

## GLOBAL FACT SHEET

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**MTV: MUSIC TELEVISION**  
**481.5 million households in 179 territories**

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Launched in 1981, MTV: Music Television is the world's largest television network and the leading multimedia brand for youth aimed at the 12-34 year old demographic. For the 6th consecutive year, MTV was named *The World's Most Valuable Media Brand* by Business Week & Interbrand's *2005 World's Most Valuable Brands Study*. With 50 music programming services in Africa, Asia, Australia, Europe, Latin America, North America, Russia, and the Middle East, each MTV channel promotes local cultural tastes with a mixture of national, regional and international artists along with locally produced and globally shared programming. MTV's holdings also include 43 locally operated Web sites and 13 mobile TV channels worldwide as well as other mobile, broadband, podcasting, publishing, recorded music, radio, home video, licensing & merchandising and a feature film division, MTV Films.

### AFRICA

**MTV Base** in Africa launched on 22 February 2005 as the company's 100<sup>th</sup> channel. Broadcasting via satellite to 48 countries in sub-Saharan Africa, MTV Base in Africa will be a 24-hour, English language music TV channel that will reflect the tastes and interests of African youth through a combination of African and international music videos and locally produced content, complemented by MTV's international long-form programming such as *Cribs* and *Making The Video*. MTV Base in Africa will also provide a platform for a variety of African music genres including Kwaito, Hip-Life, Mbalax and Zouk, alongside diverse international artists.

### ASIA

MTV is seen in over 274 million households in 39 territories around the Asia Pacific region, with over 197 million households reached via channels and a further 78 million households in 4 territories via branded programming blocks. MTV is *Asia's Most Wanted Music Channel in Asia Pacific* (PAX 2004), viewed by more young adults than any other music channel.

- **MTV Australia** – Launched 20 March 1997, MTV Australia can be seen in 1 million households. With a mixture of local and international music-based programming, MTV Australia specifically caters to the musical tastes, lifestyles and sensibilities of 12-34 year-olds throughout the country. Website: [www.mtv.com.au](http://www.mtv.com.au)
- **MTV Mandarin** – Launched 21 April 1995, MTV Mandarin is a 24-hour Chinese language channel serving Singapore, Taiwan, Indonesia, and Malaysia. Mandarin music videos make up 60% of its programming. Website: [www.mtvchinese.com](http://www.mtvchinese.com)
- **MTV Southeast Asia** – Launched 5 May 1995, MTV Southeast Asia is an English language channel seen via satellite throughout Asia including Brunei, Fiji, Hong Kong, Macau, Malaysia, Mongolia, Papua New Guinea, Singapore, and Vietnam. The feed is also available in Hong Kong through exTV and now Broadband TV. It offers a customized mix of Bahasa Indonesia, Bahasa Malaysia and Filipino music, alongside popular international hits. [www.mtvasia.com](http://www.mtvasia.com)
  - MTV Asia also launched a new business division, **MTV Mobile**, on 22 November 2003, which delivers content via mobile phone in Hong Kong, Indonesia, Malaysia, Singapore, Taiwan & Thailand (available in English, simplified Chinese, traditional Chinese, Bahasa Indonesian & Thai). China, India & the Philippines will follow at a later date. Website: [www.mtvringtones.com](http://www.mtvringtones.com), [www.mobilemtv.com](http://www.mobilemtv.com)
- **MTV India** – Launched 28 October 1996, MTV India is a 24-hour Hindi and English language service delivered via satellite to Bangladesh, India, Maldives, Middle East, Nepal and Sri Lanka. Its programming consists of over 80% Indian film and pop music along with international music videos. Website: [www.mtvindia.com](http://www.mtvindia.com)

- **MTV Philippines** – Launched 1 January 2001, MTV is a 24-hour terrestrial channel (UHF 41) offering an exciting line-up of customized programs for young people in the Philippines. Featuring a mix of Original Pilipino Music (OPM) and international hits, MTV Philippines is also seen via cable. Website: [www.mtvasia.com](http://www.mtvasia.com)
- **MTV Japan** Launched 1 January 2001, MTV Japan is a 24-hour Japanese language network and website. With headquarters in Tokyo, the advertiser-supported channel offers a mixture of Japanese and international content. The TV network is seen in 5.7 million cable and satellite households locally. Website: [www.mtvjapan.com](http://www.mtvjapan.com)
- **MTV Korea** – Launched 1 July 2001, MTV Korea is a 24-hour Korean language network and website on cable platform. Prior to its launch in 2001, MTV was available as a 5-hour programming block to the audience. Website: [www.mtvkorea.co.kr](http://www.mtvkorea.co.kr)
- **MTV Thailand** – Launched 1 November 2001, MTV Thailand's 24-hour network features Thai language programming and a mixture of local, regional and international music videos. Website: [www.mtvthailand.com](http://www.mtvthailand.com)
- **MTV Indonesia** – Launched May 2002, MTV Indonesia is a 24-hour music television channel specifically for the Indonesian audience aired through Global TV. Available as a UHF terrestrial channel, it features a new line-up of customized shows along with international programming appealing to audiences. As part of an inaugural partnership between MiTV Corporation Sdn Bhd and MTV Networks Asia, MTV Indonesia is also seen in Malaysia as of 12 January 2005. Website: [www.mtvasia.com](http://www.mtvasia.com)
- **MTV Guangdong (MTV China 24-hour channel)** – Launched 26 April 2003, MTV is the only 24-hour global brand to launch in China and available to 10 million households in China, with 2.4 million households in Guangdong and Hong Kong. In addition to the 24-hour feed, syndication of locally produced programming to cable channels across China reaches 118 million households in the country. Website: [www.mtvchina.com](http://www.mtvchina.com)
- **MTV New Zealand** – Launching as a 24-hour network on 19 August 2006 in New Zealand, with localized and signature MTV programming across SKY Television. The channel will focus more heavily on New Zealand artists and will feature New Zealander presenters.

## CANADA

- **MTV Canada** - A Canadian-led partnership between CTV, Canada's #1 television brand and MTV, the world's most valuable media brand. MTV offers innovative lifestyle, talk and documentary programming, with a commitment to 71 per cent Canadian programming in primetime. Canadian programmed and managed, MTV in Canada reflects a uniquely Canadian culture and personality through a mixture of locally produced and globally-shared programming. Website: [www.mtv.ca](http://www.mtv.ca)

## EUROPE / MIDDLE EAST / AFRICA

MTV Networks Europe now encompasses 337 separate MTV, VH1, VIVA, and TMF regionalized music services targeting viewers in key European regions. The network is seen on cable, satellite and terrestrial television and reaches 157.3 million households in 92 territories. MTV became the pioneer broadcaster of Europe in 1995 with the upgrade of its broadcasts to digitally compressed transmissions and is currently seen on every digital platform in Europe. The company is also the leading European broadcaster embracing the digital and broadband cable marketplace. MTV Networks Europe is wholly owned and operated by MTV Networks and was originally launched 1 August 1987.

- **MTV European** – Launched 1 August 1987, this 24-hour English language channel services 18 European territories including Belarus, Belgium (Flanders), Bosnia, Bulgaria, Croatia, Czech Republic, Hungary, Iceland, Israel, Luxembourg, Macedonia, Malta, Moldova, Serbia & Montenegro, Slovak Republic, Slovenia, Turkey, and Ukraine. Website: [www.mtv.tv](http://www.mtv.tv), [www.mtveurope.com](http://www.mtveurope.com), [www.european.mtve.com](http://www.european.mtve.com), [www.mtv2europe.com](http://www.mtv2europe.com)
- **MTV Central** – Launched 7 March 1997, this 24-hour German language channel is seen free-to-air and serves Germany, Austria, and Switzerland. Websites: [www.mtv.de](http://www.mtv.de) (launched June 1998)
- **MTV UK & Ireland** – Launched 1 July 1997, this 24-hour English language channel features well-known local personalities to further reflect local tastes and sensibilities. Website: [www.mtv.co.uk](http://www.mtv.co.uk) (launched August 1997), [www.mtv2.co.uk](http://www.mtv2.co.uk)
- **MTV Southern (Italia)** – Launched 1 September 1997, MTV Italia is a 24-hour Italian language channel seen via terrestrial distribution and based in Milan. Website: [www.mtv.it](http://www.mtv.it) (launched December 2000)



- **MTV Nordic** - Launched as an additional MTV Europe feed on 15 June 1998, this 24-hour English language music and entertainment programming service is seen in Denmark, Estonia, Faroe Islands, Finland, Norway, Sweden, Latvia, and Lithuania. Website: [www.mtv.com](http://www.mtv.com) (launched August 1997)
- **MTV France** - Launched 20 June 2000, MTV France is a 24-hour French language music channel seen via cable, satellite and DSL. It services France and Monaco as well as French-speaking Switzerland, Belgium (Wallonia) and Africa. Website: [www.mtv.fr](http://www.mtv.fr) (launched 11 July 2001)
- **MTV Polska** - Launched 8 July 2000, MTV Polska is a 24-hour Polish language channel seen via Polish cable systems and digital satellite platform as well as on cable platform. Website: [www.mtv.pl](http://www.mtv.pl) (launched July 2000)
- **MTV España** - Launched 10 September 2000, MTV España is a 24-hour music channel created exclusively for Spain. Website: [www.mtv.es](http://www.mtv.es) (launched 3 September 2001)
- **MTV Netherlands** - Launched 12 September 2000, MTV Netherlands caters to 16-34 year-old Dutch viewers by introducing local content and language. Website: [www.mtv.nl](http://www.mtv.nl)
- **MTV Flanders** - As of 15 January 2004, Flemish music fans can watch the Dutch feed in Belgium for 12 hours. Website: [www.mtv.be](http://www.mtv.be)
- **MTV Romania** - Launched 15 June 2002, MTV Romania targets Romania's young music fans aged 15-25, combining locally-produced Romanian-language programming and VJs with MTV's international programs and artists. [www.mtv.ro](http://www.mtv.ro)
- **MTV Portugal** - Launched 3 July 2003, MTV Portugal is a 24-hour music channel seen via cable and satellite reaching 1 million households. [www.mtv.pt](http://www.mtv.pt)
- **MTV in Denmark, Sweden, Norway, and Finland** - Launched in 2005, MTV will launch 4 new channels targeted solely for each of the Nordic countries. The channels will benefit from local language productions, locally tailored music programming, scheduling, on-air promos and will carry advertising. All programming will be subtitled in native languages, and presenters will also be local.
- **MTV Adria** - Launched in 01 September 2005, MTV Adria is the first pan-adriatic music television channel via local cable and digital satellite operates in cable in Slovenia, Croatia, Bosnia & Herzegovina, Serbia & Montenegro, and Macedonia.
- **MTV Turkey** - Launching in September 2006 in nearly six million households, MTV Turkey will celebrate the local culture while reflecting Turkish youth's music tastes by broadcasting more Turkish music and airing high-quality, locally-produced music programming.
- **MTV Baltic** - Launching on 04 September 2006 as a 24-channel in Lithuania, Latvia and Estonia.
- **MTV Ukraine** - Launching at the end of 2006, MTV Ukraine will be a 24-hour advertiser-supported Ukrainian language music channel reflecting the tastes and interests of Ukrainian youth.

## EUROPE - DIGITAL CHANNELS

MTV Networks Europe is the leading provider of digital music programming services in Europe, offering viewers enhanced, personalized viewing options. MTV2, MTV Base, MTV Hits and MTV Dance belong to MTV UK; MTV Hits (Italia) and MTV Brand New belong to MTV Italia.

- **MTV2** - MTV2 launched on the Internet in October 1998. The 24-hour English language network is tailored for European viewers, featuring a "free form" programming mix, giving viewers and artists the chance to program their own hour of videos via the Web. Websites: [www.mtv2europe.com](http://www.mtv2europe.com), [www.mtv2.co.uk](http://www.mtv2.co.uk)
- **MTV Base** - MTV Base is dedicated entirely to R&B and hip hop 24 hours a day, seven days a week. Launched July 1999, MTV Base is seen in 11.8 million households and features the latest in slick visuals, artist profiles and celebrity interviews from the UK and around the world. Website: [www.mtvbase.co.uk](http://www.mtvbase.co.uk)
- **MTV Hits** - Launched in August of 1999, MTV Hits showcases new videos as soon as they get made. Website: [www.mtv.co.uk](http://www.mtv.co.uk)
- **MTV Dance** - Launched 20 April 2001, MTV Dance is the only TV channel in the UK dedicated to dance music and club culture. The network is seen in 9.4 million households and features hit videos by core artists along with various club-based programs. Website: [www.mtv.co.uk](http://www.mtv.co.uk)
- **MTV Hits** - Launched 1 September 2003, MTV Italia launched this 24-hour digital channel via the Sky platform.
- **MTV Brand New** - Launched 1 September 2003, MTV Italia launched this 24-hour digital channel via the Sky platform.
- **MTV Idol (France)** - Launched 30 November 2005 for pop culture & music fans
- **MTV Pulse (France)** - Launched 30 November 2005 for rock fans



## RUSSIA

Launched 26 September 1998, **MTV Russia** is a Russian language, advertiser-supported, free-to-air service seen in 27.7 million households in Kazakhstan, Kyrgyzstan, and Russia. It became the first western television network customized specifically for Russian youth, featuring a mixture of music videos from Russia and international artists programmed locally from its Moscow base. Website: [www.mtv.ru](http://www.mtv.ru) (launched February 2002)

## MTV Branded Blocks & Additional Reach

- MTV also has English-language programming blocks in the Middle East and Africa, reaching over 1.4 million households in an additional 50 territories.

## SOUTH AMERICA

**MTV Latin America** is a 24-hour Spanish language network seen in 32.7 million households in 20 territories. Launched 1 October 1993, MTV Latin America offers music programming for 12-34 year-olds and continues to be the number one music channel and the highest-rated network among all general entertainment cable channels, excluding kids' channels. Its regional headquarters are based in Buenos Aires and Mexico City, and operating headquarters in Miami, Florida. The network consists of three regional feeds featuring a mix of English and Spanish music videos, local and regional productions, music and entertainment news, artist interviews, concert coverage, unique contests and specials presented by video jockeys from Latin America. Website: [www.mtvla.com](http://www.mtvla.com)

- **MTV Latin America** feeds are divided into the following groups:
  - **MTV North:** Mexico, Venezuela, Central América, and Caribbean
  - **MTV South:** Chile, Colombia, Argentina, Uruguay, Paraguay, Bolivia, Ecuador, Perú
- **MTV Brazil** – Launched 20 October 1990, MTV Brazil is currently seen 24 hours a day in 18.0 million households and is distributed from Sao Paulo. The Portuguese language network features video music by both Brazilian and international artists and is hosted by Brazilian VJs. Website: [www.mtv.com.br](http://www.mtv.com.br)

## SOUTH AMERICA – DIGITAL CHANNELS

- On 1 April 2004, MTV Networks Latin America entered the digital age in Mexico with the MTV Networks Digital Suite. The U.S. based service is comprised of five channels - **MTV Hits**, **MTV Jams**, VH1 Soul, VH1 Mega Hits and Nickelodeon's GAS -- and will be carried at first in Mexico with initial carriage through Cablevision on its digital tier.
- Launched 5 November 2004 in Brazil, Net Servicos carries the US feeds of MTVN's digital services **MTV Hits** and VH1 Soul; while Neo TV Association offers **MTV Hits**, **MTV Jams**, VH1 Soul, and Nickelodeon's GAS.

## UNITED STATES

**MTV: Music Television** is the first 24-hour video music network. Launched 1 August 1981, MTV's overall on-air environment is unpredictable and irreverent with its graphic look, VJs, music specials, documentaries, as well as its original strip programming, making it an institution of pop culture and the leading authority on music. MTV is an advertiser-supported, basic cable service of MTV Networks seen in 89.8 million households. Web site: [www.mtv.com](http://www.mtv.com), [www.mtvnews.com](http://www.mtvnews.com)

**mtvU** - The channel, formerly known as CTN: College Television Network, was acquired by MTV in October 2002 and was relaunched as mtvU on 20 January 2004. Broadcasting to over 700 colleges across the country, with a combined enrollment of 6 million, mtvU is the largest, most comprehensive television network just for college students. 24hrs a day, 7 days a week, mtvU can be seen in the dining areas, fitness centers, student lounges and dorm rooms of campuses throughout the U.S. Web site: [www.mtvu.com](http://www.mtvu.com).

## UNITED STATES – DIGITAL CHANNELS

The Suite from MTV Networks is the company's first US foray into the digital universe. It is made up of music and kids programming services. MTV2 serves as the flagship channel for the music services which also include MTV Español, MTV Hits, MTV Jams, VH1 Classic, VH1 Soul, VH1 Country, VH1 Megahits and VH1 Uno.



- **MTV2** - Launching exactly 15 years after the launch of MTV on 1 August 1996, MTV2 presents a new "free form" music format 24 hours a day and is seen in 55.9 million households. The play list is made up of a broad group of artists and genres of music. It also features interactive and local programming elements. Website: [www.mtv2.com](http://www.mtv2.com)
- **MTV Jams** - Launched in 2004, and is seen in 8.9 million households and features the best Rap, R&B, Hip-Hop, and Soul music.
- **MTV Tr3s** – Formerly MTV Espanol and launched August 1998, the channel rebranded itself to MTV Tr3s and features Spanish-language videos for US Spanish speaking young adults seen in 11.1 million households.
- **MTV Hits** is seen in 14.1 million households and features non-stop hit videos.
- **MTV Desi** – Launched 13 Dec 2004, MTV Desi services audiences with roots in the Indian sub-continent living in the United States, featuring the best music and shows from MTV's international channels and original programming, promos, and packaging created in the U.S. Web site: [www.mtvdesi.com](http://www.mtvdesi.com)
- **MTV Chi** – Launched in December 2005, MTV Chi is targeted at Chinese Americans and features various styles of music such as Mandarin rock, Canto pop and Chinese-American rap. Web site: [www.mtvchi.com](http://www.mtvchi.com)
- **MTV K** – Launched 27 June 2006, MTV K super serves Korean-Americans in the U.S. Web site: [www.mtvk.com](http://www.mtvk.com)

## **About MTV Networks International & Viacom**

### **MTV Networks International**

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Game One and IFILM. MTV Networks' brands are seen in 481.5 million households in 179 countries and 28 languages via 129 locally programmed and operated TV channels and 122 Web sites. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

### **Viacom**

Viacom is a leading global entertainment content company, with prominent and respected brands in focused demographics. Offering programming and content for television, motion pictures and digital platforms, Viacom's world-class brands include MTV Networks (MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central, CMT: Country Music Television, Spike TV, TV Land, Logo and 129 networks around the world), BET Networks, Paramount Pictures, Paramount Home Entertainment, DreamWorks and Famous Music. More information about Viacom and its businesses is available at [www.viacom.com](http://www.viacom.com).

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