

YOUTH. MUSIC. REAL.



YOUTH. MUSIC. REAL.



YOUTH. MUSIC. REAL.





CENTERED HEADLINE



CENTERED HEADLINE



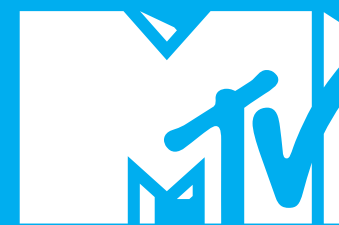
SECTION

Topic
headline.



SECTION

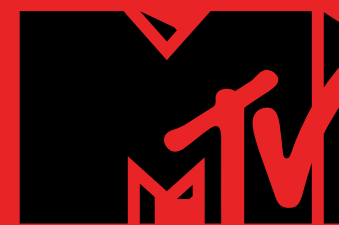
Topic
headline.



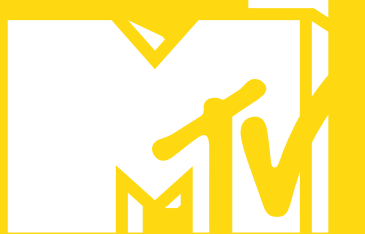
**So, what
happened?**



Things
changed.



**So, what
happened?**

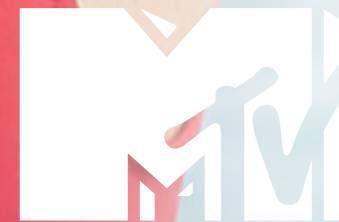


Things
changed.





Planning for the future





Planning for the future





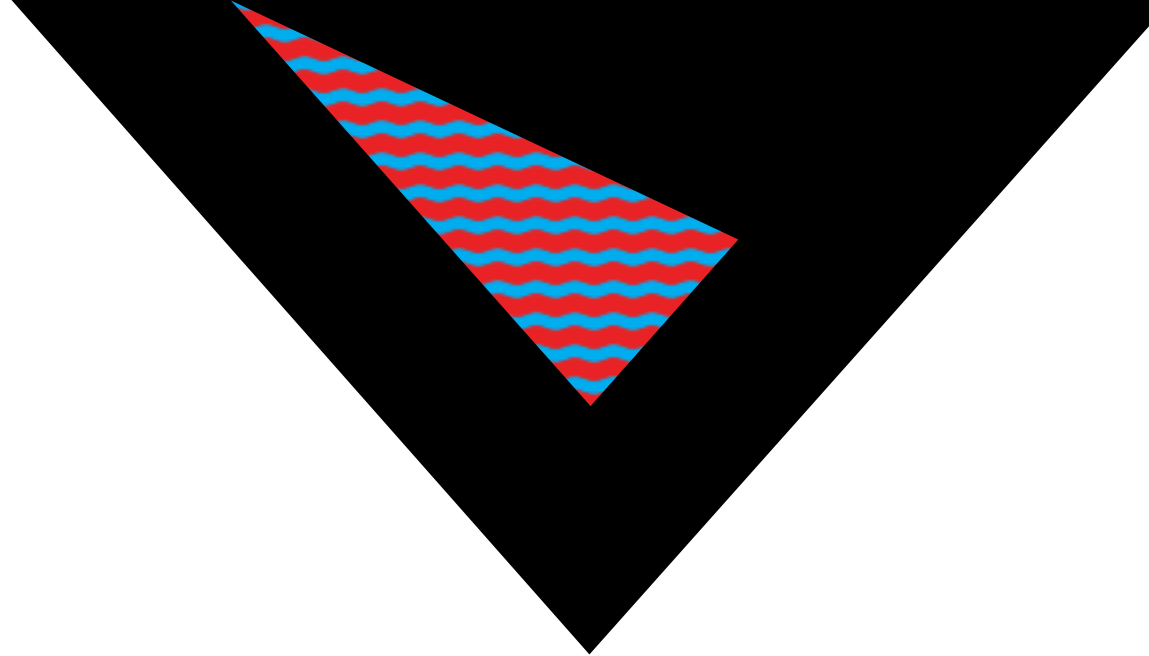
Planning for the future





Planning for the future





BUZZY + **CURRENT**

FUN + **FUNNY**

EDGY + **PROVOCATIVE**

SMART + **PIONEERING**



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





LOSING THE WAY



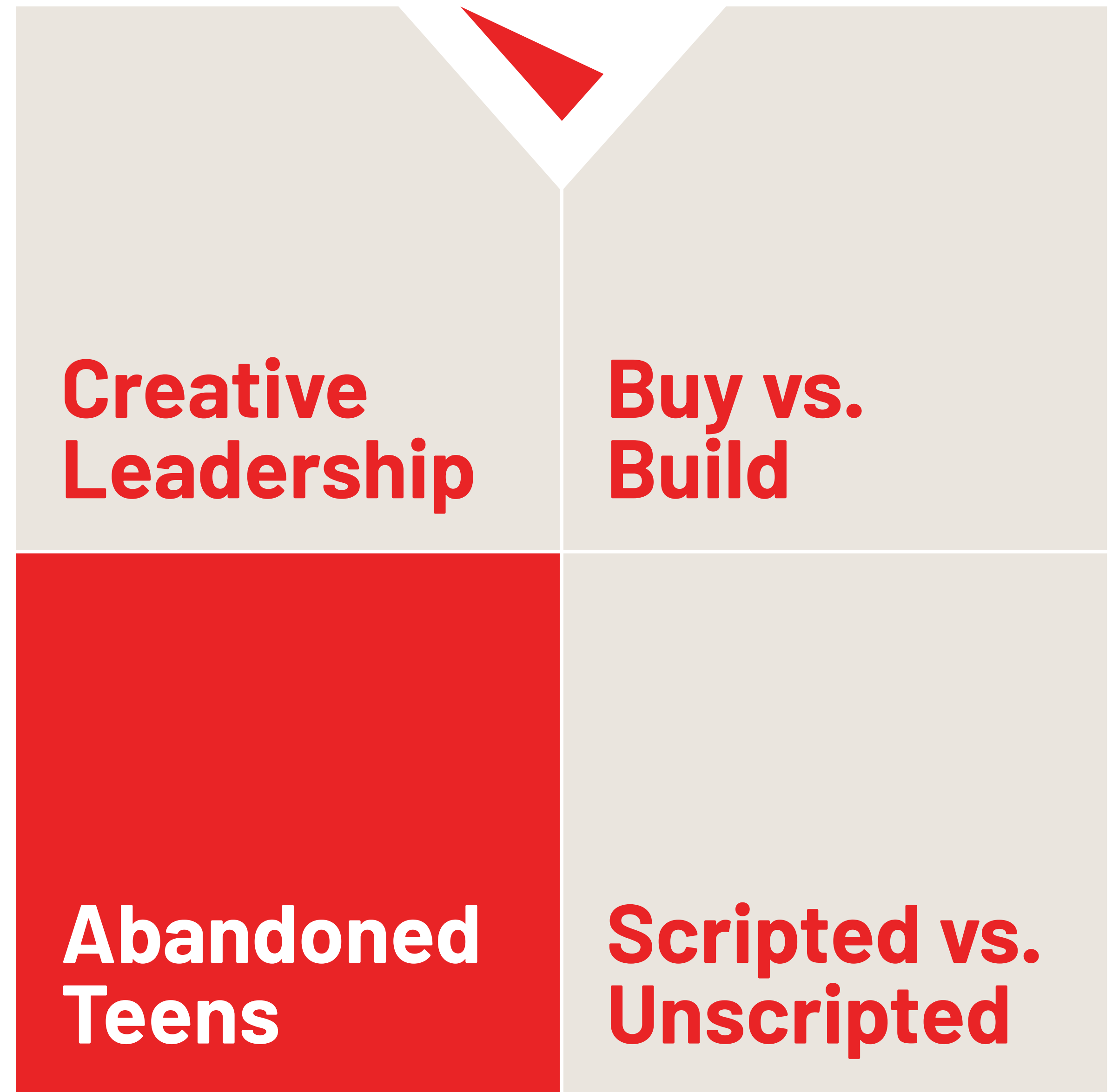
**Creative
Leadership**

**Buy vs.
Build**

**Abandoned
Teens**

**Scripted vs.
Unscripted**

WHERE WAS THE WAY LOST?





**THE
HILLS**



**TOTAL
REQUEST
LIVE**



**JERSEY
SHORE**



EVENTS



**NEWS &
DOCS**

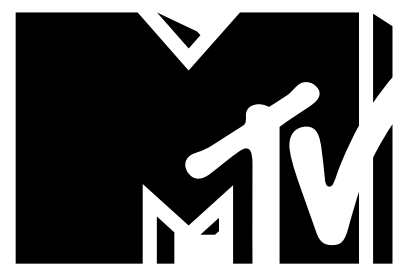




Our contact drove culture.



**Youth.
Music.
Real.**

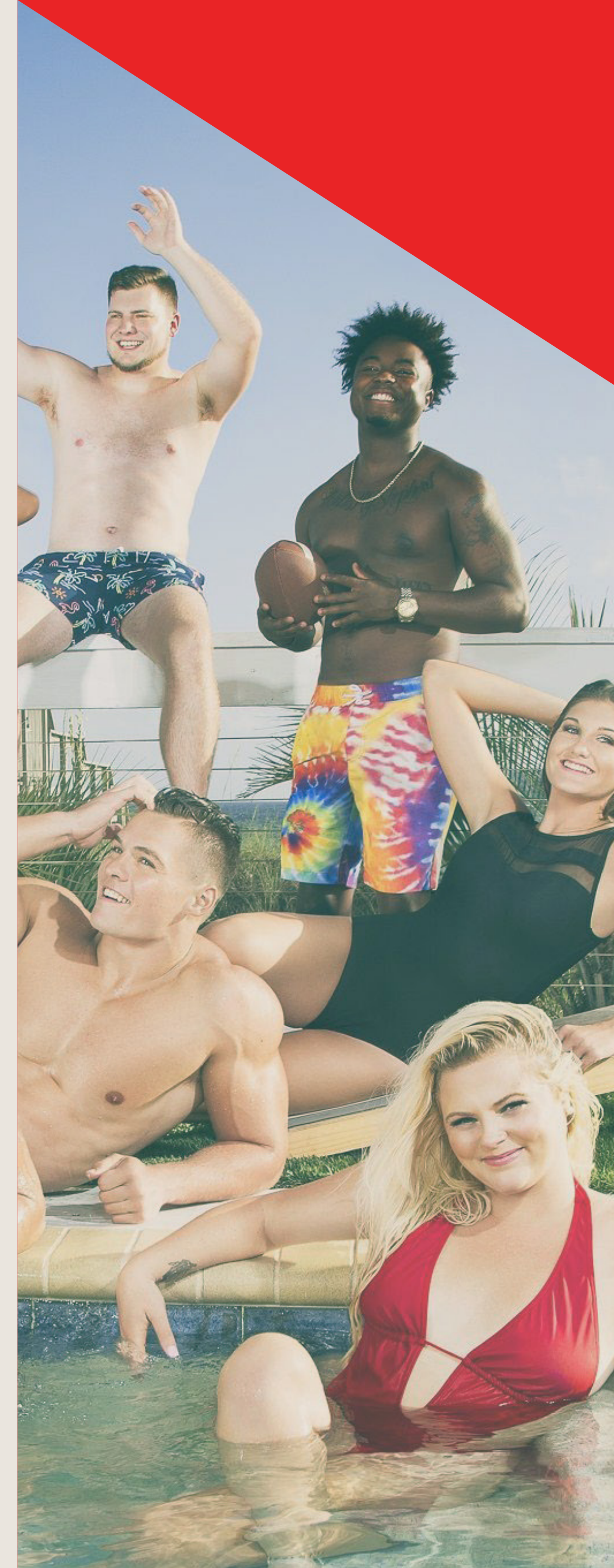


**Youth.
Music.
Real.**



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

MTV

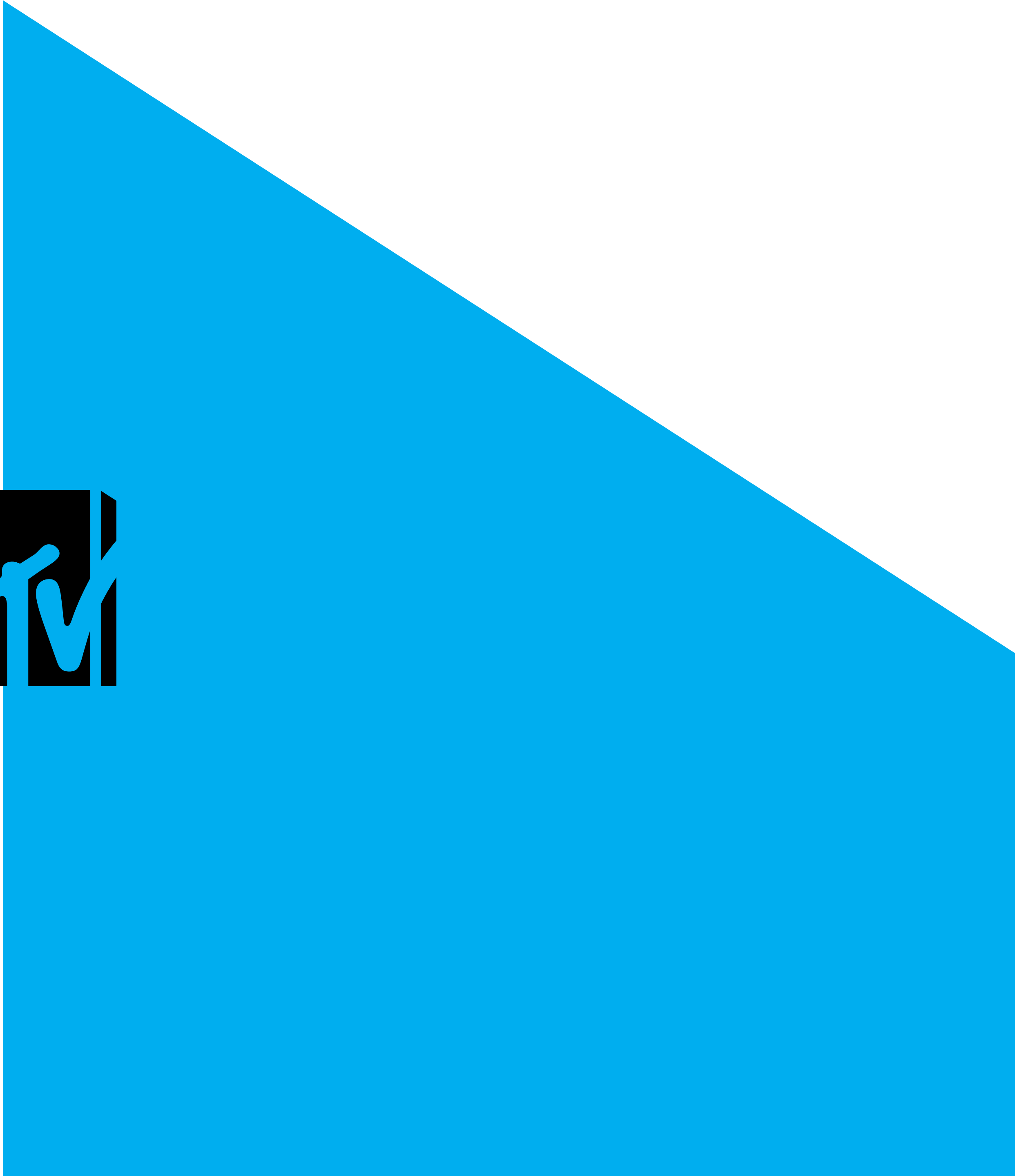


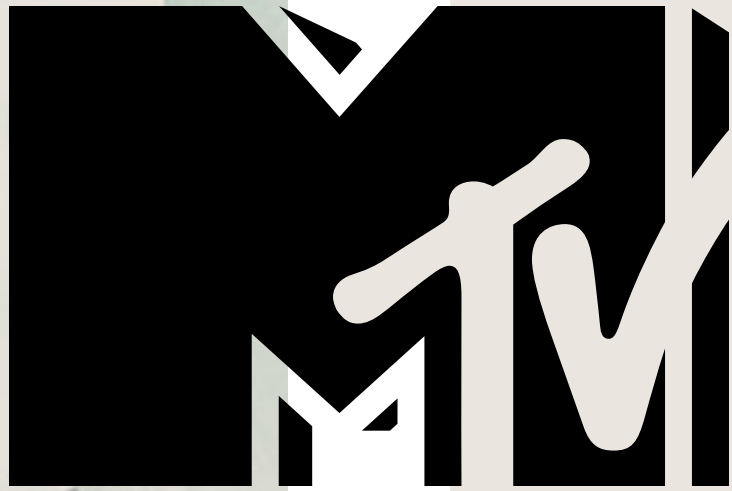


MTV



MTV







MTV

