

MTV 25
TRANSCRIPT

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MTV has always been at the forefront of new technology and formats. How are you so good at staying ahead of the game?

It's because we are relentlessly driven by our audience. We made the decision a long time ago not to grow old with each generation that passes through our ecosystem. And as technology and the way young people interact with media evolve, it's MTV's job to stay connected with the audience and offer the best content out there, wherever they are accessing it. That's what they expect from us.

We're really proud of the relationship we have built with our audience. Young people are always at the cutting edge of what's happening in popular culture & they are the early adapters of new media so by merely reflecting what is relevant to their lives helps us stay ahead. MTV also works hard to lead and expose them to the newest, coolest thing out there ---whether it's a new band or a raw underground piece of tape that flourishes into the next hot show.

With all these new platforms, it's a really exciting time for MTV right now, because they allow for more opportunities to deliver fresh new ideas and content. In the US, MTV recently announced a restructuring of the development teams and process so we are better equipped to feed all the screens our audience is accessing MTV. There are huge opportunities for short & long form programming on all of our platforms, including those that extend beyond TV and broadband and cross into wireless, VOD, our digital music service URGE and more.

One example is our broadband service, MTV Overdrive, which launched just over a year ago and has gotten rave reviews from users and critics alike. Overdrive has given our programming an entirely new dimension – providing our audience with the ability to more deeply explore music, story lines and characters they have grown to love. And it also provides them with yet another touchpoint to experience original content from MTV that lives exclusively online.

Does TV as we know it have a future?

Absolutely! We feel that television will only continue to grow in reach and influence.

With a sea of choices out there, audiences are more than ever looking for a curated approach to entertainment and music programming, and strong

television brands such as MTV offer that. And creating content for different platforms is not taking away from our TV businesses because the same affinity our audiences have for our on-air brands extends to their multiplatform counterparts. What we've seen is that as audiences embrace our brands on other platforms, they are more likely to develop a stronger connection with our on-air brands as well. It's a wheel-like notion that benefits all links of the chain: viewers can experience programming in a lean-back environment (television) or in a lean-forward environment (broadband and wireless), depending on what they are looking for.

You've been creating a number of digital platforms—Overdrive, Urge, mobile TV. How does this affect the MTV viewers' experience? And, what can we expect from these digital platforms in the future?

It's true, MTV viewers are embracing MTV content on-air, online and on the handset and in fact, you could say MTV is more relevant today than ever, given the multiple touch points our audience can interact with it.

Thankfully, the audience is turning out. Not only is MTV experiencing record ratings, but its broadband network – Overdrive at MTV.com, and Uber at mtvU.com (our college network) – are also experiencing record traffic. For example, for the month of January 2006 (the last month for which figures were available), Comscore Media Metrix reported that in the U.S., MTV Networks Music Group's collective .coms delivered more unique streamers (viewers) --- 2.54 million --- than AOL Music, MSN Music and Yahoo Music combined. Additionally, we've seen that our audience spends more time on our site and initiates more streams than the users of the AOL and MSN music services.

On the wireless front, MTV Networks has worked hard to become the world's largest provider of video content to mobile phones, and we stream an average of 2.5 million video clips a month on the handset in the U.S. alone. Again, brands that users are familiar with, like MTV is what will help ultimately drive the adoption of video on mobile in countries where it's still nascent. What I think you will see on all these platforms is not only extensions of what MTV has on television, but original new content created just for the handset or online.

Interactivity is also a huge component of our strategy. Recently we announced that we will begin offering an interactive dual screen experience to coincide with this year's *VMA*'s. Later in the fall, we'll extend that approach to one of MTV's key franchises, *Total Request Live*. Our audience masters multitasking and this move is the ultimate in multitasking.

Beyond broadband and the mobile phone, we're also making a successful push into the digital music space with URGE, an entirely new brand from MTV Networks that is designed to help curate the digital music experience for all music lovers. URGE is immersive -- passionate music fans can hang out with it for hours, discovering new artists, connecting with old ones, getting playlists to their favorite on-air programs like *TRL* or downloading the new song they heard on one of our programs. We expect to offer more features on URGE as it evolves and are talking



to MTV's sister channels around the world about bringing URGE to new markets down the road as well.

What's your proudest moment so far?

Being guilty of not looking back too far, I am proud of some of our recent accomplishments around our multi-channel Hurricane Katrina relief concert, as well as the launch of our visually rich broadband music services: MTV Overdrive, VH1 Vspot, and coming this summer from CMT, Loaded. And of course, the launch this past May of URGE, our immersive, utopian digital music service catered to fans of all types of music.

Does the fact that you have content on so many platforms confuse audiences – or does it make the experience better?

There's no question that making our programming accessible on virtually every screen enhances our audience's experiences with the music programs, pop culture and entertainment they've come to associate and love with the MTV brand.

We know by talking to our audience that they live in a multi-tasking world. In fact, you could say they've pretty much defined the very concept. While our audiences are watching television, they may be emailing or IM-ing friends; they may be checking out their favorite band's web site; or viewing the latest after-show. It's common for them to do multiple things at once, to carry on multiple communications with friends, all while engaging with media brands like ours.

So for us, we truly see all platforms as opportunities to offer the audience more compelling music and entertainment programming. The fact is, we want to be where our audience is, and if they're on-line or on their mobile phone, we want to be there as well. And as the audience engage with our brands across multiple screens, they are likely to have a stronger connection and affinity with MTV.

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