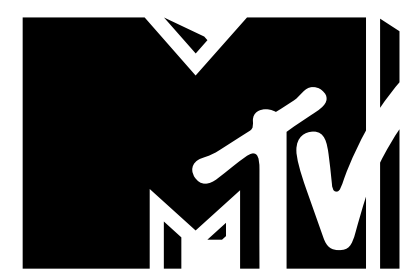
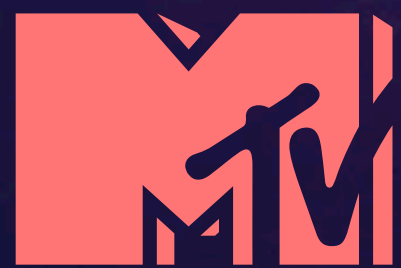


Look 1: M-FRAMES

**Youth.
Music.
Real.**

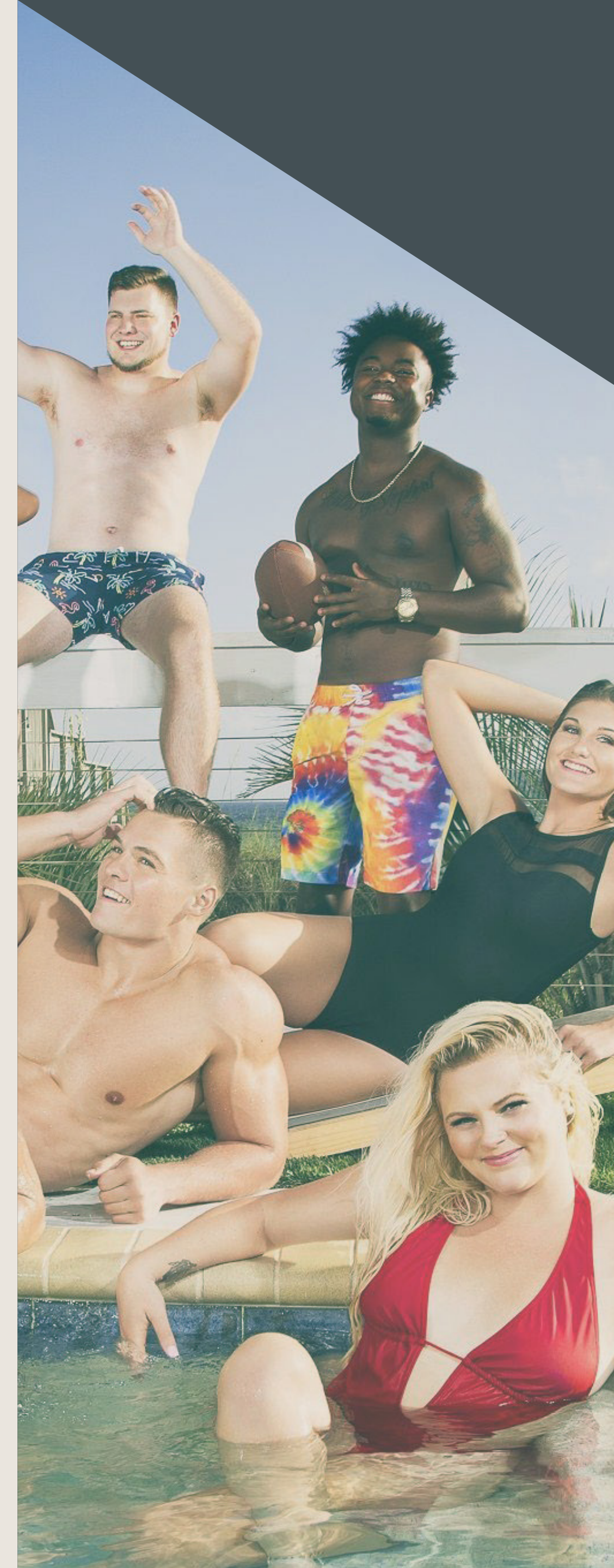


**Youth.
Music.
Real.**



WHAT'S DIFFERENT

A tectonic shift in media.



**Opportunities
for 2019 and
beyond**



Buzzy + Current

Fun + Funny

Edgy + Provocative

Smart + Pioneering



Buzzy + Current
Fun + Funny
Edgy + Provocative
Smart + Pioneering

A tectonic shift in media.

**MOBILE
AND
SOCIAL**

**RAPID
RISE OF
SVOD**

**WHAT
WORKS ON
CABLE**

A tectonic shift in media.

**MOBILE
AND
SOCIAL**

**RAPID
RISE OF
SVOD**

**WHAT
WORKS ON
CABLE**

MTV was the leading Youth Media Brand.



RATINGS



BRAND RELEVANCE



RATINGS



BRAND RELEVANCE

2012

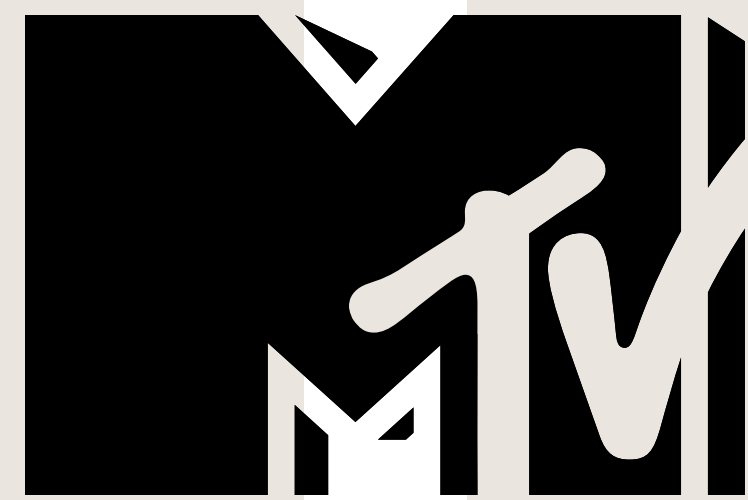
2017

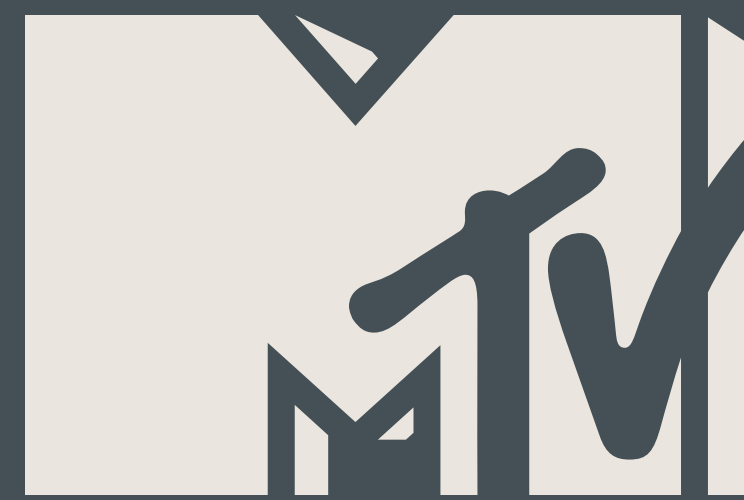
Source: Nielsen LSD, fiscal years thru 3/23/17, total day; ranked on P12-34 impressions; excludes sports/non-full day nets; ad supported cable only

Source: MTV Brand Tracker, F1Q17, P14-26

2017 Brands tracked: Freeform, Adult Swim, USA, Bravo, E!, FX, CW, HBO, ABC, Viceland, AMC, MTV, MTV2, CC, VH1, Spike, Amazon, Netflix, Hulu, YouTube, Spotify, Facebook and Instagram

2012 Brands tracked: CC, HBO, Adult Swim, BET, CW, TBS, NAN, USA, DSNY, ABCF, FOX, FX, E!, Spike, VH1





Look 2: BARS

YOUTH. MUSIC. REAL.



YOUTH. MUSIC. REAL.



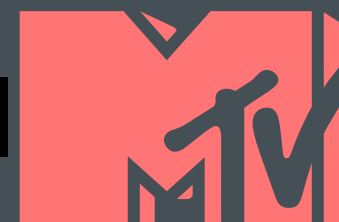
YOUTH. MUSIC. REAL.



YOUTH. MUSIC. REAL.



CENTERED HEADLINE



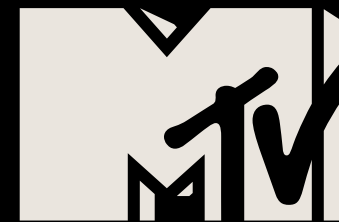


CENTERED HEADLINE



SECTION

Topic
headline.



SECTION

Topic
headline.



**So, what
happened?**



Things
changed.

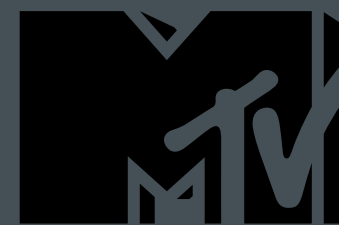




So, what
happened?



Things
changed.



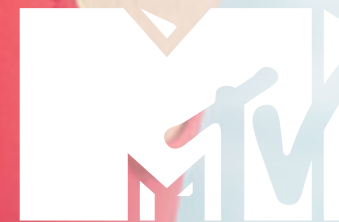


Planning for the future





Planning for the future



LOSING THE WAY

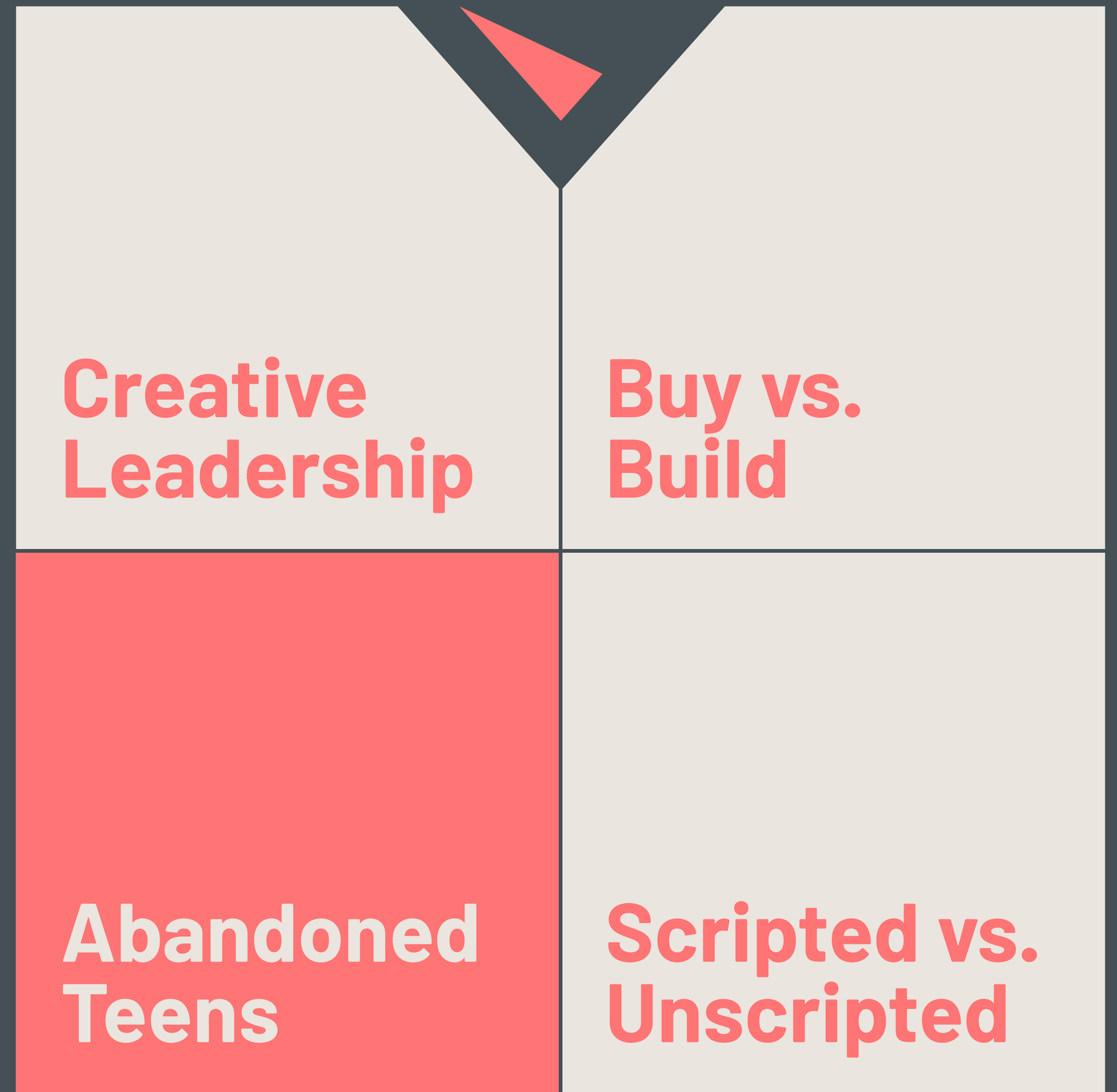
**Creative
Leadership**

**Buy vs.
Build**

**Abandoned
Teens**

**Scripted vs.
Unscripted**

WHERE WAS THE WAY LOST?





**THE
HILLS**



**TOTAL
REQUEST
LIVE**



**JERSEY
SHORE**



EVENTS



**NEWS &
DOCS**






Our contact drove culture.



BUZZY + CURRENT
FUN + FUNNY
EDGY + PROVOCATIVE
SMART + PIONEERING



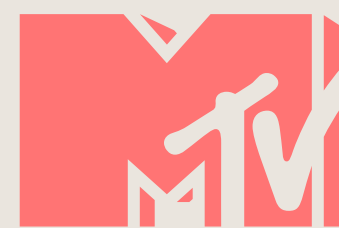


BUZZY + CURRENT

FUN + FUNNY

EDGY + PROVOCATIVE

SMART + PIONEERING



Look 3: DEGREE TILT
(in progress)

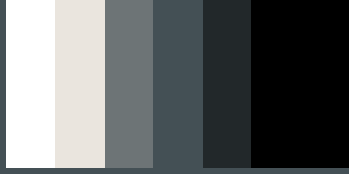
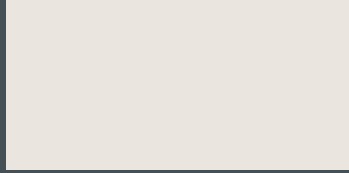
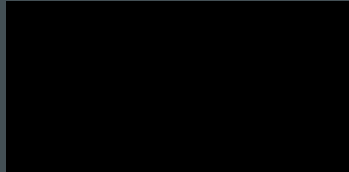


a tectonic shift in media



PALETTE & PATTERNS

GRAYSCALE



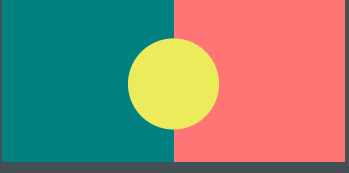
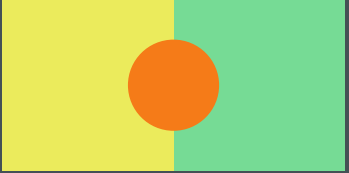
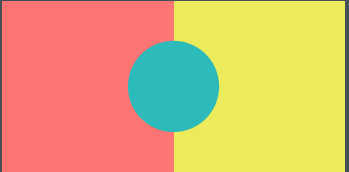
ACCENT



SUPPORT

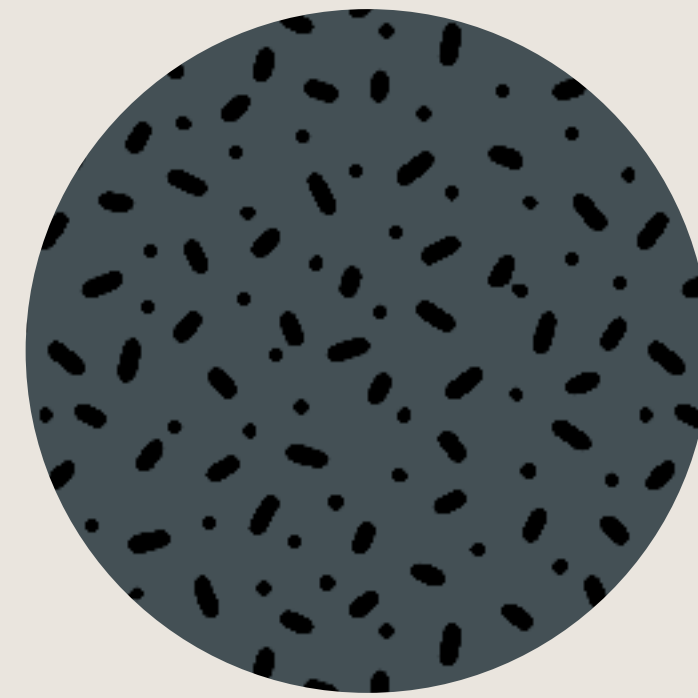
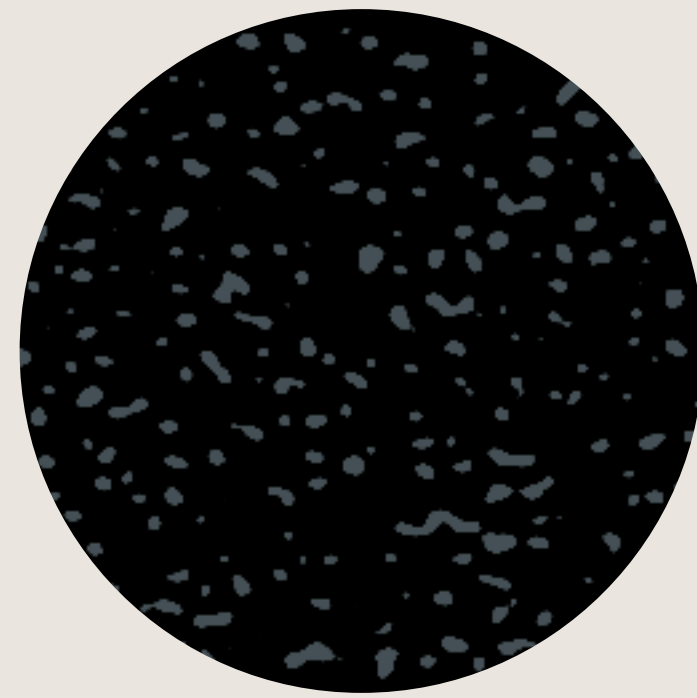
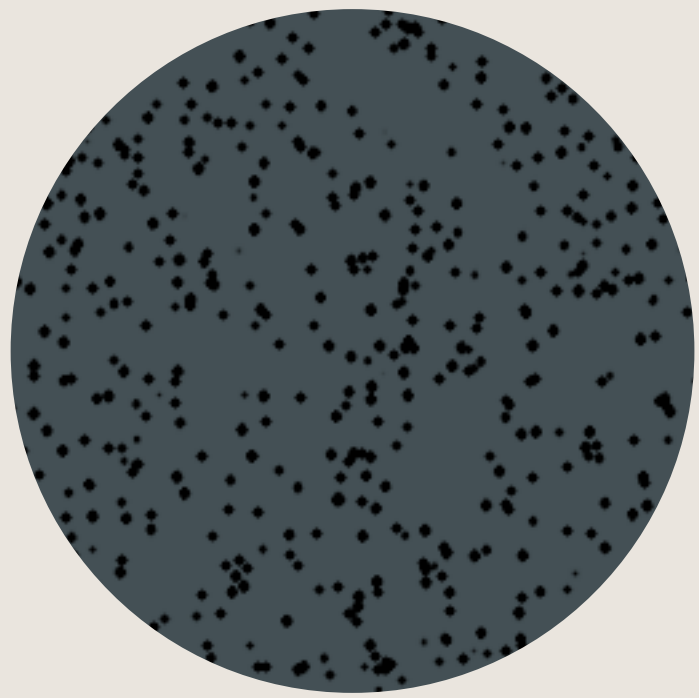
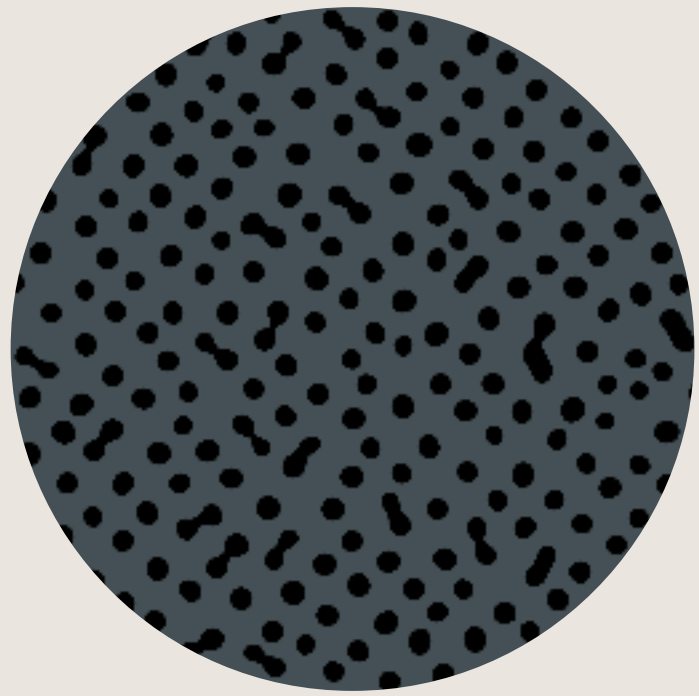


VIBRATION



TINTS





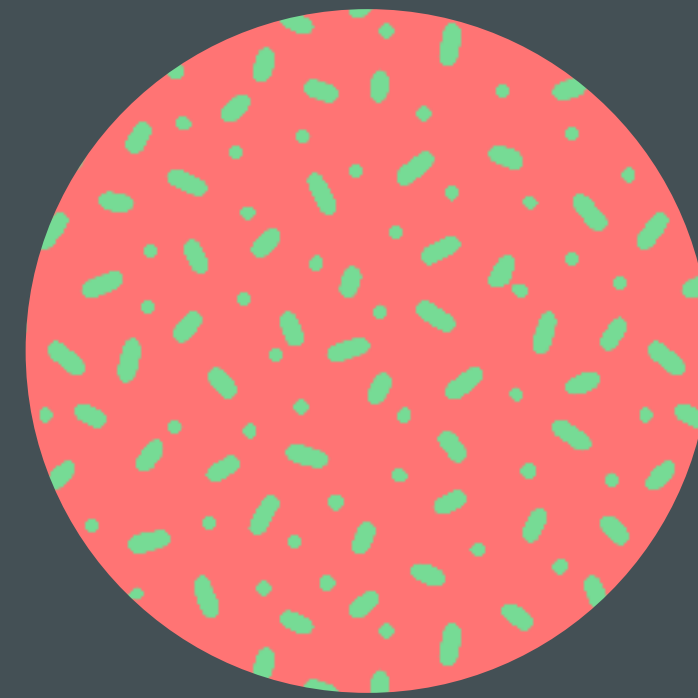
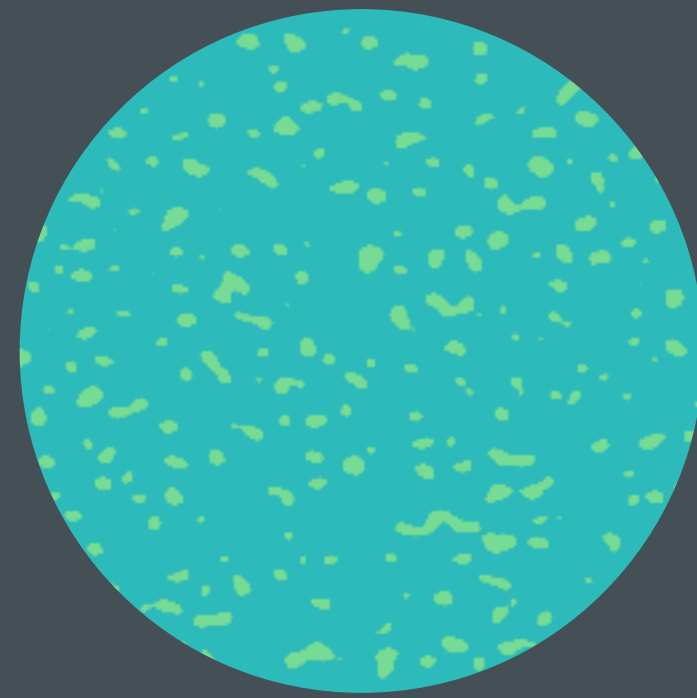
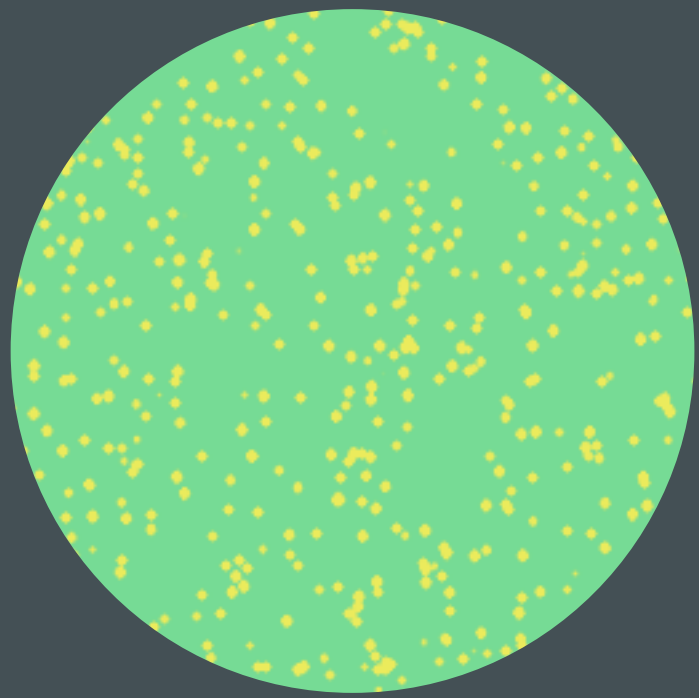
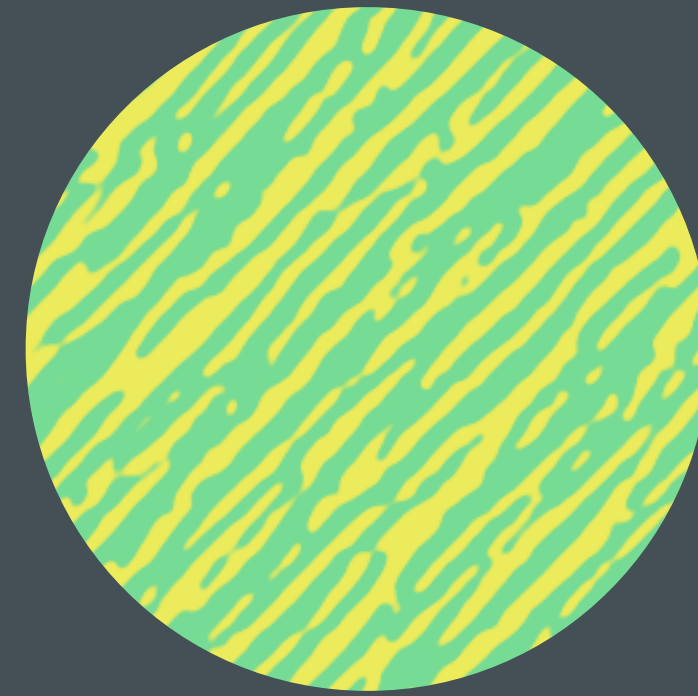
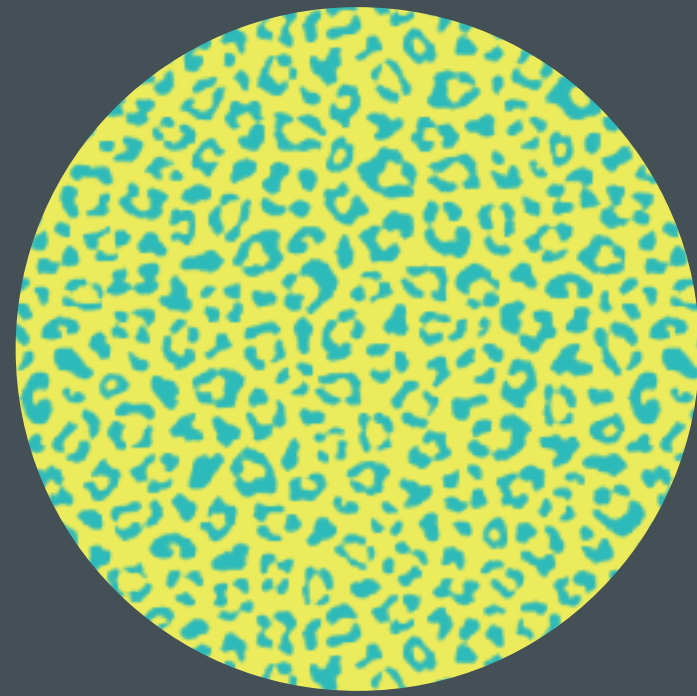
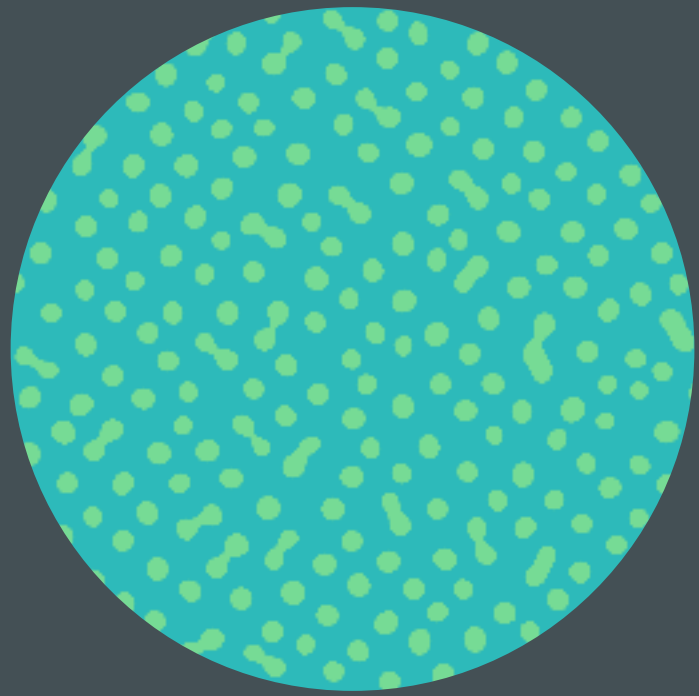
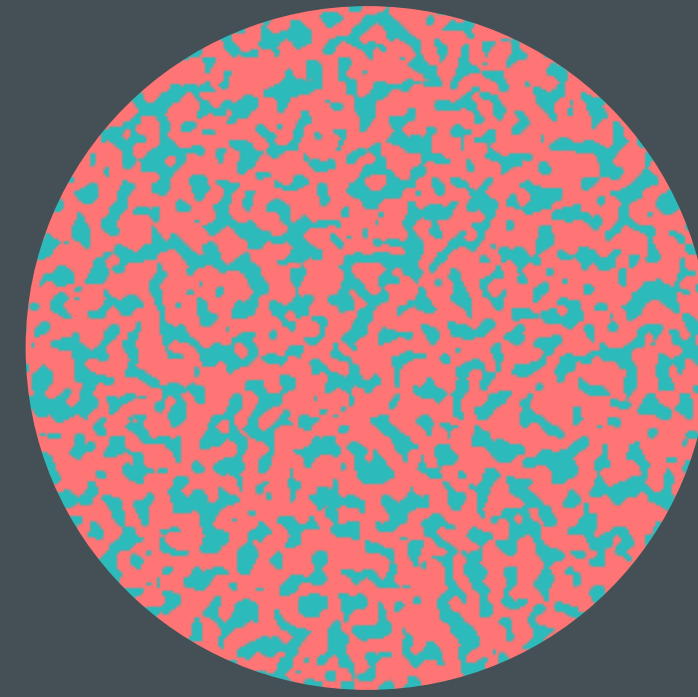


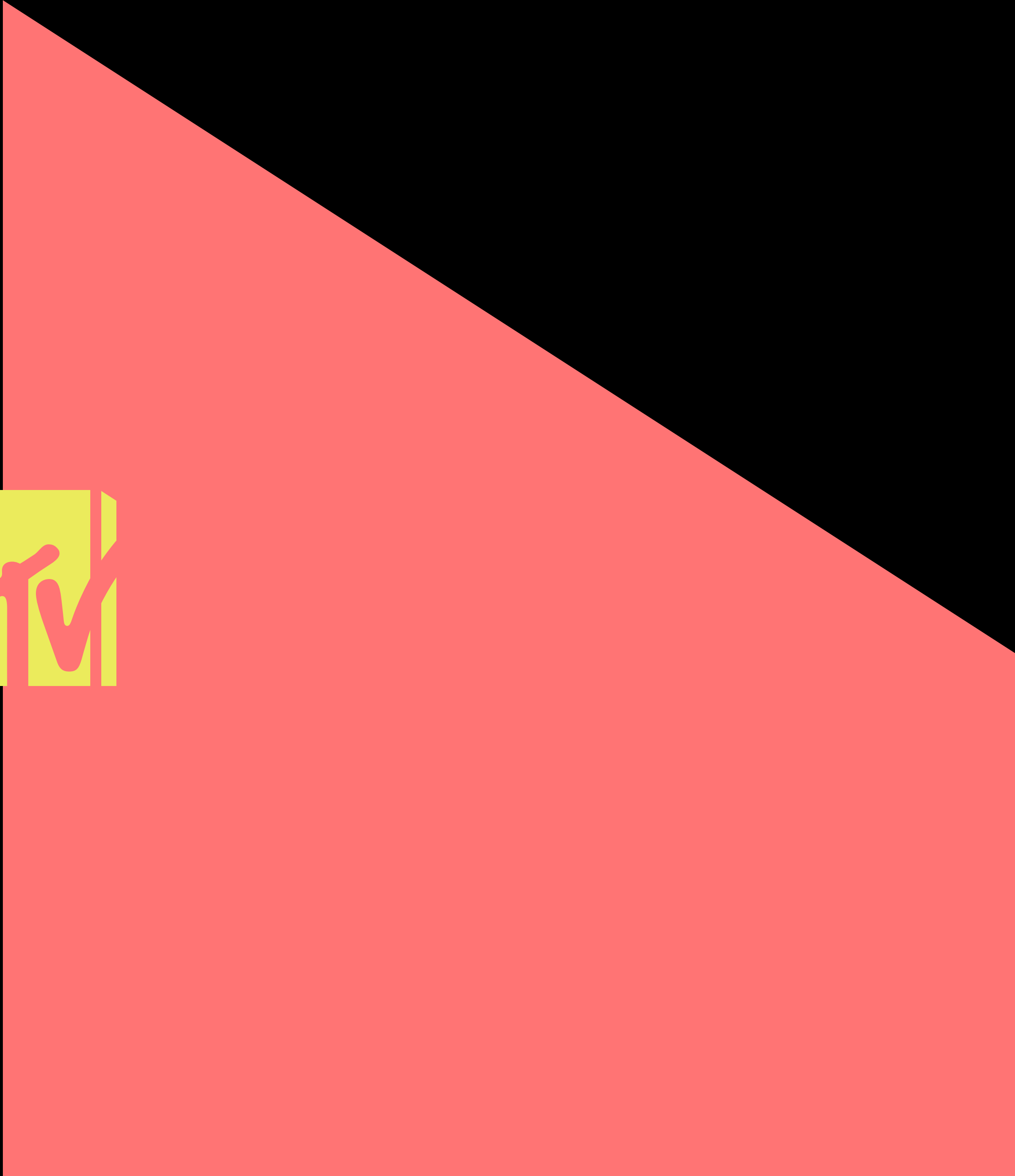
PHOTO COLOR TREATMENTS



MTV

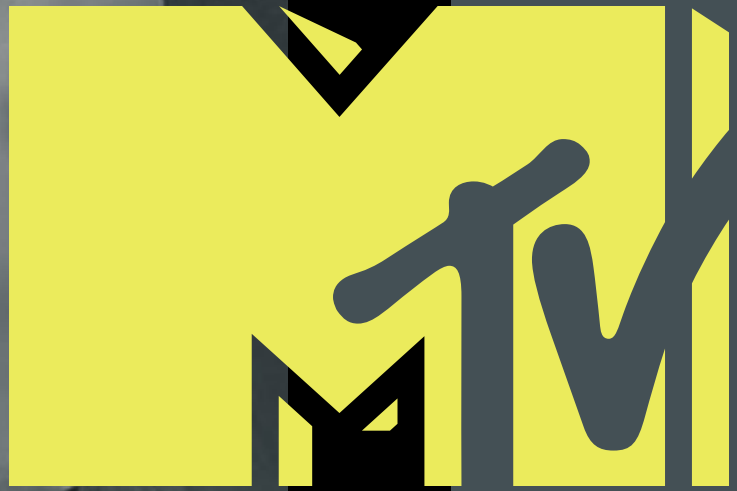


MTV



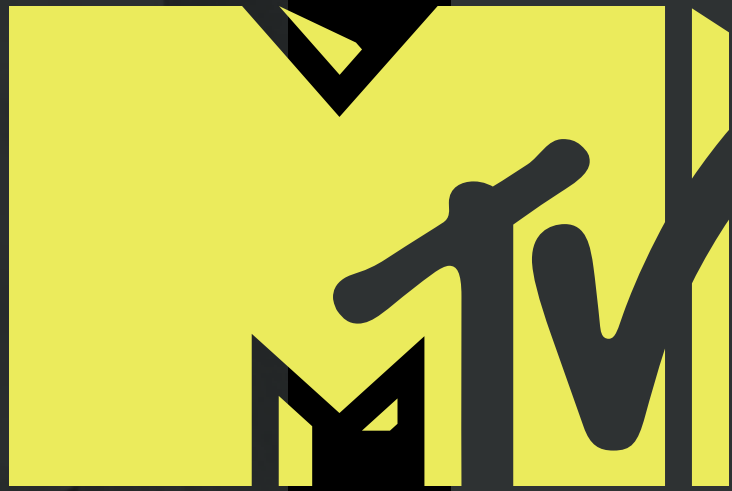


MTV





NTV



ADDITIONAL FONT OPTIONS

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adipiscing elit, sed diam nonummy nibh
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aliquam erat

16843512
19615328
16532321

Barlow Group

MICROMA

SUBHEADER

XLARGE 285.75

BARLOW CONDENSED 142.85

WITH SECOND LINE 250px tall

MEDIUM HEADLINE 114.28

BREAKS TO SECOND LINE 200px TALL

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
magna aliquam erat

168,435.12

196,153.28

165,323.21

Flama Group

JURA

SUBHEADER

Flama 280.1

FLAMA MEDIUM 140.05

With Second 250px tall

MEDIUM HEADLINE 112.2

SECOND LINE 200px TALL

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna ali-
quam erat

168,435.12

196,153.28

165,323.21

CALIBRE Group

MONTSERRAT

SUBHEADER

XLrg 325.75

CALIBRE 162.85

SECOND LINE 250px tall

MEDIUM HEADLINE 130.3

Breaks to second line.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
magna aliquam erat

168,435.12
196,153.28
165,323.21

Cooper Hewitt

MONTERRAT

SUBHEADER

XLARGE 256.4

Cooper Hewitt 128.2

WITH SECOND LINE 250px tall

MEDIUM HEADLINE 102.55

BREAKS TO SECOND LINE 200px TALL

XLRCG 2885.75

QANELAS soft 142.85

With Second line 250px tall

MEDIUM HEADLINE 114.28

SECOND LINE 200px TALL

XLRG 285.75

MONTSERRAT 142.85

SECOND LINE 250px tall

MEDIUM HEADLINE 114.28

SECOND LINE 200px TALL