

MTV 25
TRANSCRIPT

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MTV's visual identity is as famous as the channel's name. How important is this visual identity?

I think identities are the key element of our brand. I think we are the station to play with the logo, and we create new ways to entertain the audience in the commercial breaks. A lot of people stay for the breaks of MTV, to see what is going to be that crazy MTV item that is going to appear. Some of them we call art breaks, some of them we call shark, like short art breaks. This is very interesting, because we work very closely with our own in-house talent, our own team, and, at the same time, with some of the most innovative designers and animators around the world. So, in the end, we have a big community of people making these art breaks for MTV.

How do you maintain this identity across so many different programs, territories and platforms?

Every MTV tries to have its identity in the context of where it broadcasts, or streams, in the case of online. This has very nice and beautiful links between global and local. I would say it's a telescope to the world and a microscope to the local scene. I think it's the mix between those two things.

MTV created a visual language that seems to be stolen a lot now. Is this flattering? Or, should the competition get their own ideas?

I don't think flattering is the right word. People are looking at MTV as a source of inspiration, from advertising to art, from marketing to the business model. In the end, the experience that is behind our brand is something impossible to take or steal. This is about our structure, our management, the role of our regions, and our relationship with the creative community and with our clients. In the end, that is what makes the MTV style, and that is impossible to steal from us. This DNA is a lot deeper than the funny programmes that we make. From Tom Freston to Judy McGrath to Bill Roedy to the interns that are arriving in the office, it's about the way we work.

Which single creative idea from MTV would you consider has had the most impact?

It would be impossible. There's so much stuff in the last 25 years that I like. In terms of my favourite, that's very hard to say.

Going forward, what's next for MTV, creatively?

I think we are always looking for the next thing. We are always working on tomorrow. It is a part of our brand DNA. In terms of ideas, *MTV Overdrive*, our broadband service, is very important, and we are rolling it out around the world. With our digital connection, we will deliver content to people through the internet and mobile TV channels. Those are the services we are rolling out this year, and the team is getting very excited.

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