

MTV 25
TRANSCRIPT

Jez Frampton

Group Chief Executive, Interbrand

Interbrand has named MTV "The World's Most Valuable Media Brand" for the sixth consecutive year. How do you calculate this?

The way we value brands is based on three key criteria: 1) marketing information, 2) the brand must earn a third or more of its earnings outside the home country, and 3) we don't value parent companies. We're looking at actual trading brands. So, not Viacom, MTV.

What we do is we effectively look into a discounted cash flow model, which is looking at both current and future revenue. Then we use a number of specific discounting factors which are: The role of the brand within the marketplace, and the relative brand strength, which is effectively something that is a mitigator of risk over time. So what we're trying to do is establish, into a five-year window, is how much of the income of the revenue that is being developed by this business is attributable to its brand.

What are the attributes people most commonly associate with the MTV brand?

Obviously it is talked about as a shorthand for a generation, the MTV Generation, and I think the whole "pop culture youthful television thing" is absolutely what it's all about. It is about being the edgy, controversial groundbreaker without question – things like *The Osbournes*, they created a new genre. MTV has been consistent at being the cutting edge.

MTV still feels part of our current environment, it hasn't gotten tainted or it hasn't grown old with the people that created it, has stayed young with the people who view it.

In your view, how has MTV become so successful over the past 25 years? What are the defining moments? And, how does MTV maintain its brand identity across so many different channels and so many marketplaces?

It has maintained its identity like all good brands do, through its values and its behaviour. "MTVing an identity" is a term that's actually now used within the design industry for when you fiddle around with your logo a lot. MTV, by its nature, is geared towards people who are trying to turn the world upside down, so to a degree, that's what they've done. The fact that they've had to create other channels, other experiences, reflects more on the changing nature of their market more than anything else. They're very, very good at staying in touch.

MTV is now available on almost every platform – TV, broadband, mobile and portable devices. Will strong brands flourish in the digital world?

Of course they will. I think at one point people used to see the digital world and the real world as two separate things. Increasingly they are one and the same. I think iTunes and iPod is a classic example of that, whereby you've got something physical and something virtual which are intrinsically linked and one can't live without the other. What you're talking about here is people's habits are changing. It's about appropriateness and relevance nowadays, so not only have you got to be there and available, but what you're providing has got to be relevant to people. MTV's continued success has been an understanding of human behaviour and attitudes as much as understanding how to distribute a form of intellectual property.

###

