

2017 BILLBOARD MUSIC AWARDS

VOTING RULES

THE AWARDS VOTE: Fans will have the opportunity to vote and select the winners of the Billboard Chart Achievement Award Presented by Xfinity (“Chart Achievement Award”) and the Top Social Artist Award (“Social Award”), which will be given at or in connection with the *2017 Billboard Music Awards*®. The Chart Achievement Award and the Social Award may be referred to herein individually as an “Award” or collectively, as the “Awards.” The *2017 Billboard Music Awards* will be broadcast live on May 21, 2017, starting at 5:00 p.m. Pacific Daylight Time (“PDT”) / 8:00 p.m. Eastern Daylight Time on ABC.

ELIGIBILITY: Anyone with a valid Facebook account and/or Twitter account is eligible regardless of location. You must have a Facebook account to vote online or a Twitter account to vote via Twitter.

HOW TO VOTE: There are two (2) ways for you to cast votes for the Awards: (1) online through the official *2017 Billboard Music Awards*® (“BBMA”) website located at BillboardMusicAwards.com/vote (“Voting Website”); and/or (2) via Twitter by including a specific hashtag for the nominee of your choice in a message posted from your Twitter account (a “Tweet”). Both voting methods are further described below:

1. **Online Voting:** You can vote online through the Voting Website using your PC, tablet, or mobile device. Votes for each Award can only be submitted (and counted) while the Voting Period is open.
 - When you arrive on the Voting Website, you will be prompted to select the Award for which you would like to vote - the Chart Achievement Award or the Social Award. Click on the button for the Award for which you wish to vote.
 - Once you have selected an Award, you will be taken to the page for that Award where you will see the names and photos of all of the eligible nominees for that Award (“Voting Page”) next to corresponding vote buttons (“Voting Button”).
 - To cast a vote for either Award, you must be registered with and logged into your Facebook account. Your Facebook account may be either public or private, as you may elect in your sole discretion.
 - If you are registered with and logged into your Facebook account, you may vote by clicking the Vote Button for the nominee you select. A confirmation window will open, and by clicking “Confirm Vote,” your vote will be officially submitted.
 - If you click the “Confirm Vote” button and are not logged into your Facebook account, you will be directed to a Facebook login page where you will need to enter your e-mail address and password to log in to Facebook. Once you are logged in, your vote will be officially submitted.
 - If you do not currently have a Facebook account, you will not be able to vote on the Voting Website unless you register for a Facebook account (go to Facebook.com to register). Registration on Facebook is free.
 - After you click the “Confirm Vote” Button, you will see a “Thank You” page that confirms receipt of your vote and offers you the opportunity to take one of the following actions:
 - **Vote on Twitter**
 - If you click the “Vote on Twitter” button and are registered with and logged into your Twitter account, you will be presented with a pre-populated Tweet casting a vote for the

nominee for whom you just voted. When you publish this Tweet, it **WILL** count as another vote for your selected nominee, subject to all other vote restrictions and limitations herein.

- If you want to change your vote, you can change the text of the Tweet in accordance with the instructions in Section 2 below.
- If you don't want to cast another vote for that Award, that nominee, or any other nominee, cancel the Tweet.
- If you click the "Vote on Twitter" button and are not logged into your Twitter account, you will be asked to log in.
- If you do not currently have a Twitter account, you will not be able to vote via Twitter unless you register for Twitter account (go to Twitter.com to register). Registration on Twitter is free.
- You may also submit votes directly on Twitter (without first voting online), by posting one (1) or more Tweets from your Twitter account in accordance with the instructions in Section 2 below.
- Vote for the Other Award
 - If you click on the "Next Category" button, you will be taken to the Voting Page for the other Award where you will see the names, photos, and corresponding Vote Buttons for all of the eligible nominees for that Award and can cast a vote in accordance with the procedure set forth above.
- Vote Again for the Same Award
 - If you click the "Vote Again" button, a second vote will be counted for the nominee for whom you just voted.
 - If you do not want to cast another vote for that nominee, click the "All Category" button.
 - You may cast up to 100 votes per day per Award on the Voting Website.
- Share Your Vote
 - Under the "Share Your Vote" text, you will see the Facebook and Twitter Icons.
 - If you click the Facebook icon, you will be presented with the Facebook message box where you can compose a post and share your vote on your Facebook timeline. Publishing this post on your Facebook timeline **does NOT** count as an additional vote.
 - If you click the Twitter Icon and are registered with and logged into your Twitter account, you will be presented with a pre-populated Tweet announcing the nominee for whom you just voted. When you publish this Tweet, it **WILL** count as another vote for your selected nominee, subject to all other vote restrictions and limitations herein.
 - If you want to change your vote, you can change the text of the Tweet in accordance with the instructions in Section 2 below.

- If you don't want to cast another vote for that Award, that nominee, or any other nominee, cancel the Tweet.
- If you click the Twitter icon and are not logged into your Twitter account, you will be asked to log in.

2. **Twitter Voting:** To cast a vote directly via Twitter, you must be registered with and logged into Twitter (go to Twitter.com to register). Your Twitter account must be set to Public.

- You may cast a vote for an Award by composing a Tweet containing any **ONE** (1) of the following acceptable hashtags associated with the nominee for whom you intend to vote and posting it from your Twitter account ("Tweet Vote"):

CHART ACHIEVEMENT AWARD				
Nominee	Official Hashtag	Acceptable Alt #1	Acceptable Alt #2	Acceptable Alt #3
Nicki Minaj	#NickiBBMAs	#NickiBBMA	#NickyBBMAs	#NickiMinajBBMAs
Luke Bryan	#LukeBBMAs	#LukeBBMA	#LukeBryanBBMAs	#LukeByranBBMAs
The Chainsmokers	#TheChainsmokersBBMAs	#TheChainsmokersBBMA	#ChainsmokersBBMAs	#ChainsmokersBBMA
The Weeknd	#TheWeekndBBMAs	#TheWeekndBBMA	#WeekndBBMAs	#WeekendBBMAs
Twenty One Pilots	#TOPBBMAs	#TOPBBMA	#twentyonepilotsBBMAs	#21PilotsBBMAs

TOP SOCIAL ARTIST				
Nominee	Official Hashtag	Acceptable Alt #1	Acceptable Alt #2	Acceptable Alt #3
Justin Bieber	#JustinBBMAs	#JustinBBMA	#BieberBBMAs	#JustinBieberBBMAs
BTS	#BTSBBMAs	#BTSBBMA	#BTSBBMA	
Selena Gomez	#SelenaBBMAs	#SelenaBBMA	#SelenaGomezBBMA	#CelenaBBMAs
Ariana Grande	#ArianaBBMAs	#ArianaBBMA	#AriannaBBMA	#ArianaGrandeBBMAs
Shawn Mendes	#ShawnBBMAs	#ShawnBBMA	#SeanBBMA	#ShawnMendesBBMAs

- Only Tweet Votes posted during the Voting Period that contain only **ONE** (1) of the acceptable hashtag specified above will be counted as valid votes.
- If hashtags for multiple nominees are included in a Tweet Vote, the vote will be disqualified, and no vote will be counted.
- If you re-tweet a third party's valid Tweet Vote, it will count as a valid Tweet Vote by you, subject to the same rules for ordinary Tweets set forth above.
- Tweet Votes must comply with all other Twitter requirements (e.g., number of characters, etc.) and may not include any derogatory, defamatory, or obscene language or images.
- If you do not currently have a Twitter account, you will not be able to vote unless you register for a Twitter account (go to Twitter.com to register). Registration on Twitter is free.

Voting is free, except for standard internet access charges which may apply if you are using a web browser or standard data charges which may apply if you are voting via your mobile device.

VOTING PERIOD: Voting for the Awards begins at 9 a.m. PDT on May 1, 2017, and ends at 6 p.m. PDT on May 21, 2017 (“Voting Period”).

VOTING RESTRICTIONS: You may cast up to one hundred (100) votes per Award per day through the Voting Website and an additional one hundred (100) total Tweet Votes per Award per day via Twitter, using any combination of the permitted Twitter-related voting methods described above (i.e., by clicking on the ‘Share on Twitter’ button on the Voting Website and submitting the pre-populated Tweet, by direct Tweet as described in Section 2 above, retweeting someone else’s valid Tweet Vote).

- If you use the Online Voting method, once you submit one hundred (100) votes for a particular Award (regardless of how many are cast for a single nominee), that Award will be unavailable for further voting on the Voting Website until the next day.
- If you use the Twitter Voting method, any Tweet Votes for an Award in excess of one hundred (100) in a given day will not be counted as valid votes.

Any attempt to deliberately undermine, circumvent, or manipulate the legitimate operation of the vote process is strictly prohibited, including, without limitation, use of fraudulent, robotic, or ghost Facebook and/or Twitter accounts, use of multiple email addresses to set up multiple Facebook and/or Twitter accounts, and/or automated voting scripts, programs, or macros (not including legitimate third-party software that enables the scheduling of Tweets such as HootSuite or TweetDeck). dick clark productions, inc. (“Producer”) reserves the right to disqualify the votes from any individuals/entities it suspects or finds: (a) to have engaged in manipulated and/or inauthentic voting practices; (b) to have tampered with the voting process; or (c) to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person. Producer further reserves the right, in its sole discretion, to make changes, corrections, or modifications to the voting process, procedures, methods, and/or periods at any time during the Voting Period and will post any changes in a timely manner on the Voting Website. Producer is not responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled, or delayed electronic communications or for any of the equipment or programming associated with or utilized in the voting process or by any human error which may occur in the tabulation of votes.

VOTING RESULTS: The total number of valid votes submitted during the Voting Period for each Award will be tabulated and the nominee receiving the highest total number of valid votes for the Award for which he, she, or it was nominated will be declared the winner of that Award.

The winners of the Awards will be initially revealed either during the live television broadcast of the Program and/or on the Voting Website and will be published on the Voting Website after the end of the live broadcast of the Program. Check your local listings for more information about Program times.

If the voting process is interrupted for any reason or is found to have been tampered with in any way or for any other reason that we believe to be reasonably necessary (for example, in instances of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical or system failures or disruption, 'acts of God,' terrorist attacks, or any other causes beyond our control), we reserve the right to select the winners of the Awards and may take into consideration the number of votes received by any nominee up until the time of the interruption or cancelation of the voting process.

RELEASE: By participating in the vote for one (1) or more Awards, you agree to release and hold harmless Producer, BBMA Holdings, LLC, and each of their respective subsidiaries, affiliates, suppliers, licensees, distributors, and assigns, and each of their respective parent companies, subsidiaries, and affiliates and each of the foregoing’s officers, directors, members, managers, employees, and agents (collectively, the “Released Parties”) from and against any claim or cause of action,

including, but not limited to, personal injury, death, or damage to or loss of property, arising out of your participation in the voting process and/or in any way related to the Awards or the Program.

GENERAL CONDITIONS: Producer reserves the right, in its sole discretion, to (i) cancel, suspend, and/or modify any one (1) or more of the voting methods for the Awards if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the voting process, as determined by Producer in its sole discretion; (ii) disqualify any individual it finds to be tampering with the voting process or to be acting in violation of these Official Rules or acting in an unsportsmanlike or disruptive manner; and/or (iii) to change these Rules at any time during any of the Voting Windows. Any attempt by any person to deliberately undermine the legitimate operation of the voting process may be a violation of criminal and civil law. Should a person make such an attempt, Producer reserves the right to seek damages from such person to the fullest extent permitted by law. Producer's failure to enforce any term of these Rules shall not constitute a waiver of that provision.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (i) any incorrect or inaccurate information, including, without limitation, that is the result of any printing errors or by any of the equipment or programming associated with or utilized in any of the voting methods and whether caused by Producer, platform providers, or voters; (ii) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) unauthorized human intervention in any part of the voting process; (iv) technical or human error which may occur in the administration of the voting process or the counting of votes; or (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the voting process.

DISPUTES: By participating in the voting process, you agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with the voting process and/or the awarding of any Award shall be resolved individually without resort to any form of class action and exclusively by the state or federal court located in Los Angeles County having jurisdiction over the claim; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred and but in no event shall include attorneys' fees; and (iii) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, indirect, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Rules shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.