

MTV 25  
TRANSCRIPT

**Christina Norman**  
*President, MTV*

***Today, it seems that MTV is creating content to air across all of its screens – on air, online, on mobile, etc. How does this affect your creative process and, from a creative standpoint, what can we expect from MTV in the future?***

The explosion of creativity across new screens is an incredible opportunity for us. It actually affords us even more opportunity. Over the years, there have been numerous pitches and pilots from the creative community that might make great short form content, but maybe couldn't sustain a full half hour weekly series. Some of these projects have, in fact, found their way to our air as interstitials or other shorts. But, now we have so many new places to put short form content – from cell phones to broadband. There's a whole new playground for us to play in and we're excited about partnering with some of the extraordinarily talented outside producers and talent we already have relationships with as well as giving our inside creative teams the opportunity to experiment as well. And, our viewers are making great shorts. They are the future filmmakers and producers of tomorrow and many are experimenting creatively and we want to be a home to showcase their work.

***How does MTV manage to make an emotional connection with its audience and what are you doing to ensure this bond gets stronger in the digital age?***

We make an emotional connection with our audience because we are engaged in a constant dialogue with them. We are dedicated to not only entertaining them, but also, making sure we know what the latest technologies are that they are using, and how they want to receive content on each platform, as well as what issues are of concern to them. If we continue to focus on the audience rather than the competition like we always have, we will ensure that our bond remains strong in the digital age. We need to be everywhere our audience is, and they will continue to tell us what technologies they are using and how they are using them. We, in turn, need to keep taking risks and maintaining the high level of creativity our audience has come to expect from us.

***How have the viewing habits of youth changed with the proliferation of the broadband connections and the development of 3G – and where is it going?***

Our viewers are getting the equivalent of 26 hours of activities out of a 24 hour period. They are truly the multi-tasking generation. Young people are simultaneously watching TV, talking on their cell phones, IMing their friends and browsing their favorite websites all while doing their homework. They have a voracious appetite for everything from their favorite MTV franchises, like aftershows on Overdrive to ringtones and wallpaper for their cell phones. So, we're focused on delivering them unique, quality content for all of the platforms they are using. This years VMAs will be happening on every platform – with an experience especially created for each platform. So, if you're a fan of an artist performing on the show, and you just can't get enough of that artist, we're going to show you their performance on MTV during the show and simultaneously on Overdrive you can see all the behind the scenes action that our audience craves, or you can check out unique

VMA experiences on MTV2 and mtvU. The goal on the evening is to program exclusive and unique content across each of our screens, offering multiple touchpoints for the audience so they can surf from platform to platform and ultimately create their own customized VMA viewing experience.

***MTV is known as a brand that takes creative risks. How do you foster an environment where this risk taking flourishes – and what opportunities does the digital world present?***

I think it is inherently part of our culture to takes risks. We push our creative teams to always reinvent, and never rehash. Everything needs to be new and different. We set high standards for ourselves because we want to be able to continue to deliver groundbreaking programming and formats for our audience and they reward us by not holding the occasional stumble against us. The digital world offers a ton of new opportunities. It provides us more new places to get creative and take risks and since the digital world moves so quickly, we do too, putting new content on our digital platforms as fast as we can make them. We're also giving our audience the platform to share their creativity with us. A huge benefit of digital now. All of this combined, makes the digital platforms a huge laboratory for us to test content, see if it works and potentially start on digital and ultimately migrate to television.

***Where do you see this brand in 5 or 10 years?***

I see MTV as the leader and innovator in music, entertainment and experiences for a new generation of young people. I see us leading the way to redefine the television and content viewing experience. I see us continuing to create water cooler buzz programming. I see us partnering with artists in new ways to introduce legions of fans to new music from their favorite artists to new talent. I see us continuing to use our power to educate and empower young people on the issues that are important and relevant to them.

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