

**MTV 25  
TRANSCRIPT****Bill Roedy**

*Vice Chairman, MTV Networks, and President, MTV Networks International*

***MTV has grown from one channel in the United States to 50 channels in 179 countries. What was your expansion plan? And, what is next?***

Early on we had a strategy of being distributors for as many countries as possible by launching MTVs around the world. We adopted a local strategy from day one. It goes back to 1987, and we did it before anyone else. We pioneered a strategy that connected with audiences in different ways around the world with relevant, localised programming. We started with one channel here in Europe, and then, eventually, went to Latin America, Asia and Africa. Now we have more than 126 channels with all of our brands, and 50 of those are MTV.

***As a global brand with a distinctly local feel, what are some examples of how MTV differs from market to market?***

When you watch our services around the world, you'll see very different channels that reflect the culture and personality of that country. So, it's not only language specific, but it's also very different music, and they can be very different in attitude. So, in India, you'll have a lot of colour and a self-effacing sense of humour. There is a lot of street culture on the channel. In Japan, you'll see a lot of technology, which goes along with their culture. In the UK, there's quite a bit of music choice, many music channels. In Indonesia, we have a call to prayer on the channel. So, they can differ quite a bit.

***Today, viewers can access their MTV anywhere they happen to be—whether they're online, on the couch or on the phone. What do you think the MTV experience will be like 10 years from now?***

It'll be everywhere. That's the most important thing. It will be on mobile phones, of course, as that develops as a medium to experience video, which is coming very quickly. As the world becomes broadbanded, like some countries already are, we'll have an interactive experience. The idea is to integrate everything. So, from mobile to broadband to TV, you'll be able to personalise your MTV experience.

***What have been some of your most exciting international moments in MTV's history?***

We've had so many; it's hard to limit it. The Red Hot Chili Peppers performed in Red Square. We create many versions of our *Video Music Awards* around the world. There was a very historic one from a tent overlooking the Brandenburg Gate five years after the Wall came down. We've included heads of state from almost every country. Nelson Mandela's participated, for example. I just met the Prime Minister of Turkey last month. In a period of ten days, we converted our Asian award show last year to a tsunami relief show, which was called *Asia Aid*. We launched our 100th channel in Africa last year. It was also very historic, with Nelson Mandela and Will Smith. So, there's a long, long list of historic moments.

***How important is pro-social work to MTV? Why are you involved in social causes?***

Our pro-social work enables us to be more meaningful to our audience. Through our *Staying Alive* campaign, we spend a lot of time spreading HIV and AIDS awareness and prevention messages because our demographic, particularly the MTV demographic, has been most affected by the epidemic. We also work with environmental issues, personal health campaigns, drug and alcohol awareness campaigns. Voting. Corruption. Violence. We work very closely with the United Nations, both with MTV and Nickelodeon. I was just there in June, addressing the General Assembly at the 2006 High-Level Meeting on AIDS, and meeting with Secretary-General Kofi Annan. Nickelodeon also works closely with the UN, particularly UNICEF. We recently co-produced a PSA with UNICEF entitled *Unite For Children, Unite For Peace*, which was the official goodwill cause of the 2006 FIFA World Cup.

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