

MTV



**MUSIC TELEVISION®**



# MTV: MUSIC TELEVISION

**MTV: Music Television** is the world's largest television network and the leading multimedia brand for youth, now reaching over 95.7 million homes. For the seventh consecutive year, MTV was named *The World's Most Valuable Media Brand* according to BusinessWeek and Interbrand's *2006 World's Most Valuable Brands Study*. From music to fashion, lifestyle and sports to attitudes, politics and trends, only MTV offers what is consistently fresh, honest and groundbreaking across a variety of linear and on-demand screens. Music is at the heart of MTV providing its audience with 'musical television' for the way they live today and the network continues to break ground by delivering more ways to experience music than ever before.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	2 minutes per hour
<b>Times:</b>	00:20 and 00:50 (As of April 11, 2005, MTV switched to floating or "event-based" avails)
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

<b>Subscribers:</b>	95.7 million (U.S.) <small>Source: Nielsen Media Research, 3Q'07</small>
<b>Service Type:</b>	Basic, Premium, VOD
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	March 1983
<b>Ownership:</b>	Viacom International

## BENEFITS TO ADVERTISERS

- MTV is #1 across all young adult demographics.**  
**As of Q3 of 2007, MTV:**
  - Was the #1 rated 24 hour basic cable network among college students.
  - Was the #1 rated 24 hour basic cable network among P12-24 for 42 consecutive quarters.
  - Was the #1 rated 24 hour basic cable network among P18-24 for 40 consecutive quarters.
- MTV audience population is huge.** There are 93.3 million young people P12-34 in the U.S., representing 32% of the total P2+ population.

Sources: 2007 Nielsen Media Research



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## RESEARCH

### VIEWER TARGETED

Persons: 18-24, 18-34

Men: 18-24, 18-34

Women: 18-24, 18-34

### VIEWER PROFILE

**Median Age:** 21

Source: Nielsen Media Research, Live + SD, Total Day 6A-6A, Prime 8P-11P, bases: P2+, 1Q-3Q'07

**Median HH Income:** \$53,000

Source: Nielsen Media Research, Base P2+, 1Q-3Q'07

**Income:** 44.4% of MTV Viewing Households earn \$60K+, 32.9% earn \$75K+, 19.1% earn 100K+ and 10.3% earn 125K+.

Source: Nielsen Media Research, Base HH, 1Q-3Q'07

**Education:** 31.1% of the MTV Viewing Households have one to three years of college education and 20.6% have four plus years of college education.

Source: Nielsen Media Research, Base HH, 1Q-3Q'07

### VIEWER LIFESTYLE

	<u>ALL INDEX</u>	<u>MTV 12-34</u>
Shopped at an electronic store in the past month	100	188
Spent \$1,000+ on clothing expenditures	100	164
Spent \$1,000+ on audio equipment in the past year	100	159
Attends movies once a month	100	156
Spent \$1,000+ on household furnishings in the past year	100	153
Spent \$1,000+ on fine jewelry in the past year	100	153
Bought 3+ athletic shoes in the past year	100	148
Drank sports drinks/thirst quenchers in the past month	100	144
Spent \$1,000+ on a personal computer at home	100	144
Visited a theme park in the past year	100	141
Among the first of their friends/colleagues to try new technology products	100	139
Attended a music concert/performance in the past year	100	129
Went to a fast food/drive-in restaurants/steak house in the past month	100	114

Source: MRI Doublebase 2007, weighted to Population (000) - Base: A18+, 3Q'07

### DAYPART VIEWING

Daypart -1Q'07 - 3Q'07

<u>AUDIENCE</u>	<u>TOTAL DAY</u>	<u>PRIME</u>
P2+	100%	100%
P12-17	28.0%	25.1%
P12-34	73.8%	73.5%
P18-34	45.8%	48.3%
P18-24	29.0%	28.6%
P18-49	57.9%	60.9%
P25-34	16.9%	19.7%
P25-54	31.2%	34.6%

Source: Nielsen Media Research, Live + SD, Total Day 6A-6A, Prime 8P-11P, Base: P2+



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## PROGRAMMING

**PROGRAMMING GENRES:** Music, Awards Ceremonies, Entertainment, General Variety, Lifestyle, News/Information

### VIEWER TARGETED PROGRAMMING

**Persons 18-34:** *Randy Jackson Presents America's Best Dance Crew, The Paper, MTV's Spring Break, The Real World Hollywood, MTV Movie Awards, MTV Video Music Awards*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

#### 1st Quarter

***The Paper*** - MTV follows the lives of students who write and manage "The Circuit" newspaper for this docu-series that uncovers the truth at Cypress Bay High School in Weston, Florida.

***The Real World Hollywood*** - The true story of seven strangers picked to move into a house... in Tinseltown! At the heart of *The Real World*: remove people from their comfort zones of family and friends and challenge them to live with strangers with clashing personalities.

***Rob & Big*** - They're back! It's time to get reacquainted with the oddest couple on the planet, pro skater Rob Dyrdek and his large-and-in-charge best friend/bodyguard Christopher "Big" Boykin, as they bumble and bounce from one ridiculous moment to the next. Just when you thought Rob and Big's madcap adventures couldn't get any more insane, season three of MTV's hit reality show takes things to a whole new level.

***Life of Ryan*** - Follow Ryan Sheckler, world champion skateboarder/teen heartthrob in the second season of his series. Now that Ryan's parents are recently divorced, he has to be a father figure to his younger brothers, support his mother, and be the main source of income for their family. Catch this new season to see how Ryan's life unfolds as he continues to juggle the pressures of his professional life and the need to be a regular teenager.

***Randy Jackson Presents America's Best Dance Crew*** - Created by American Idol judge Randy Jackson, this weekly series is the most visual and captivating performance competition show to ever hit TV. From all across the United States, dance teams will battle it out for a huge cash prize and a touring contract. In each live performance episode the crews will demonstrate their athleticism and creativity with innovative choreographed routines.

***Making the Band*** - In last season's finale, Diddy selected five talented young men to form the next great R & B vocal group. This season of *Making the Band* will pick up where we left off as winners come together as a group to record and release their debut album. But this time there's a twist - Danity Kane, the platinum-selling female group from *Making the Band 3* will be adding their sexy presence to the mix as they too, begin work on their new album. And they're all going to live together in an "artist's compound" in Miami Beach. And what's an artist's compound without a little friendly competition? In true Diddy fashion, no one should get too comfortable. The race is on to see which group can finish their album first. And along the way they'll be competing for the best tracks, the hottest showcases, and whatever else Diddy wants to throw at them. As Diddy says, "It's gonna be hot."

#### 2nd Quarter

***MTV Movie Awards*** - The *MTV Movie Awards* is THE awards show that takes over Hollywood to honor all the movies, actors, and memorable moments of the past year—and last year's show featured new twists like never before. Not only did the show air live for the first time ever, but was also executive produced by *Survivor* uber-producer Mark Burnett. With categories our audiences love like Best Kiss, Best Fight and Best Frightened performance, this isn't your mom's awards show.

#### 3rd Quarter

***MTV Video Music Awards*** - The hottest celebrities in the worlds of music, TV, film, sports, and politics turn out for the year's biggest bash to honor the best of music and music video industry. The last year's show included amazing performances by Justin Timberlake, Linkin' Park, Chris Brown, Rihanna, Fall Out Boy, Timbaland and Nelly Furtado. It was the highest-rated cable telecast for the year among P12-34, scoring a 6.40!

#### 4th Quarter

***MTV's New Year's Eve*** - MTV rings in the New Year the way it should be...loudly. Top bands keep the party rockin' throughout the night as our in-studio guests are treated to live jams and our tradition of a special midnight cover of an all-time classic by one of today's rising stars.

#### ALL YEAR LONG:

***Juvsies*** - MTV Docs follows kids who suffer the consequences of their actions in a juvenile detention center in Indiana. MTV tracks the stories from the moment the teens arrive at the center to the time they visit a judge for their hearings.

***My Super Sweet 16*** - "My Super Sweet 16" takes a humorous inside look at extreme over-the-top coming-of-age. From lavish quinceañeras to exclusive debutante balls, we find that sometimes sixteen ain't so sweet.

***TRL*** - This daily, live interactive video countdown show, shot in the heart of Times Square, lets viewers decide what's hot and what's not in the world of popular music.

***True Life*** - This documentary series looks at the lives and concerns of MTV's viewers. The series includes a diverse mix of fun reports on pop cultural trends, hard hitting pieces on breaking news issues, and continued coverage on matters relating to health, spirituality, money, drugs and sex as well.



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## LEADING NATIONAL ADVERTISERS

AMP'D	New Line Cinema	U.S. Army
Buena Vista	Paramount Pictures	Verizon
Cingular	Pepsi Cola	Virgin Mobile
Fox Filmed Entertainment	Procter & Gamble	Warner Brothers
General Motors Corp.	SONY Pictures	Weinstein Company
Johnson & Johnson	Taco Bell	
MasterFoods	Universal Pictures	

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## WEBSITE INFORMATION

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Affiliate Website: [www.mtvn.com](http://www.mtvn.com)