- There are **100+** music videos in the highest available video and audio quality on YouTube
- **Music videos** dominate the most-viewed YouTube videos out of **2 billion** active monthly users

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