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# billboard

2017

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## MUSIC AWARDS

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**CHRIS DAUGHTRY, JESSIE JAMES DECKER,  
AJ GIBSON, JEANNIE MAI, LAURA MARANO AND SWAY  
TO HOST  
“T-MOBILE MAGENTA CARPET LIVE AT THE BBMAS,”  
THE OFFICIAL PRE-SHOW OF  
THE “2017 BILLBOARD MUSIC AWARDS”**

**This Year’s Pre-show Will Live Stream from  
6:00 p.m. – 8:00 p.m. ET / 3:00 p.m. – 5:00 p.m. PT  
Exclusively on Twitter**

**The “2017 Billboard Music Awards” will broadcast LIVE on BOTH COASTS from  
T-Mobile Arena in Las Vegas on SUNDAY, MAY 21<sup>st</sup> at 8:00 p.m. ET / 5:00 p.m. PT on ABC**

*Click [HERE](#) for digital assets for the “2017 Billboard Music Awards”*

**SANTA MONICA, CA (May 12, 2017)** – dick clark productions announced today the hosts of the “T-Mobile Magenta Carpet Live at the BBMAS,” the official pre-show for the “2017 Billboard Music Awards.” Jessie James Decker, AJ Gibson, Jeannie Mai and Sirius XM’s Sway Calloway will host the T-Mobile Stages, while Chris Daughtry and Laura Marano will host the Xfinity Stage. The two hour pre-show will be LIVE from the Magenta Carpet at T-Mobile Arena in Las Vegas on Sunday, May 21 from 6:00 p.m. – 8:00 p.m. ET / 3:00 p.m. – 5:00 p.m. PT. The pre-show will be available to logged-in and logged-out audiences on Twitter and connected devices, and can be found at [BBMAs.twitter.com](http://BBMAs.twitter.com) or via [@BBMAs](https://twitter.com/BBMAs).

Produced by dick clark productions, the stream will be available exclusively on Twitter, where fans can watch and participate in the live Magenta Carpet experience. Featuring exclusive interviews, interactive Twitter polls and a star-studded lineup of nominees, performers and presenters, fans will be able to engage in real-time conversation on the platform as some of the biggest moments of the night unfold. Questions sourced from Twitter using #AskBBMAs will also enable fans to participate in the Magenta Carpet experience.

As part of the live stream, comprehensive advertising packages are available via Twitter.

The “2017 Billboard Music Awards” will broadcast LIVE from T-Mobile Arena in Las Vegas on Sunday, May 21 at 8:00 p.m. ET / 5:00 p.m. PT on ABC. This year’s award ceremony will showcase big performances, unexpected collaborations and much-discussed pop culture moments.

As the frontman for the band bearing his name, **Daughtry** has become one of the most visible and consistent rock & roll torchbearers of the 21<sup>st</sup> century. Since rising to prominence on the fifth season of *American Idol*, he has released four studio albums, all of which reached the Billboard 200 chart's top 10 and have combined sales over 8 million copies worldwide. Daughtry's self-titled debut hit No. 1 on the Billboard 200 chart, which contained four top 20 hit singles on the Billboard Hot 100, including the Grammy-nominated smash "It's Not Over." *Leave This Town* also reached No. 1 in 2009, while 2011's *Break the Spell* was certified gold. His group's most recent record, 2013's *Baptized*, featured the platinum-selling "Waiting for Superman," which the singer points to as a turning point in his songwriting. Daughtry and his band have been performing together for over a decade. "Like anything with a ten year relationship, you know more about each other than you do most of your family," says Chris Daughtry. One thing that has kept the fire burning for Daughtry has been the need to constantly challenge himself creatively. He has collaborated with artists from Timbaland to Vince Gill to Carlos Santana and took on the role of Judas Iscariot in the 2016 live television performance of *The Passion*, and even fulfilled a lifelong dream by drawing the cover of a *Batman* comic which was rated one of the top 25 covers of the year by BatmanNews.com. As the band continues work on its fifth album (which Daughtry describes in its early stages as having a "bluesy, almost rootsy undertone to it"), they look to contemporaries like Maroon 5 and Train as examples of acts able to maintain their relevance while rock & roll faces an uphill struggle in the mass media. Ten years after launching with a massive splash, Chris Daughtry claims that he and the band have grown the most on stage, and that it's altered his whole sense of his work. "When we first came out, I'd only known what I'd seen," he says. "I didn't know how to be vulnerable, with no pretense. Now it's walk onstage and, especially in our acoustic shows, just be flat-out honest and open. It's really helped me realize that's actually what fans want—they want 100 percent honesty and feeling like they got to know you better."

Superstar country music singer/songwriter and style entrepreneur **Jessie James Decker** began singing at nine years old and was already attracting attention in Music City for her gritty, genuine vocals by the age of fifteen. Her 2009 self-titled debut album features the gold certified single "Wanted." Her two most recent EPs, 2014's *Comin' Home*, and *Gold*, released in February 2017 on Epic Records, hit #1 on the iTunes chart and top 5 on Billboard's Top Country Albums Chart. *Gold* includes Decker's new hit single, "Lights Down Low." With over 5 million followers across her social media, Decker is a massive influencer with a legion of dedicated fans. Her first nationwide, headlining tour in 2015 sold out almost instantly. With her powerhouse vocals and genuine personality, Decker is carrying the torch for strong females in country music.

TV personality and pop culture expert **AJ Gibson** brings a unique blend of charm and charisma to every TV and red carpet appearance, while also going just a bit deeper in a way that only he can. AJ is a kind, relatable and an all-around nice guy, who mixes equal parts humor and compassion in a balancing act that's often difficult to pull off live, but which AJ executes effortlessly. Authenticity in Hollywood can sometimes seem elusive, but AJ is as genuine as they come, which is why he has quickly emerged as a face and voice that viewers look forward to connecting with for years to come! Make your own connection right now by getting to know AJ a little better at [www.AJGIBSONTV.com](http://www.AJGIBSONTV.com)!

Actress and singer **Laura Marano** is widely known for her starring role as "Ally" in the Disney Channel international hit TV series *Austin & Ally*. She won "Best Actress on TV" at the *Kids Choice Awards* and has received multiple *Teen Choice Awards* nominations. Laura has over 11 million followers on her socials. Marano released the fabulous single "Boombox" last year on Big Machine Records for which the video garnered over 45 million views. Laura was also named one of Vevo's Top 10 Emerging Artists. She also wrote and performed the theme song to the latest video for the animated *Miraculous Tales of Ladybug and Cat Noir*, which made its debut at San

Diego Comic-Con. Laura also has her own weekly radio show on the Radio Disney Network and has developed her own apparel and accessories brand after curating a collection of prom dresses for the brand Sherri Hill. She has appeared in the 2015 feature film *Alvin and the Chipmunks: The Road Chip* and co-hosted TLC's *Say Yes to The Prom Dress*. Laura is currently filming two feature films; *War With Grandpa* - alongside Robert Deniro, Uma Thurman and Christopher Walken and she recently finished filming the Greta Gerwig-directed high school drama, *Ladybird* with Saoirse Ronan. In addition to singing and acting, Laura has hosted the red carpet for the AMA's and the Billboard Music Awards which she will be doing again this month. She also has her own weekly radio show, "For The Record," on the Radio Disney Network. She has developed her own apparel and accessories brand after curating a collection of dresses for the brand Sherri Hill.

**Jeannie Mai** is a style expert, television personality and producer. Jeannie can be seen as one of four energetic co-host's on Fox's Emmy® Nominated talk show "The Real." Bringing her sassy personality and her style expertise to the forefront Jeannie has been a recurring fashion correspondent for many popular shows such as "Today Show," "Entertainment Tonight," "Insider" and "E! News." It has always been Jeannie's mission to inspire and empower women, recently, Jeannie was honored by Ciroc, Variety and WWD Magazine as one of their 2016 Women of Empowerment.

An icon of hip-hop culture and a pivotal part of the MTV and VH1 teams, **Sway Calloway** has been a staple within music-news for almost two decades. Already a vanguard radio personality, record producer and hip-hop artist, Sway joined the MTV News team in 2000 and has been front and center for some of music's biggest moments. Sway first caught the public's eye when he and his partner King Tech (Tech) staged break dancing and rap performances in and around their hometown of Oakland, California. Recognizing Sway's instincts for great sound and promising talent, Interscope enlisted him and Tech to produce an album called *This or That*, featuring artists such as Eminem, KRS-One and RZA from the Wu-Tang Clan. He has been the key correspondent for various MTV's political awareness campaigns such as the "Choose or Lose" and "Power of '12" campaign for the network. Since his involvement, he has interviewed various political leaders like Republican National Committee Chair Ed Gillespie, Hillary Clinton, Ron Paul, John McCain and Mitch Romney. The presidential campaigns throughout the years presented stellar opportunities for Sway. Throughout the years he has sat down with President Barak Obama six times. Sway's other MTV News endeavors have included the "All Eyes" series which featured top artists like Kanye West and 50 Cent, "MTV News Now: Jay-Z vs. Nas: Beats, Battles & Beef," "MTV News Presents: After the Storm" and the highly anticipated yearly "Hottest MC's" list. He is also an integral part of MTV News' annual live-event coverage of the MTV Video Music Awards (VMA's), Grammy pre-show and the EMA's (European Music Awards). Sway also serves as an MTV Executive Producer and brings new programming ideas to the station. He can see and hear him on MTV2 serving as a host and voice for the channel. He most recently assisted with the launch of the new MTV2 show, "Off the Bat" from the MLB Cave which is Executive Produced by Boston Red Sox standout, David Ortiz a/k/a "Big Papi". His work continues throughout the nation and community where he has been a part of initiative like "Get Schooled", "College Signing Day" and various panels and discussions hosting and moderating on important issues like Hate Crimes, Racism and Education. Lastly, be sure to listen Monday through Friday on Sirius XM's popular morning show, **SWAY IN THE MORNING** on the international superstar Eminem's Shade45 channel entertaining the "Citizens" from 8am-12pm (est.)

Fans can still vote [online](#) and on Twitter for Billboard Chart Achievement Award presented by Xfinity, and Top Social Artist. Voting for both categories will remain open until May 21, 2017 at 9:00 p.m. ET / 6:00 p.m. PT (one hour into the live broadcast).

Billboard Music Awards nominees are based on key fan interactions with music, including album and digital songs sales, streaming, radio airplay, 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 18, 2016 through March 16, 2017. 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 success in music.

Tickets are now on sale for the “2017 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 “2017 Billboard Music Awards,” visit us at [www.billboardmusicawards.com](http://www.billboardmusicawards.com) or check out 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 media 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)

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

**Snapchat:** thebbmas

**Cheat Tweet:** Here are your hosts for the [@TMobile](https://twitter.com/TMobile) Magenta Carpet Live at the [@BBMAs](https://twitter.com/BBMAs)! Starts at 6pm ET/3pm PT on Twitter: [bbmas.news/MChosts](https://twitter.com/bbmas.news/MChosts) #BBMAs

The “2017 Billboard Music Awards” sponsors include Comcast, Las Vegas Convention and Visitors Authority and T-Mobile. Media partners include Cumulus Media | WestwoodOne and Music Choice.

The “2017 Billboard Music Awards” is produced by dick clark productions. Allen Shapiro, Mike Mahan, Mark Bracco, Barry Adelman and Robert Deaton are Executive Producers.

### **About Billboard**

Billboard is the world’s largest voice in music, built on the most complete and well-respected database of charts across all music genres. The *Billboard* charts define success in music. From the iconic *Billboard* magazine to [Billboard.com](http://Billboard.com), the ultimate consumer-facing destination for millions of passionate music fans, to the industry’s most elite conference series and influencer events including the Power 100 and Women in Music – the *Billboard* brand has unmatched authority among fans, artists and the industry alike. *Billboard* has a social media footprint of 15.4 million social followers across Facebook, Twitter, Instagram, and YouTube, and created 86.9M cross-platform video views in Jan. 2017. Billboard magazine has published major news-generating covers recently including Ariana Grande, The Chainsmokers, Nicki Minaj, Future, Selena Gomez, Fifth Harmony, Migos, Justin Bieber, and an open letter to Congress signed by 180+ of the music industry’s biggest stars and executives. In December 2016, the Billboard Women in Music ceremony, which honored Madonna as Woman of the Year, was presented to a mass audience via Lifetime, the exclusive broadcast partner. In 2016, *The Hollywood Reporter-Billboard* Media Group acquired SpinMedia’s storied music assets *Spin*, *Vibe*, and *Stereogum*, establishing the world’s largest music brand by digital traffic, social reach, and audience share. Combined entity of music and entertainment properties now reaches 45 million unique visitors and one in every three U.S. millennials.

### **About “2017 Billboard Music Awards”**

The “2017 Billboard Music Awards” are set to return to ABC and will be broadcast live from T-Mobile Arena in Las Vegas on Sunday, May 21 at 8:00 p.m. ET / 5:00 p.m. PT. The show will showcase this year’s hottest and biggest music stars. Billboard Music Awards nominees are based on key fan interactions with music, including album and digital songs sales, streaming, radio airplay, 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 18, 2016 through March 16, 2017. The “2017 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 Music Awards," "Billboard Music Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest," "Golden Globe Awards," "Miss America," "Hollywood Film Awards" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance" from 19 Entertainment 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 Twitter, Inc.**

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### **Media Contacts**

#### **dick clark productions:**

Kelly Striewski, 310-255-4602, [KStriewski@dickclark.com](mailto:KStriewski@dickclark.com)

Gina Sorial, 310-255-0308, [GSorial@dickclark.com](mailto:GSorial@dickclark.com)

#### **Slate PR:**

Andy Gelb, 310-461-0111, [andy@slate-pr.com](mailto:andy@slate-pr.com)

Rachael Trager, 212-235-6817, [rachael@slate-pr.com](mailto:rachael@slate-pr.com)

#### **ABC Media Relations:**

Ashley Kline, 818-460-6783, [Ashley.R.Kline@disney.com](mailto:Ashley.R.Kline@disney.com)

Nicole Gonzales, 818-460-7421, [Nicole.J.Gonzales@abc.com](mailto:Nicole.J.Gonzales@abc.com)

Nate Reeves, 818-460-6422, [Nate.Reeves@abc.com](mailto:Nate.Reeves@abc.com)

#### **d.baron Media Relations, Inc**

Diana Baron, 310-315-5444, [Diana@dbaronmedia.com](mailto:Diana@dbaronmedia.com)

Carmen Baragaño, 310-315-5444, [Carmen@dbaronmedia.com](mailto:Carmen@dbaronmedia.com)

#### **Twitter**

Brian Poliakoff / Siobhan Murphy

[press@twitter.com](mailto:press@twitter.com)

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