

MTV 25  
TRANSCRIPT

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***The MTV Europe Music Awards (EMAs) seem to get bigger and bolder every year. How has MTV managed to top itself year in and year out?***

It's true that they do. There are a number of buzzwords, one could say, innovation being one of them, and constantly evolving, listening to our audience. MTV's Award Shows are shown around the world. Russia, Romania. But from the first Awards in Europe, we did pretty well with talent, in Berlin. George Michael, Bryan Adams.

***You've been an integral player in series development and the EMAs, what's your proudest moment?***

For me, the ones I am most proud of are actually Rotterdam (1997) and Edinburgh (2003), as each of these shows took a huge leap forward and really helped position the EMAs as the event others look to in Europe.

***Where do MTV International's programming ideas come from?***

Some of our channels don't create their own shows with a local production team. They want programmes that can be shared across many markets. Through *The Greenhouse*, our in-house development unit, we develop programming that supplements series produced by MTV's creative teams in the U.S. We also try to be innovative with our programme development. We just launched a show called *Barrio 19*, which was our first series to premiere on our mobile TV channels a full month ahead of the actual TV premiere.

***MTV is known as the place for irreverent, creative programming—how do you maintain this level of originality?***

MTV has always been about looking forwards, not backwards. We're more interested in tomorrow than yesterday. We are constantly on the look out for young clever people who help guide the old hands like me through today's entertainment maze.

I think if you ask any 18-year-old they'll go straight for MTV. The way they are watching TV is changing, and we are at the forefront of this change. We create programming that is accessible to them—and, more importantly, establishes a deeper connection with them—through the devices they use every day, their mobile phone, computer and TV. We are still and will continue to push boundaries and chart new ground.

***How do you develop programming for all of MTV's platforms? And, how is the approach different than years past?***

We do a massive amount of audience research. We talk to our audience and try to understand what they want. The important thing, the way we work, is that there are a number of people that have MTV in their blood, but we also have a great flow of young people coming here and sharing their ideas with us.

Where will we be in another 25 years? I can't look 25 years ahead. It's quite hard looking 25 months ahead. Things are moving so quickly. Right now we're doing our best to be in every space, we want to be ubiquitous, online ... on the mobile phone ... on any platform yet to be invented.

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