

"2025 MTV Video Music Awards Voting"

Official Voting Rules

These are the official terms and conditions for voting for **"2025 MTV Video Music Awards Voting"** (the "Official Voting Rules").

1. ELIGIBILITY

At the time of voting, voters must be at least thirteen (13) years of age or older and cannot be an employee, agent or representative of Viacom International Inc. ("Sponsor") its parent company or any of its affiliate or related companies. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

2. HOW TO VOTE

Submit your votes for your "Nominee" preference(s) during the Voting Period, as hereinafter defined, by clicking the submit button within the category, then follow the instructions to complete the voting process. Limit ten (10) votes per person per category per day.

Votes may be cast for your favorite Nominees online or on your mobile device as follows:

CATEGORY	HOW TO VOTE	VOTING PERIOD
All Categories	Online: https://www.mtv.com/event/vma/vote	Tuesday, August 5, 2025 @ 12:00 PM (ET) – Friday, September 5, 2025 @ 6:00 PM (ET)
Video of the Year	Online: https://www.mtv.com/event/vma/vote	Tuesday, August 5, 2025 @ 12:00 PM (ET) – Friday, September 5, 2025 @ 6:00 PM (ET)
	Instagram: On Sponsor posts from @VMAs announcing the Video of the Year category, leave a comment with the hashtag corresponding to your Nominee of choice	Tuesday, August 5, 2025 @ 12:00 PM (ET) – Friday, August 8, 2025 @ 6:00 PM (ET)
Artist of the Year	Online: https://www.mtv.com/event/vma/vote	Tuesday, August 5, 2025 @ 12:00 PM (ET) – Friday, September 5, 2025 @ 6:00 PM (ET)
	Instagram: On Sponsor posts from @VMAs announcing the Artist of the Year category, leave a comment with the hashtag corresponding to your Nominee of choice	Tuesday, August 5, 2025 @ 12:00 PM (ET) – Friday, August 8, 2025 @ 6:00 PM (ET)
Best New Artist	Online: https://www.mtv.com/event/vma/vote	Tuesday, August 5, 2025, @ 12:00 PM (ET) – Sunday, September 7, 2025 @ During Main Show ~10:00 PM ET

	<p>Instagram: On Sponsor posts from @VMAs announcing the Best New Artist category, leave a comment with the hashtag corresponding to your Nominee of choice</p> <p>WhatsApp: Vote with the WhatsApp chat feature as follows:</p> <p>Click here or scan the QR code which will be available via social posts announcing voting for the 2025 MTV Video Music awards to access the WhatsApp chat feature.</p> <p>To vote, type “Vote BNA” into the chat window to receive a reply with a list of the top three (3) Best New Artist Nominees then tap your Nominee to submit your vote.</p>	<p>Tuesday, August 5, 2025, @ 12:00 PM (ET) – Friday, August 8, 2025 @ 6:00 PM (ET)</p> <p>Sunday, September 7, 2025, @ 11:00 AM (ET) – Sunday, September 7, 2025 @ During Pre-Show ~7:30 PM ET</p>
Song of the Year (Round 1)	Online: https://www.mtv.com/event/vma/vote	Tuesday, August 5, 2025 @ 12:00 PM (ET) – Monday, August 18, 2025 @ 12:00 PM (ET)
Song of the Year (Round 2 - Narrowed to 6 nominees)		Monday, August 18, 2025 @ 12:00 PM (ET) – Friday, September 5, 2025 @ 6:00 PM (ET)
Best Group	Instagram Stories: View the @MTV Instagram Story during each round's day. In each round, users are served an instructional message and bracket standings. During Rounds 1, 2, and 3 users may vote via Instagram polling stickers. During Round 4, users may vote by tapping on their choice of Best Group Nominee(s). After tapping, a screen will confirm the user's vote.	Tuesday, September 2, 2025 @ 11:00 AM (ET) – Saturday, September 6, 2025 @ 10:59 AM (ET)
Song of Summer	Instagram Stories: View the @MTV Instagram Story during the first and only round. During the round, users may vote by tapping on their choice of Song of Summer Nominee(s). After tapping, a screen will confirm the user's vote.	Saturday, September 6, 2025 @ 11:00 AM (ET) – Sunday, September 7, 2025 @ 10:59 AM (ET)

VOTING STEPS

ONLINE: Submit your Nominee preferences during the Voting Period on <http://www.mtv.com/event/vma/vote>. Click the button adjacent to the Nominee's image or video and then follow the instructions to complete the voting process.

Online votes may be subject to standard internet connection fees.

VIA INSTAGRAM: Submit your Nominee preferences for the *Video of the Year, Artist of the Year, Song of the Year and Best New Artist of the Year* categories during the applicable Voting Period, as instructed in the table above.

Participation in this voting promotion using Instagram requires registering for an account with Instagram and having access to a mobile device capable of accessing/using the Instagram services (hereinafter, an "Instagram Eligible Device"). Registration for Instagram is free as of time of publication of these Official Voting Rules. Registration for Instagram requires downloading the free application from either iTunes or Google Play to your Instagram Eligible Device and following the on-screen instructions to create a new account. Data rates may apply all as provided in your wireless service rate plan. (Please contact your Participating Wireless Carrier for pricing plans and details). Participants who participate in this voting promotion must comply with the terms of Instagram [<https://help.instagram.com/581066165581870>]

NOTE: ADDITIONAL VOTING CATEGORIES MAY BE ADDED AND THESE OFFICIAL VOTING RULES WILL BE UPDATED ACCORDINGLY.

3. VOTING PERIOD

Participants may vote commencing at or around @ 12:00 PM ET time on August 5, 2025 and ending at or around 6:00 PM ET on September 5, 2025 (the "General Voting Period") for all eligible voting categories, excluding the *Best New Artist* category, for which voting will conclude on September 7, 2025 and the social categories, for which voting will conclude on the dates set forth in the table above. The use of any device to automate a vote is prohibited, including, but not limited to, software-generated, robotic, programmed, script, macro or other automated votes. Sponsor reserves the right at its sole discretion to disqualify any individual it suspects or finds: (a) to have used a software-generated, robotic, programmed, script, macro or other automated online or text message vote; (b) to have tampered with the voting process; (c) to be acting in violation of these Official Voting Rules; or (d) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

The total number of votes submitted during the Voting Period for the "Nominees" in each of the eligible categories will be tabulated by Sponsor and the "Nominee" with the most votes in its applicable category, as determined by Sponsor, will be declared the winner of such category. If, for any reason, this voting process is interrupted for any reason, is found to have been tampered with in any way, or for any other reason that Sponsor believes in its sole discretion to be reasonably necessary, Sponsor reserves the right to select the winners at its discretion and may take into consideration the number of votes received by a Nominee up until the time of the interruption or cancellation of the voting process.

If, for any reason, any aspect of this voting process is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical or system failures or disruption, 'Acts of God' or terrorist attacks, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the voting process or for any reason Sponsor deems necessary, Sponsor reserves the right at its sole discretion to cancel, terminate, amend, modify, extend or suspend the voting process and reserves the right in its sole discretion to determine the winners.

4. "POWER HOURS" AND "DOUBLE DAYS".

There will be designated "Power Hours" wherein the number of permitted votes will be increased from 10 to 20 per voter during those hours. In addition, there will be three (3) "Double Days" wherein the number of permitted votes will be increased from 10 to 20 per voter for a designated period during those scheduled days. The "Power Hours" are currently scheduled to take place on Thursday, August 7 - Thursday, September 4, 2025, daily between the hours of 1:00PM - 1:59PM ET it is currently anticipated that the following days will be designated "Double Days":

- Tuesday, August 5, 2025 between the hours of 12:00 PM (ET) and 11:59 PM (ET)
- Wednesday, August 6, 2025 between the hours of 12:00 AM (ET) and 11:59 PM (ET)
- Friday, September 5, 2025 between the hours of 12:00 AM (ET) and 11:59 PM (ET)

Any future changes to the foregoing will be announced by Sponsor.

5. GENERAL TERMS

You participate in this voting process at your own risk. Sponsor and its parent company(ies), affiliated companies, related companies, sponsors, subsidiaries and advertising agencies, and any entity associated with this voting process (including, any social media platform used to submit an official vote) (collectively, the "Released Parties") are not responsible for and shall not be liable for: (a) difficulty accessing the internet, (b) errors in transmission, (c) service outage or delays or for any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of email or players on account of any technical problems or traffic congestion on the Internet or at any web site or combination thereof, (d) any incomplete, lost, late, delayed, misdirected or garbled votes or failure to receive votes, (e) injury or damage to you or to any other person's computer or mobile phone related to or resulting from participating in, or downloading materials or software, or attempts to participate in or download materials or software related to this voting process or (f) failures or malfunctions of phones (including wireless phones/handsets), phone lines or telephone systems, cellular equipment towers, telephone systems or wireless services or other communications malfunctions. The Released Parties are not responsible for and shall not be liable for: (i) any condition caused by events beyond the control of the Released Parties that may cause the voting to be disrupted or corrupted; (ii) typographical or other errors in the printing, the offering or the administration of these Official Voting Rules or (iii) any errors in the announcement of potential winners.

Participants assume all liability for any injury or damages caused or claimed to be caused by his or her participation in the voting opportunity described in these Official Voting Rules, and release the Released Parties and any party associated with the production or exhibition of this promotion, and their respective officers, directors, employees, shareholders, parents, subsidiaries and affiliates from any such claim or liability.

By participating in this voting process, you agree to be bound by these Official Voting Rules. Failure to comply with the Official Voting Rules may result in a voter's disqualification solely at the discretion of Sponsor. Sponsor reserves the right to modify these Official Voting Rules at any time in its sole discretion.

All interpretations of these Official Voting Rules and the decisions of Sponsor relating to this voting process are final.

This voting promotion is offered and sponsored by Viacom International Inc.

Inquiries (whether questions, comments or complaints) should be directed to Viacom International Inc., not to Instagram.

Drink/Enjoy Responsibly. Must be 21+