



**MULTI-PLATINUM RECORDING ARTISTS FIFTH HARMONY  
TO BRING THEIR SMASH HIT “WORK FROM HOME”  
WITH TY DOLLA \$IGN TO THE STAGE FOR THEIR FIRST EVER  
“BILLBOARD MUSIC AWARDS” PERFORMANCE**

**Comcast Xfinity Brand Partners with the “2016 Billboard Music Awards” for an  
Encore Performance by Fifth Harmony Immediately Following the Live Broadcast  
and will Deliver Exclusive Content and Behind-the-Scene Moments**

**Ludacris & Ciara to Host the Award Show Live from  
T-Mobile Arena on SUNDAY, MAY 22<sup>nd</sup> at 8:00 p.m. ET / 5:00 p.m. PT on ABC**

*Click [HERE](#) for digital assets for the “2016 Billboard Music Awards”*

**SANTA MONICA, CA (May 6, 2016)** – Billboard and dick clark productions announced today that multi-platinum recording artists Fifth Harmony will bring their smash hit “Work From Home” featuring Ty Dolla \$ign to the stage for their first ever “Billboard Music Awards” performance. The “2016 Billboard Music Awards” will broadcast LIVE from T-Mobile Arena in Las Vegas on Sunday, May 22 at 8:00 p.m. ET / 5:00 p.m. PT on ABC. For the first time in Billboard Music Awards history, viewers on the West Coast will watch the show live along with fellow fans on the East Coast. This year’s show, which will be hosted by hip-hop artist, Ludacris and international music sensation, Ciara, will showcase big performances, unexpected collaborations and much-discussed pop culture moments. Fifth Harmony join previously announced musical performers Justin Bieber, Celine Dion, DNCE, The Go-Go’s, Demi Lovato, Shawn Mendes, P!nk, Britney Spears and collaborations with Nick Jonas and Tove Lo.

As part of today’s announcement, Comcast’s Xfinity brand has officially announced its partnership with the “2016 Billboard Music Awards.” Users of Comcast’s Emmy-Award winning Xfinity X1 platform will have access to Xfinity On Demand content, a live stream of the red carpet, a special encore performance from Fifth Harmony immediately following the show, in addition to the live broadcast of the awards on ABC.

“Xfinity X1 is changing the way people experience music and live events on TV,” said Todd Arata, Vice President of Brand Marketing at Comcast. “Through our partnership with the Billboard Music Awards, we’ll give viewers a ton of extra content that will make the experience of watching the show even better.”

To drive excitement leading up to the Billboard Music Awards, Xfinity customers will have access to a multitude of content including:

- BBMA's Throwback - Clips of the most memorable moments in BBMA history, including acceptance speeches and red carpet interviews.
- #Road To Billboard – Year in review profiles of some of the biggest BBMA finalists and performers, all told through the lens of social media.
- BBMA's Roundtable – Hosted panel discussions revolving around all things music & BBMA's, featuring Adriana Costa, Laura Marano, AJ Gibson, and Kingsley.
- Style Guide – Original red carpet fashion series with episodes hosted by George Kotsiopoulos, Jeannie Mai, Olivia Culpo, and Lawrence Zarian.
- Behind The Scenes – An exclusive look at the planning and preparation that goes on behind the scenes at the BBMA's.

In addition to pre-show content, Xfinity TV customers will be able to tune into a live stream of the “2016 Billboard Music Awards” red carpet as well as access an exclusive encore performance by Fifth Harmony following the awards show.

“Providing exclusive content to our fans through Xfinity is a really exciting opportunity for us,” says Ariel Elazar, Executive Vice President of Brand Marketing and Digital Strategy at dick clark productions. “The Billboard Music Awards brings together so many big names in music, and having Xfinity on board to bring fans closer to this experience makes the show’s impact that much greater.”

Continuing its rapid climb up the charts, **Fifth Harmony**’s latest single, “Work from Home” feat. Ty Dolla \$ign, is already breaking records ahead of the group’s upcoming sophomore album 7/27 set for release on May 27 from Syco Music/Epic Records. The track has earned Fifth Harmony their first top 10 hit on the Billboard Hot 100, and is the first song to reach the top 10 from a girl group since 2008. During its explosive debut week, “Work from Home” became the group’s highest debut on the Billboard Hot 100 chart, while also securing a spot as the number one most added record at radio and the fifth most downloaded song of the week. Fifth Harmony’s record-breaking success on the charts adds to an already award-winning 2016, with the group’s first-time wins at the iHeartRadio Music Awards and People’s Choice Awards, their second win at this year’s Kids Choice Awards, and two wins at the Radio Disney Music Awards. In 2015, Fifth Harmony released their debut album, *Reflection*, which debuted at No. 5 on the Billboard 200 and has since been certified Gold. *Reflection* includes two platinum records, “BO\$\$” and “Sledgehammer” in addition to the quadruple-platinum success of the single, “Worth It.” The latter track, featuring Kid Ink, soared up the Billboard Hot 100 chart, catapulted to No. 4 on the Pop Songs airplay chart, and was certified 3 times platinum, making it the group’s highest-certified single to date. Named Group of the Year at the 2015 Billboard Women in Music event, Fifth Harmony closed out the year with honors at the MTV VMAs, MTV EMAs, MTV Fandom Awards, Teen Choice Awards, Kids’ Choice Awards, YouTube Music Awards and Radio Disney Music Awards. Fifth Harmony boasts over 4 million followers on [Instagram](#), 3 million on [Twitter](#) and 6.6 million fans on [Facebook](#).

Born Tyrone Griffin Jr., **Ty Dolla \$ign** has been an in-demand writer, producer, and featured artist since helming YG’s 2010 smash, “Toot It and Boot It (feat. Ty Dolla \$ign).” Since then, his credits include Chris Brown’s No. 1 hit, “Loyal,” Kanye West’s “Real Friends” and “Faded,” Fifth Harmony’s “Work From Home,” Rihanna’s “FourFiveSeconds (with Kanye West & Paul McCartney)” as well as work with Big Sean “Play No Games (feat. Chris Brown & Ty Dolla \$ign),” Trey Songz (“Fumble”), B.o.B (“HeadBand (feat. 2 Chainz)”), and Wiz Khalifa & Snoop Dogg, whose “Young, Wild & Free (feat. Bruno Mars)” proved a GRAMMY® Award-nominated blockbuster. His “BEACH HOUSE” mixtape & EP series earned him further attention, leading Rolling Stone to call Ty one of the “10 New Artists You Need To Know in 2014.”

Billboard Music Awards finalists are based on key fan interactions with music, including album and digital songs sales, radio airplay, streaming, touring and social interactions on Facebook, Twitter, Instagram, YouTube, Spotify and other popular online destinations for music. These measurements are

tracked year-round by Billboard and its data partners, including Nielsen Music and Next Big Sound. The awards are based on the reporting period of tracking dates March 23, 2015 through March 17, 2016 and Billboard chart dates April 11, 2015 through April 2, 2016. Since 1940, the Billboard charts have been the go-to guide for ranking the popularity of songs and albums, and are the ultimate measure of a musician's success.

Tickets are now on sale for the "2016 Billboard Music Awards." To purchase tickets online, fans should go to [www.axs.com](http://www.axs.com) or [www.t-mobilearena.com](http://www.t-mobilearena.com).

For additional information on the "2016 Billboard Music Awards" visit us at [www.billboardmusicawards.com](http://www.billboardmusicawards.com) or the Billboard hub at [www.billboard.com/bbma](http://www.billboard.com/bbma).

For the latest Billboard Music Awards (BBMAs) news, exclusive content and more, be sure to follow the BBMAs on social and join the conversation by using the official hashtag for the show, #BBMAs.

**Facebook:** [FB.com/TheBBMAs](https://www.facebook.com/TheBBMAs)

**Twitter:** [@BBMAs](https://twitter.com/BBMAs)

**Instagram:** [bbmas](https://www.instagram.com/bbmas)

**Tumblr:** [bbmas.tumblr.com/](http://bbmas.tumblr.com/)

**Snapchat:** thebbmas

**Vine:** [vine.co/Billboard.Music.Awards](https://vine.co/Billboard.Music.Awards)

**Cheat Tweet:** [@FifthHarmony](https://twitter.com/FifthHarmony) will perform "Work From Home" with [@tydollasign](https://twitter.com/tydollasign) at the [@BBMAs](https://twitter.com/BBMAs)! May 22 on ABC: [bit.ly/5HBBMAs](http://bit.ly/5HBBMAs)

### **About "2016 Billboard Music Awards"**

The "2016 Billboard Music Awards" are set to return to ABC and will be broadcast live from T-Mobile Arena in Las Vegas on Sunday, May 22 at 8:00pm ET/ 5:00pm PT. The show will showcase this year's hottest and biggest music stars. Billboard Music Awards finalists are based on key fan interactions with music, including album and digital songs sales, radio airplay, streaming, touring and social engagement. These measurements are tracked year-round by Billboard and its data partners, including Nielsen Music and Next Big Sound. The awards are based on the reporting period of March 23, 2015 through March 17, 2016. The "2016 Billboard Music Awards" is produced by dick clark productions. Allen Shapiro, Mike Mahan, Mark Bracco, Barry Adelman and Robert Deaton are Executive Producers.

### **About dick clark productions**

dick clark productions (dcp) is the world's largest producer and proprietor of televised live event entertainment programming, with the "Academy of Country Music Awards," "American Country Countdown Awards," "American Music Awards," "Billboard Music Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest," "Golden Globe Awards," "Hollywood Film Awards" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance," from 19 Entertainment, a division of CORE Media Group and dcp. dcp also owns one of the world's most unique and extensive entertainment archive libraries, with more than 55 years of award-winning shows, historic programs, specials, performances and legendary programming. For additional information, visit [www.dickclark.com](http://www.dickclark.com).

### **About Comcast Cable**

Comcast Cable is one of the nation's largest video, high-speed Internet and phone provider to businesses and residential customers. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a

global media and technology company. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.

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