PREMIERES: THE PRIMETIME OF VEVO
ALWAYS ON. NEVER POSTPONED. NEVER CANCELLED.

MASS REACH & HIGH RATINGS
Premieres are massive, viral and record-breaking. When artists release music videos, the world stops. Create your own primetime moment by leveraging content that has a greater reach than top rated TV shows.

A HIGHLY ENGAGED AUDIENCE
Premieres are the fresh content audiences crave. A majority of their views come from people actively seeking out that content, nearly double the Vevo average.

POP CULTURE MOMENTS
Surround the content driving the biggest conversations in pop culture & premieres showcasing an artist’s most memorable moments.

TODAY’S TOP SUPERSTARS
Vevo artists are the most loved celebrities worldwide with unparalleled influence shaping the lexicon, style and narratives of today.

70% OF PREMIERE VIEWERS ARE UNDER 34 YEARS OLD
50% OF VIDEO SHARING OCCURS WITHIN THE FIRST 30 DAYS OF LAUNCH
50% OF TOP INSTAGRAM & TWITTER ACCOUNTS ARE VEVO ARTISTS
BUYING GUIDE
HARNESS THE POWER OF PREMIERES

PREMIERES OWNERSHIP
SPONSORSHIP
Gain exclusive access to premieres by investing in a fund that can be activated to sponsor upcoming music videos.

• Premiere Credits: Easily secure premieres via email
• Artist Specific First Looks: 24h exclusive first right of refusal for premieres from a selected artist
• Pricing: No minimum for Credits, $1M for Artist Specific

VEVO WEEKLY HITS
HIGH-IMPACT MEDIA
A premium extension to your always-on media, surrounding Vevo’s freshest and most sought-after content for a short period of time, with maximized exposure.

• Fixed 7-day flight priced with a variable SOV
• Official music video premieres and top viewed content
• Fresh content rotating on a weekly basis
• Measurements transacted in GRPs, CPP and impressions
• Pricing: Minimum $250K, 20% upcharge on P2+ CPM

PREMIERES MEDIA
ALWAYS-ON MEDIA
As a premium extension to your always-on media, surround Vevo’s freshest and most sought-after content.

• Official music video premieres only
• Fresh content added daily within a rolling 30 days
• Featuring artists in cycle with high-traffic catalogs
• Targeting options: genre, geo, alcohol 21+ & demo
• Pricing: Minimum 20% upcharge on P2+