

FANS' CHOICE

Voting Mechanics

1. **Streaming on smarturl.it/CCMAFansChoice**

Votes will be plays of nominees' songs by Amazon Music customers (subscribed through the Canada storefront only) for a minimum of 30 seconds in the Amazon Music & Amazon Alexa Fans' Choice playlist between 8:00 PM EST September 22, 2021 - 3:00 AM EST November 28, 2021. Plays less than 30 seconds and plays not through the Amazon Music & Amazon Alexa Fans' Choice playlist will not count as votes. Every song played over 30 seconds counts as one vote for the corresponding artist, with maximum of one vote per song per day per Amazon Music customer.

2. **Vote through Alexa**

Fans can vote through Alexa-enabled devices for the Amazon Music & Amazon Alexa Fans' Choice Award. Just say, "Alexa, vote for [Nominee] for the Amazon Music and Alexa Fans' Choice Award." Fans may vote as often as they would like through Alexa.

3. **Online through ccmafanvote.com**

This is a voting website where nominees can encourage fans to visit to cast their vote. Here, fans will be able to vote multiple times for their favourite artist by simply clicking on an act's photo to vote. To note: captchas will be set up to catch any bot voting attempts and only one vote per user per day will be counted. The votes will be collected and verified via DMDS/Yangaroo and MNP LLP. The URL voting portal is active on 8:00 PM EST September 22, 2021 through 3:00 AM EST November 28, 2021.

The Amazon Music & Amazon Alexa Fans' Choice winner will be announced during the 2021 CCMA Awards Show broadcast on Monday, November 29th 2021.

