



## **THE AMERICAN MUSIC AWARDS SETS TWITTER TV RATINGS RECORD WITH A TWITTER AUDIENCE WITH MORE THAN 10.2 MILLION AND 7.6 MILLION TWEETS!**

SANTA MONICA, CA (November 26, 2013) The American Music Awards (@TheAMAs) hosted by Pitbull on Sunday night drew 12.9 million broadcast viewers and was ranked by Nielsen SocialGuide as the most talked-about show on Twitter Sunday night with a night of spectacular performances, epic moments and surprises. A total of 10.2 Million people saw over 7.6 Million Tweets sent in the U.S. about the show. Those Tweets were authored by 1.5 Million people and generated a total of 304 Million impressions, with each person in the Twitter TV Audience seeing on average 30 Tweets about the awards show. With these numbers, the AMAs ranks as the #1 episode measured by Unique Audience and Frequency since the launch of the Nielsen Twitter TV Ratings on September 1, 2013.

The #AMAs hashtag was mentioned over 960,000 times on Twitter during the broadcast.

The most talked about moments of the night on Twitter according to Nielsen SocialGuide (measured in Tweets per minute):

1. Taylor Swift's victory at the end of the show spiked at 71,365 TPM
2. Miley Cyrus's performance saw peaks of 64,929 TPM
3. Lady Gaga's performance 41,571 TPM

The most mentioned artists during the live show broadcast on Twitter were:

@ArianaGrande 231,966

@NiallOfficial 108,969

@MileyCyrus 108,536

@onedirection 107,155

@Harry\_Styles 76,122

In addition, the American Music Awards partnered with Twitter and PEOPLE to debut the first-ever Vine 360 Twitter Mirror on the red carpet prior to the broadcast show. The Vine 360 is a custom-made rig with a custom version of the Vine Mirror app. It swings around and creates a fun, lo-fi stop-motion Vine video of someone on the red carpet.

Celebrities joined in the fun with 47 celebrities creating Vines across @PeopleMag & @theAMAs.

Watch Katy Perry's 360 Vine on the American Music Awards red carpet: <https://vine.co/v/hUhJbduuYYe>

In partnership with Twitter, the American Music Awards also premiered a new Twitter Mirror that uses a Samsung Galaxy Note tablet, which allowed stars to take a "selfie" and enabled them to sign, doodle, and hand write messages for their fans. Some examples from the night include:

Dave Grohl: <https://twitter.com/TheAMAs/status/404792383566405632>

Imagine Dragons: <https://twitter.com/TheAMAs/status/404792087951847425>

Ciara: <https://twitter.com/TheAMAs/status/404803327151443968>

Lady Antebellum: <https://twitter.com/TheAMAs/status/404812928743784449>

The American Music Awards television broadcast resulted in ratings increases across all demos, surged to 4-year highs with its 2nd-biggest audience in 11 Years with an 86% increase in Teens, and 4.5 18-49 rating - up 32% from last year with 12.9 million viewers.

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