

Timeline – 25 Years of MTV

1981

- **August 1st:** MTV launches and has a profound effect on music and engenders a new art form – the music video. Kicked off with The Buggles' "Video Killed the Radio Star," MTV quickly became an integral part of artists' and record label's marketing strategy as well as the symbol and embodiment of youth culture. The launch of MTV reinforced the power of branding and put the concept of cable niche programming on the map.
- Nina Blackwood, Mark Goodman, Alan Hunter, J.J. Jackson, and Martha Quinn become first MTV VJs.
- **December 31st:** MTV airs the first MTV "New Year's Eve Rock 'N' Roll Ball," live from the Grand Ballroom of the Hotel Diplomat in New York City, with performances by Karla deVito, Bow Wow Wow, and David Johansen.

AS OF DECEMBER 1981, MTV HAS 2,100,000 MILLION SUBSCRIBERS.

1982

- **March 1st:** "I Want My MTV" advertising campaign debuts with Pete Townsend, Stevie Nicks, Mick Jagger, Adam Ant, Pat Benatar, the Police and David Bowie.
- **May 8th:** Huey Lewis plays for the winner of the "MTV House Party" contest at the winner's home in Mt. Clemons, Detroit.
- Billy Idol's "White Wedding" premieres and launches his career
- Creation of ever-changing MTV logo which is now one of the most recognized symbols in the world.

1983

- **March:** Adam Ant is the first guest VJ.
- **March 14th:** "Basement Tapes," a weekly video competition between unsigned bands, makes its debut.
- **March 31st:** Michael Jackson's "Beat It" has its world premiere on MTV, making it the first video to be aired by an African American artist.
- **June 17th:** "MTV Party Plane with the Police" contest begins airing on MTV. Winner along with 25 friends party aboard the MTV Party Plane on their way to and from a concert with the Police.
- **December 2nd:** MTV debuts Michael Jackson's 14-minute "Thriller" film.

1984

- **March 13th:** Launch first music video countdown show on MTV with "Top 20 Video Countdown," establishing a new countdown genre
- **July 26th:** MTV presents live coverage of the premiere of Prince's first movie, "Purple Rain."
- **September 14th:** The first ever Video Music Awards are hosted by Bette Midler and Dan Aykroyd. Madonna has legendary "Like a Virgin" performance in which she seduces the audience rolling around on stage in a wedding gown.

1985

- **June 5th:** First comedic show on MTV debuts with the "Young Ones." This show helped establish a long history of comedy programming and helped establish the careers of many young comedians over the 25 year history including: Adam Sandler, Chris Rock, John Stewart, Colin Quinn, Bill Belamy, Ben Stiller.
- **July 13th:** First cause related programming: Drew international attention to "Live Aid," seventeen hours of live programming from 2 stadiums on 2 continents air on MTV, with all proceeds going to African famine relief. Helped kick off additional music related support for causes by drawing attention to them on air including: Farm Aid, We are the World, Hands Across America, Amnesty International, Sun City, and more.
- MTV becomes the first television network in the world to air safe sex PSAs

1986

- **February 17th:** MTV debuts the first viewer all-request show with "Dial MTV."
- MTV begins airing the "Just Say No" anti-drug PSAs produced by the Reagan Administration's Department of Health and Human Services
- **May 30th:** MTV announces its first new VJ since 1981, English-born "Downtown" Julie Brown.
- **November 21st:** First major public service campaign "Rock against Drugs," opening an on-going dialogue with young people about issues that touch their lives.

1987

- MTV becomes the first network to air AIDS PSAs from Musicians for Life – pop acts that have banded together to help victims of homelessness, famine, apartheid and the farm crisis
- **August 1st:** MTV Europe, the continent's only 24-hour music video network, is launched.
- **October 10th:** MTV premieres first regularly scheduled expanded news coverage, "Week In Rock," a weekly show featuring the latest news about music, fashion, and pop culture. This premiere marks the kickoff of MTV News.
- **December 7th:** MTV debuts first of many game shows with "Remote Control," a pop trivia game that founded MTV favorites host Colin Quinn and recurring contestant, Adam Sandler

1988

- **February 12th:** Author and former Rolling Stone editor Kurt Loder joins MTV as anchorperson for MTV News.
- **February 18th:** MTV presents first ever global tour with MTV affiliates in Europe, Japan and Australia for George Michael's "Faith" tour.
- **April 1st:** Begin airing voter registration PSA's, a pre-cursor to MTV's long standing commitment to involving young people in the political process.
- **June 9th:** MTV announces debut of "MTV Internacional," a weekly hour-long Spanish language version of MTV airing on the Telemundo Network with Daisy Fuentes and Eddie Trucco.
- **August 6th:** "YO! MTV Raps" launches to celebrate the emergence of rap music with a weekly show.

1989

- **March 3rd:** MTV world premieres Madonna's "Like a Prayer" video.



- **March 4th:** MTV News debuts "MTV Rockumentary," an Ace-award winning series which over the years has profiled the music and careers of over fifty top artists, past and present. Featured artists have included R.E.M., Eric Clapton, Guns N' Roses, Aerosmith, Michael Jackson, Madonna, Janet Jackson, B-52's, Smashing Pumpkins and Bruce Springsteen.
- MTV earns its first Peabody Award with its new approach to covering news with a two-hour documentary called "Decade" – a show linking music to current events of the 1980s. Segments on racism, AIDS and other newsworthy topics of the decade intermingle with pop culture and the musings of celebrities.
- **June 2nd:** "House of Style" debuts, reporting fashion trends and youth culture and introducing young models (Cindy Crawford, Shalom Harlow, Rebecca Romijn, Amber Valetta, Daisy Fuentes and Molly Simms) as on-air personalities.
- **November 7th:** MTV Europe broadcasts first live feed to East Berlin.

1990

- **January 21st:** "Unplugged" acoustic music series launched – to huge critical acclaim (Squeeze, Nirvana, Eric Clapton, Mariah Carey, Sting, Sheryl Crow, Paul McCartney, Tony Bennett and Bruce Springsteen).
- **January 25th:** Launch first-ever international environmental campaign in the U.S, Europe, Japan and Australia.
- **March 13th:** MTV Europe expands reach into Middle East with the launch of MTV Europe in Israel. Also launches in Czechoslovakia and Poland and Kenya.
- **June 4th:** MTV debuts "Totally Pauly," a comedy based video show starring comedian Pauly Shore.
- **October 22nd:** MTV Brasil launches a 24-hour terrestrial Portuguese-language network featuring music videos by Brazilian and international artists.
- **September 6th:** MTV News presents the first live pre-show leading up to "The MTV Video Music Awards," which this year takes place at the Universal Amphitheatre in Los Angeles. The program includes in-depth interviews conducted by Kurt Loder with four of the year's most notable artists: George Michael, Axl Rose, Jon Bon Jovi and Sinéad O'Connor.
- MTV News launches the multi award-winning "Sex In The '90s," a series of specials exploring changing sexual attitudes in America.
- "The Ben Stiller Show" showcases the comedic genius in this weekly behind the scenes look at the world of TV comedy. Show later goes on to feature up-and-comers Janeane Garofalo and Andy Dick.

1991

- **February 26th:** "Rock Line on MTV" premieres one of the first live call-in shows where viewers call in to chat with their favorite artists.
- **March 1st:** MTV Europe feed airs in Russia, the first non-Soviet channel to be broadcast 24 hours a day in Russia.
- **May 1st:** MTV Unplugged presents first ever Acoustic Rap Show. The special featured performances by L.L. Cool J along with MC Lyte, De La Soul and A Tribe Called Quest.
- **June 2nd:** MTV breaks into animation with the first ever animated series on the channel "Liquid Television," the precursor to such animated hits as "Beavis & Butthead (1993)," "Daria" (1997) and "Celebrity Death Match" (1998).



- **September 29th:** Nirvana's "Smells like Teen Spirit" premieres putting grunge on the pop radar and launching an 'anti-glam rock revolution'.
- **December 1st:** MTV launches global on-air AIDS awareness campaign with "Respect Yourself, Protect Yourself."

1992

- **February 10th:** MTV kicks-off "My Dinner With Michael," a global contest where winners from MTV in the US, Asia, Australia, Brazil, and Europe attend a dinner party hosted by Michael Jackson on the set of his latest music video "In The Closet." MTV receives over 4.1 million entries.
- **March 11th:** "MTV Unplugged" airs with Eric Clapton. The show receives the highest rating ever received to date by an episode of the "MTV Unplugged" series. This is Clapton's first live performance since the tragic death of his son, Conor, one year earlier.
- **May 21st:** First reality-based program ever debuts with the "Real World" the precursor to a slew of reality shows on other networks
- **June 10th:** Launch of the MTV Movie Awards, an irreverent take on traditional award ceremonies with unconventional categories. Dennis Miller hosts the inaugural show.
- MTV officially launches the MTV News Specials Division dedicated to producing programming which focuses on issues of interest and relevance to young adults uniquely told from their point of view.
- **June 16th:** "Choose or Lose" launches and is widely credited with helping engage young people in the political process and giving them a voice in the debate. Highlights include a Town Hall discussion with then candidate Bill Clinton and interview with then President Bush. Choose or Lose continues in 1996 with the grass roots Choose or Lose Bus, and in 2000 with the Choose or Lose Street Team.
- **August 25th:** "MTV Unplugged" with Eric Clapton is released on compact disc, laser disc, cassette and home video by Reprise Records/Warner Reprise Video. In three weeks, the album goes platinum and the home video goes gold. MTV wins Grammy for Album of the year, best rock vocal performance, male.
- **November 1st:** Tabitha Soren interviews President Bush on the "Spirit of America," a whistle stop train tour throughout Wisconsin. At the same time, Kurt Loder interviews Independent Presidential candidate Ross Perot in Tampa, Florida, during a 30-minute election wrap-up special "Choose Or Lose: The Home Stretch."
- News Correspondent Tabitha Soren wins a Peabody Award for her edgy coverage of the '92 Presidential Election
- **December 22nd:** Bill Bellamy, one of the hot young comics featured in HBO's "Russell Simmons' Def Comedy Jam" stand-up comedy series, joins the network as the host of "MTV Jams," MTV's music series featuring the hottest R&B and hip hop clips.

1993

- **January 20th:** MTV Rock "N Roll Inaugural Ball takes place in Washington DC kicking off Clinton's Presidency. Clinton's presence at the event helps put MTV on the map with Washington insiders.
- **March 2nd:** Partially in response to the polarizing race riots that followed the Rodney King verdict the previous April, MTV launches *Free Your Mind* – a yearlong campaign to fight intolerance. The campaign launches with *Straight From the Hood* – a 30-minute show that looked what lay beneath the images in the news of the race riots in South Central.



- **March 8th:** MTV debuts "Beavis and Butt-Head," an original animated series starring two suburban misfits. Created by Mike Judge, the show is the first spin-off from MTV's award-winning animated variety series, "Liquid Television."
- **June 5th:** MTV unveils the first "MTV Beach House," the summer-long backdrop for many of MTV's regular programs.
- **October 1st:** MTV Latin America launches a 24-hour Spanish-language network. With regional headquarters in Buenos Aires, Santiago, and Mexico City, and operating headquarters in Miami, the network offers three services – North, South, and Central – allowing the network to customize its programming according to the taste of viewers in each region.
- **October 25th:** Launch of the "Jon Stewart Show," networks first foray into talk show arena.

1994

- **January 10th:** MTV launches **Enough is Enough** – a multi-pronged effort in which celebrities join young writers and tastemakers in a series of televised panel discussions on the implications of violence. MTV News covers topics such as the justice system, prison life and grassroots anti-violence campaigns, while award-winning animated PSAs encourage nonviolent ways to resolve conflicts. The initiative comes after several crime bills are passed regarding assault weapons. Bill Clinton is a key player and participant.
- **May 15th:** MTV pays tribute to the music of Nirvana in the wake of the suicide of the band's composer and lead singer Kurt Cobain. The special programming hosted by Kurt Loder features rare performances and videos, reactions from fans around the world, and more.
- **June 23rd:** "The Real World" premieres its 3rd season. This San Francisco based season features the memorable Pedro Zamora, an openly gay male who publicly copes with HIV. This marked a first for television. Pedro soon after lost his battle with AIDS.
- **August 12-14:** MTV devotes the entire weekend of the Woodstock '94 Festival to coverage of the live performances and audience participation live from Saugerties, NY.
- **September 8th:** Michael Jackson and Lisa Marie Presley defy speculations that their romance 'wouldn't last' by making out on stage in front of millions of viewers at the Video Music Awards
- **October 12th:** MTV airs a one-time televised reunion with "Jimmy Page/Robert Plant (Unledded)" of the legendary band, Led Zeppelin.
- **October 26th:** MTV premieres "The Eagles: Hell Freezes Over." This show marks the first time since 1980 that the band members Glenn Frey, Don Henley, Don Felder, Joe Walsh and Timothy B. Schmit perform together.
- **November 24th:** Tom Jones hosts the first annual MTV European Music Awards live at the Brandenburg Gate in Berlin, Germany, extending the VMA franchise overseas.

1995

- **April 17th:** MTV launches a national television advertising campaign featuring "Jimmy the Cab Driver." The campaign is composed of ten spots which look at different elements of the wonderful world of MTV from Jimmy's perspective. Viewers are invited along for the ride as Jimmy shares his philosophy on MTV programming and life with hapless passengers in his cab.
- **April 21st:** MTV announces the launch of its sixth international network, MTV Mandarin. The channel is targeted at 12-34 year-old Chinese audiences in Taiwan, China, Singapore and Hong Kong.



- **May 5th:** MTV announces the launch of its seventh international network, MTV Southeast Asia. The customized 24-hour English-language channel is targeted to 12-34 year-old audiences in Indonesia, India, the Philippines, Hong Kong and Singapore.
- **June 5th:** MTV premieres "Singled Out," the ultimate relationship show where contestants get a chance to choose their ideal mate from a studio audience of 100 men and women. The show is hosted by Chris Hardwick and Jenny McCarthy.
- **June 28th:** MTV debuts the fourth season of "The Real World," from London, featuring the series' first international group of seven young adults ages 18-24. The cast members come from the United States, Germany, Australia and England.
- **July 17th:** MTV News premieres "Unfiltered," handing cameras to the viewer to document their lives in their voice.
- **October:** MTV.com is launched, bringing MTV to the World Wide Web.
- The first MTV Video Music Brazil Awards are held in Sao Paulo, Brazil
- **October 12th:** "MTV Books" launches and establishes a best selling track record with the "Real Real World" and "MTV's Beavis & Butthead: This Book Sucks" both on NYT best seller list.

1996

- **July 26th:** MTV Productions first theatrical release "Joe's Apartment". Inspired by a MTV live-action, animated short about a man living in New York in a roach infested apartment. Actor Jerry O'Connell is Joe and John Payson directs. This marks the first film released under the MTV Films brand.
- **August 1st:** Sister channel MTV2 (formerly known as M2) launches to compliment MTV.
- "MTV Yak Live" launches, one of the first live talk shows where viewers could chat online with artists and each other.
- MTV India launches as a 24-hour Hindi and English language channel. MTV India's programming consists of 70% Indian film and pop music, and 30% international music videos.
- **December 9th:** MTV debuts "Loveline," a late nightly show where audience members and viewers around the country get laughs and advice about love, sex and other assorted problems of the heart. "Loveline" is hosted by popular radio talk show personalities Adam Carolla and practicing physician Dr. Drew Pinsky.
- **December 20th:** *Beavis and Butthead Do America*, inspired by the hit series, had the biggest opening weekend in December history. The hugely successful animated feature grossed more than \$70 million at the box office world-wide.

1997

- **January 27th:** MTV premieres "Daria," MTV's first full-length animated sitcom. The show chronicles the experiences of 16-year-old, Daria Morgendorffer, a girl who's a little too smart and a little too funny to blend in at school.
- MTV Nordic launches as an English-language channel, which can be seen in Sweden, Denmark, Norway, Estonia, the Faeroe Islands, Finland, Latvia, and Lithuania.
- **September 3rd:** MTV Studio opens in Times Square providing a home base for production and a huge forum for connecting fans to music and the artists they love.
- **September 4th:** The VMAs feature a special collaborative performance by Puff Daddy and Sting singing Puffy's tribute song to Notorious BIG "I'll be Missing You".



- "MTV Live" launches from the Times Square Studio – the first daily interactive live show on the network which evolves into the wildly successful "Total Request Live."
- "Head Bangers Ball" weekly series launched, super-serving heavy metal music fans
- **October 14th**: MTV launches "Live from the 10 Spot", the network's first weekly live performance series. The show will feature a wide variety of artists such as The Dave Matthews Band, Prodigy and premiering with The Rolling Stones.
- MTV Europe goes local: MTV UK & Ireland launches as a channel.
- MTV Italia launches in Italy
- MTV Germany launches a German-language channel which is seen free-to-air in Germany and also services the German speaking territories of Austria & Switzerland
- MTV Australia launches with a mix of local and international music-based programming

1998

- **February 22nd**: MTV debuts "Ultra Sound", a new weekly music based documentary series about the bands and musicians that shape the music scene of today. The show features an in-depth look at today's artists -- those up and coming and trends and controversies which affect the music industry.
- **March 31st**: MTV airs "True Life", a weekly documentary series which focuses on the lives and concerns of young adults. The first episode, entitled "True Life: Fatal Dose," investigates the rise of heroin use among young people and focuses on the small community of Plano, Texas.
- **April 13-14th**: First ever "I Wanna Be a VJ" search takes place. Viewers get to pick the next VJ to be on air. Jesse Camp is the winner and gets to sign a 1-year contract with the channel.
- **May 14th**: MTV debuts a new weekly clay animated series, "Celebrity Deathmatch". Each episode features three fantasy fights where clay figure renderings of the biggest celebrities from the worlds of music, TV and film are pitted against each other in a ring.
- Launch "Fanatic" where viewers get to meet their idols.
- "Making the Video" premieres, taking music video programming to the next level for a new generation of viewers. This show gives a behind the scene look at the complete video-making process
- MTV officially launches in Russia.
- MTV2 launches in the UK on the internet and digital TV
- **September 14th**: MTV premieres first episode of TRL with Carson Daly as the host. TRL is the first truly interactive television show, utilizing the synergy of the internet and television, making it the only show on MTV – and for that matter all of TV programmed by the viewers.
- **October 22nd**: A TRL studio visit from the Backstreet Boys causes Times Square to be shut down due to the number of fans anxiously awaiting the chance of a peak at the group.
- **November 6th**: MTV kicks off new anti-violence initiative "Fight for Your Rights: Take A Stand Against Violence". Campaign later goes on to win an Emmy Award.
- MTV Europe, in association with UNAIDS and the World Bank produces "Staying Alive," a half-hour documentary focusing on the experience of six young people, each from six different



countries and each uniquely affected by HIV and AIDS. Hosted by George Michael and awarded a special Emmy called "The Ribbon of Hope," the show broadcast on World AIDS Day. This marks the launch of the "Staying Alive" campaign, an unprecedented global media campaign that harnesses the full range of Viacom's global media assets to foster awareness and prevention of HIV and AIDS.

1999

- **January 15th:** *Varsity Blues* opens with the biggest opening weekend in January history
- **January 25th:** MTV premieres new series "The Tom Green Show" featuring Canadian comedian Tom Green.
- **March 25th:** Ricky Martin starts a Latin infiltration when "La Vida Loca" sweeps the TRL charts
- **April 23rd:** *Election*, starring Reese Witherspoon and Matthew Broderick got an Oscar nomination for Best Writing, Screenplay Based on Material Previously Produced or Published. Reese Witherspoon was also nominated for a Golden Globe for Best Performance by an Actress in a Motion Picture, Comedy or Musical
- **May 27th:** Marilyn Manson gives the first interview to MTV News after the controversy surrounding him relevant to the Columbine Tragedy.
- **June 7th:** MTV launches the popular brand imaging campaign "The Jukka Brothers," featuring spots about the four Jukkas who live in the woods and consider themselves experts on what is cool because they watch MTV all day long.
- **July 16th:** *The Wood*, a funny, poignant coming-of-age movie, showcased the unique talents of up-and-coming writer/director Rich Famuyiwa.
- **July 26th:** MTV premieres new series "Undressed." From the acclaimed director Roland Joffe, "Undressed" looks at intimate relationships between three fictional couples and what happens in their most intimate and defining moments. Rather than following a traditional beginning-middle-end narrative sequence as was the norm of the time, each story line went straight to the epicenter of the dramas. Each story line had its own life span, some lasting for only two episodes, while others unfolded over the course of four or five, making the show's format unique.
- **August 1st:** MTV Hits launches providing fans with all-music all the time
- **August 1st:** MTV and acclaimed producer Arnold Shapiro produce a sequel to the Academy Award winning documentary, "Scared Straight." "Scared Straight 99" is hosted by Chris Connelly, with 12 juvenile delinquents meet with a group of lifers for a grueling 3 hours.
- **September 10th:** For the first time since their sons' brutal and mysterious murders, Afeni Shakur and Voletta Wallace, mothers of rap icons Tupac Shakur and Christopher "Notorious BIG" Wallace, reunite on stage at the VMAs with a hug and the announcement of reconciliation.
- **November 1-5th:** MTV celebrates "Spankin' New Music Week" with appearances by Will Smith, Mariah Carey, Rage Against the Machine, Dr. Dre, and Korn.
- **November 29th:** MTV premieres the first music trivia game show WebRIOT. Tens of thousand of online contestants go head-to-head against on-air contestants with Ahmett Zappa hosting.
- **December 29th:** MTV helps ring in the new millennium with the "FLY 2K" Millennium Party Plane. Lucky contest winners from around the world are joined by Universal Recording artists 98 Degrees for the ultimate trip around the globe aboard MTV's customized party plane. Included on "FLY 2K's," itinerary are such exotic locations as Rome, Paris and London.



2000

- **February 21st:** MTV's Original TV Movies Division premieres "2gether", a hilarious peek into the world of pop music. "2gether" is a light-hearted parody following the overnight creation and sensation of a fictional boy-band.
- **August 18th:** *The Original Kings of Comedy*, directed by Spike Lee, stars Cedric the Entertainer, Bernie Mac, Steve Harvey, and D.L. Hughley in a documentary concert film capturing the comic geniuses behind the "Kings of Comedy" tour. This film was Spike Lee's highest grossing opening weekend to date, earning more than \$11 million on just 847 screens.
- **September 7th:** Britney Spears strips away her squeaky-clean image at this year's VMA's with her famous "Oops...I Did it Again" performance.
- **October 1st:** MTV premieres "Jackass," a weekly comedy show that features silly pranks and ridiculous stunts performed by total jackasses. This widely popular show spurred spin-off series, "Wildboyz" and "Viva la Bam".
- MTV France launches, a subtitled version of the MTV European service for French speaking viewers, servicing France and Monaco as well as the French speaking territories of Belgium and Switzerland.
- MTV launches in Poland and The Netherlands
- MTV Espana launches, a Spanish-language music channel, which reaches Spain, The Balearics, and the Canary Islands.
- MTV Netherlands launches as a way of increasing MTV's relevance to Dutch viewers by introducing local content and language.

2001

- **January 10-11th:** MTV Kicks off it's newest pro-social campaign "Fight For Your Rights: Take A Stand Against Discrimination." As part of the launch, MTV premieres "Anatomy of a Hate Crime." The film explores and documents the different sides of the story behind the vicious attack and murder of college student Matthew Shepard on the morning of October 6, 1998. MTV partners with GLSEN (Gay, Lesbian and Straight Education Network), to connect viewers with ways to fight discrimination and make a difference in their communities and schools.

launch MTV goes dark by shutting down its airwaves for the first time ever in the channel's 20 year history and running a scroll listing the names of hundreds of people who have been victims of various hate crimes across the country. The scroll runs continuously and without commercial interruptions for more than 17 hours straight.

- **January 12th:** *Save the Last Dance* had the second biggest January opening weekend in history at over \$27 million. Grossing more than \$121 million worldwide, *Save the Last Dance* told the story of a promising ballet student who gives up dancing and moves into the city with her estranged father after her mother's tragic death.
- **March 10th:** MTV presents a new music performance event "mtvICON," honoring artists who have made a significant contribution to music, music video, and pop culture, while tremendously impacting the MTV generation over their careers.
- **May 2nd:** MTV announces its first ever TRL Tour, which is the ultimate opportunity for music fans across the country to be a part of the wildly successful *Total Request Live* by experiencing a full concert of great music and unmatched performances by some of today's hottest artists.



- MTV launches in Japan, Korea, Thailand, Canada and Philippines
- MTV Networks International, along with Levi's Jeans and YouthAIDS, launches two historic HIV/AIDS awareness *Staying Alive* concerts in Cape Town, South Africa and Seattle, USA. Alicia Keys, Missy Elliott, Dave Matthews, and others perform.

2002

- **January 11th:** *Orange County* features a wildly dysfunctional family and a brain-dead college counselor who has derailed Shaun's (Colin Hanks) plans to attend Stanford University. He has 24 hours to turn things around and prevent his college dreams from crumbling.
- **February 2nd:** MTV2's "\$2 Bill" concert series kicks off with The Strokes in Los Angeles. \$2 concerts continue across the country on the 2nd of each month featuring India Arie, Alien Ant Farm, Jimmy Eat World and more.
- **February 14th:** MTV premieres "Be Heard: An MTV Global Discussion w/Colin Powell" featuring audiences from the US, India, Middle East, UK/Ireland, Brazil, and Russia.
- **February 15th:** *Crossroads* was Britney Spears' theatrical debut chronicling the story of three childhood friends who, after eight years apart, rediscover their friendship on a cross-country trip
- **March 5th:** MTV presents the first family of Rock-N-Roll: "The Osbournes." The new show follows the real-life drama of the first family of rock-n-roll, the Osbournes, as they deal with everyday life in southern California.
- "The Osbournes" receives a Primetime Emmy for Outstanding Non-Fiction Program (Reality)
- **April 11th:** *Better Luck Tomorrow* traces the double lives of over-achieving teenagers whose ambition combines with the tedium of suburban life and produces explosive results.
- *MTV Live*, Europe's first 24-hour service made specifically for PC Broadband technology, launches in Sweden through an agreement between MTV Nordic and Telia. The music service focuses exclusively on MTV's archive of live performances.
- The first MTV Asia Awards are held at the Singapore Indoor Stadium. Hosted by Ronan Keating and Mandy Moore, performers include Pink, Westlife, and Na Ying.
- The first MTV Video Music Awards Japan are held at the Tokyo Kokusai Forum in Tokyo. Hosted by Japanese comedic duo London Boots, the performers include Jay-Z, Oasis and Rip Slyme.
- **August 29th:** MTV favorite Jimmy Fallon opened up the VMAs with a montage parody of the year's notable artists including Enrique Iglesias, Nelly and the White Stripes
- **September 24th:** The first MTV Video Music Awards Latin America are held in Miami at the Jackie Gleason Theater. Hosted by Mario Perfolini and Diego Luna, Performers include Avril Lavigne, Café Tacuba and Shakira.
- TRL kicks off annual week-long back to school special "TRL @ Your School", setting up camp and broadcasting live from the high school of one lucky viewer, bringing along the VJs, celebrity guests and hot performances.
- **October 25th:** *Jackass: the Movie* has grossed over \$80 million at the box office. Featuring the original creators and cast of the hugely successful "Jackass" series, the film features jackasses performing their wildly absurd signature antics and pushing the envelope even further with a slew of brand-new silly pranks and outrageous stunts.



- “TRL” receives a Daytime Emmy nomination for Outstanding Special Class Directing. The show receives the same nomination the following year.
- MTV Latin America launches the first MTV Mexico Movie Awards
- MTV Romania hosts the first MTV Romania Music Awards at the Palace Hall in Bucharest
- MTV Portugal, MTV brand new (Italy) and MTV HITS (Italy) launch
- MTV launches in Indonesia and Romania

2003

- **January 11th:** The “Made” series premieres, giving hopeful teens the proper tools to be made into the prom queen/football star/karate champion they’ve always wanted to be.
- **March 17th:** Prankster series “Punk’d” premieres led by Ashton Kutcher
- **March 26th:** MTV Guandong launches in a milestone breakthrough as the only global brand to launch a 24-hour service in China, broadcasting in the Guangdong Province of Southern China.
- **May 9th:** MTV2 premieres “Subterranean”, the evolution of the former “120 Minutes” series which introduces up-and-coming college radio-style alternative music to MTV’s audience.
- **June:** MTV2 kicks off “Sucker Free Sunday”, the biggest franchise and signature hip-hop music block and powerhouse featuring the best hip-hop, R&B and soul music videos including MTV2’s Hip-Hop Countdown, behind the scenes looks at the making of videos and albums, interviews with artists, a look at the future starts of Hip-Hop and more.
- **August 19th:** “Newlyweds” premieres following the lives of pop icons Jessica Simpson and Nick Lachey.
- **August 28th:** In a performance that paid homage to Madonna’s 1984 “Like a Virgin”, Madonna, Britney Spears, and Christina Aguilera took the stage at the VMAs and sealed their performance with the kiss seen round the world.
- **November 7th:** *Tupac Resurrection* – depicts the life and struggles of the legendary rapper from his own words and point of view. The film was nominated for an Oscar for Best Documentary, Features

2004

- Launch of “20 Million Loud”, a pro-social initiative whose objective was to register 20 million young voters in anticipation for the then-upcoming presidential election. The goal was exceeded. Nearly 22 million 18-30 year olds were inspired to register to vote, the largest youth voter turn around in 20 years.
- **January:** mtvU launches new series, “Stand In” which brings global icons into college classrooms to guest lecture for a day. Pulitzer Prize-winning author Frank McCourt, Bill Gates, Madonna, Sting, and Senator John McCain are just a few of the global icons who have participated. The series later goes on to earn an Emmy nomination for Outstanding Achievement in Content for Non-Traditional Delivery Platforms. Jesse Jackson kicked off the show surprise teaching a class on racism and law at Spelman College.
- **January 20th:** mtvU launches: an on-air, online, wireless and on campus network created by and for the college audience
- **March 4th:** In true rags to riches fashion, newly launched series “Pimp my Ride” takes young automotively-challenged fans and turns their jalopies into pimped out masterpieces.



- **April 7th:** On the 11th anniversary of the start of the Rwandan genocide, mtvU launches its Sudan campaign, designed to give college students the tools to help end the genocide taking place in Darfur
- **April 13th:** TRL premieres the first annual “TRL Awards” giving the fans the power to pick all their favorites of the year
- **June 11th:** *Napoleon Dynamite*, a new kind of hero complete with a tight red ‘fro, some choice moon boots, and skills that can’t be topped, grossed over \$36 million at the box office domestic
- MTV picks up a Daytime Emmy for “Britney in the Zone & Out All Night” -- Outstanding Achievement in Single Camera Editing
- **August 29th:** VMAs are held in Miami, the first time in the show’s history that it was not held in either New York or Los Angeles.
- **September 28th:** “Laguna Beach” debuts, a pioneer “docu-drama’ that explores the lives beautiful teenagers living a privileged life in a small, wealthy beachside community. The success of this series spurred the spin-off series, “The Hills”.
- **November 5th:** The mtvU Woodie Awards, the only awards honoring those artists voted best by the college audience, becomes the first award show to ever premiere on broadband (mtvU Uber at mtvU.com) prior to on-air broadcast.

2005

- **January 7th:** MTV Networks launches 3G video services on Verizon Wireless including music video programming and original content. Original ringtones and content offers users unique new choices in wireless entertainment
- **March 27th:** *The Longest Yard* remade the 70’s Burt Reynolds film about prison football, now starring Adam Sandler, Burt Reynolds and Chris Rock.
- **April 6th:** Launch of MTV Overdrive, an interactive hybrid network featuring short-form programming, music, news, and access to exclusive content, launches.
- **May 17th:** “ThinkMTV”, a pro-social initiative focusing on education, sexual health, discrimination, the environment, and global concerns, is launched.
- **June 21st:** *Coach Carter* stars Samuel L Jackson who benches his undefeated basketball team due to their collective poor academic record
- **July 8th:** MTV Film *Murderball* nominated for an Academy Award for Best Documentary Feature.
- **July 12th:** Launch of first MTV World Channel, MTV Desi, a channel created to meet the needs and interests of the young South Asian audience.
- **July 22nd:** *Hustle and Flow*– Film goes on to win an Academy award for song, “It’s Hard out Here for a Pimp”; Terrance Howard picks up a nomination for an Academy Award for Best Actor in a Leading Role.
- **September 2nd:** MTV, VH1, & CMT launch the special “ReAct Now: Music & Relief” in response to the damage and devastation of Hurricane Katrina. This multi-artist, multi-genre, multi-platform special was aired to promote volunteerism and donated its proceeds to The American Red Cross, The Salvation Army, and America’s Second Harvest.



- **September 23rd:** *Aeon Flux*, a film based on the animated cult favorite from MTV, "Aeon Flux", is a story set 1,000 years in the future and stars Academy Award-winning actress Charlize Theron.
- **October 10th:** mtvU Über makes mtvU the first MTV Networks channel distributed in its entirety via broadband, streaming 24/7 and on demand at mtvU.com
- **November 9th:** *Get Rich or Die Tryin'*, chronicling the life and trials of rapper 50 Cent
- **December 6th:** Launch of MTV Chi, a music-centric pop culture destination featuring, among others, Mandarin rock, Chinese hip-hop, Canto pop well as Mandarin and Cantonese language programming.
- *thinkMTV* and the Bill & Melinda Gates Foundation partnered to form *think: Education* - an ongoing campaign that utilizes all MTV platforms to inform and empower young people of the growing need to graduate high school prepared for work, college and citizenship.
- MTV2 premieres "Discover and Download", a weekly half-hour video program giving viewers the opportunity to check out the hottest new artists and download their music for free after every show.
- **December 14th:** MTV Networks and Amp'd Mobile announced alliance to feature our programming on mobile devices. The 2 companies will co-develop exclusive original content for Amp'd Mobile subscribers and also feature popular programming from MTV Networks
- Launch of MTV in Denmark, Finland, Norway and Sweden
- MTV Adria, the first pan-Adriatic music television channel, launches airing to Slovenia, Croatia, Bosnia & Herzegovina, Serbia & Montenegro and Macedonia
- Specialized channels are launched in Italy (MTV Flux) and France (MTV Idol and MTV Pulse)
- MTV Latin America launches MTV Revolution, a broadband service based on MTV U.S.'s Overdrive technology
- MTV Italy launches MTV on Demand, where users can build video playlists, watch interviews, live performances, and more.
- MTV Asia repositions its annual awards show as a benefit concert in support of the survivors of the December 2004 tsunami. *MTV Asia Aid* takes place at Bangkok's IMPACT Arena in Thailand
- MTV Networks launches its 100th channel, MTV base, a locally customized 24 hour channel in Africa.

2006

- **May 17th:** MTV Networks Music Group launches URGE, a digital music service featuring original and exclusive programming, subscriptions, and a la carte access to more than two million songs from 110,000 artists in 18 genres.
- **March:** In light of the extensive damage and devastation from 2005's Hurricane Katrina, MTV holds an *Alternative Spring Break*, partnering with the United Way and sending 100 students down to the Gulf Coast to help efforts to rebuild life.
- MTV Canada launches, debuting across six different platforms including conventional and specialty channel platforms, mobile, Video on Demand, as well as a newly created premium broadband service – MTV Overdrive – the first of its kind in Canada.



- **April:** mtvU and Cisco launch the first ever mtvU "Digital Incubator" development team – ten student groups funded with \$250,000 in grant money and offered a national platform to pioneer the broadband content of tomorrow.
- **April 21st:** MTV launches Break the Addiction, a 12-month, 12-step campaign to help end global warming and mass overconsumption.
- **August 31st:** First VMA broadcast to also feature an online alternate version of the same show on MTV Overdrive.
- Launch of MTV Tr3s, an entertainment channel targeting Latin-Americans living in the U.S. and featuring the biggest names in urban, pop, and rock as well as lifestyle series, MTV music franchises, and news documentaries that celebrate Latino culture.
- MTV K to launch, the 3rd channel under the MTV World umbrella. Created to super-serve Korean Americans living in the U.S.
- MTV UK & Ireland launch MTV Overdrive, based on U.S.'s broadband Overdrive technology.
- MTV Korea launches MTV Boombox, a customized on-demand music and entertainment broadband & mobile community platform in Korea.

-Ends-

London Contacts:

Glenna Patton
 MTV Networks International
 Tel: +44 (0) 20 7478 5274
 Fax: +44 (0) 20 7478 6517
 patton.glenna@mtvne.com

Rob Hooper
 MTV Networks International
 Tel: +44 (0) 20 7478 6520
 Fax: +44 (0) 20 7478 6517
 hooper.rob@mtvne.com

Kelly Todd
 MTV Networks International
 Tel: +44 (0) 20 7478 6516
 Fax: +44 (0) 20 7478 6517
 todd.kelly@mtvne.com

New York Contacts:

Mark Levine
 MTV Networks International
 Tel: +1 212 258 7241
 Fax: +1 212 846 1948
 markj.levine@mtvn.com

Kristi Gorman
 MTV Networks International
 Tel: +1 212 258 6261
 Fax: +1 212 846 1948
 kristi.gorman@mtvn.com

Mark Serrano
 MTV Networks International
 Tel: +1 212 846 7163
 Fax: +1 212 846 1948
 mark.serrano@mtvn.com

