

## MTV Networks Europe Fact Sheet

MTV: Music Television is Europe's largest television network and the leading multimedia brand for youth. For the 5th consecutive year, MTV has been named *The World's Most Valuable Media Brand* by Business Week & Interbrand's *2004 World's Most Valuable Brands Study*.

MTV Networks Europe encompasses 42 separate regionalised channels: MTV Central; MTV España; MTV European; MTV France; MTV Italia; MTV NL; MTV Nordic; MTV Polska; MTV Portugal; MTV Romania; MTV Russia; MTV UK & Ireland; MTV2 Pop; MTV Classic; MTV Hits; MTV Dance; MTV Base; MTV2; MTV Brand: New (Italia); MTV Hits (Italia); VH1 Classic; VH1 Classic European, VH1 UK; VH1 European; VH2; TMF nl; TMF Flanders; TMF UK; Paramount UK; Paramount Spain; Paramount Italy and 10 Nickelodeon Europe kids' channels. MTV Networks Europe also comprises a dedicated broadband service, MTV Live and MTV Networks Europe also owns a 50% stake in French videogames channel 'Game One' through a partnership with French media company Atari. The network is available on cable, satellite, digital, and terrestrial television and reaches more than 146 million households in 52 territories. In 1995 MTV became the pioneer broadcaster of Europe by embracing the digital and broadband cable marketplace with distinct MTV and VH1 programming services meant to personalise and deepen the music entertainment experience. MTV Networks Europe is wholly owned by Viacom and was originally launched on 1<sup>st</sup> August 1987.

- **MTV Central** – This 24-hour German language channel is seen free-to-air in Germany, Austria and German speaking Switzerland. It was launched on 6 March 1997. Localised programming is now produced from the channel's studios in Berlin. Website: [www.mtv.de](http://www.mtv.de)
- **MTV 2 Pop** - A music brand for the 14-29 year old viewers in Germany, Switzerland and Austria. It plays the top chart hits back-to-back every hour, everyday of the week. MTV 2 Pop has grown by an impressive 2000% since its launch in May 2001. Website [www.mtv2pop.de](http://www.mtv2pop.de)
- **MTV España** - Launched on 10<sup>th</sup> September 2000, MTV España is a 24-hour music channel created exclusively for Spain. Designed to reflect the tastes of young people in Spain, the channel features dedicated Spanish language programming and VJs as well as an on-air look and music policy that marries the best international music with the latest Spanish hits and artists. It is the most widely distributed music channel in Spain (reaching more than 12 million homes) and is available via cable, satellite and terrestrial platforms throughout Spain. Website: [www.mtv.es](http://www.mtv.es)
- **MTV European** - This 24 hour English channel dedicated to music and youth entertainment originally launched on 1st August 1987. The channel now services 23 European territories, including Hungary, Israel, Czech Republic, Turkey, and South Africa. MTV European relaunched in April 2002, bringing its viewers shows including The Dance Floor Chart and World Chart Express and giving MTV European greater local relevance across its European territories. Website: [www.mtv.tv](http://www.mtv.tv)
- **MTV France** - Launched on 20<sup>th</sup> June 2000, MTV France is a 24 hr channel dedicated to French speaking viewers and showcasing artists from both the international and the dynamic French music scenes. MTV France services France and Monaco as well as French-speaking Switzerland & Belgium (Wallonia) and French speaking Africa. Website: [www.mtv.fr](http://www.mtv.fr)

- **MTV Italia** - Launched in 1<sup>st</sup> September 1997 as a 24-hour terrestrial channel MTV Italia is based in Milan, although the channel also has a studio in Rome. In 2001, TMC2 and MTV created a new 24-hour television channel branded MTV: Music Television and dedicated to music and youth entertainment programming. It is broadcast round the clock to Italian terrestrial and satellite viewers. Website: [www.mtv.it](http://www.mtv.it)
- **MTV NL** - A dedicated MTV channel for the Netherlands was launched on 12<sup>th</sup> September 2000. The service was created to increase the relevance of MTV's programming to 13-34 year-old Dutch viewers by focussing on local content and language throughout the schedule. Website: [www.mtv.nl](http://www.mtv.nl)
- **MTV Nordic** - Launched as a fully localised channel on 15<sup>th</sup> June 1998, this 24-hour English language music and entertainment service is seen in Sweden, Denmark, Norway, Estonia, the Faeroe Islands, Finland, Latvia and Lithuania. Website: [www.mtve.com](http://www.mtve.com)
- **MTV Polska** – Launched on 7<sup>th</sup> July 2000, MTV Polska is a 24-hour Polish language channel. A joint venture between MTV Networks Europe and UPCtv, MTV Polska is available on the digital satellite platform Cyfra Plus as well as via the biggest cable networks in Poland including UPC Cable, Aster City and Vectra. Website: [www.mtv.pl](http://www.mtv.pl)
- **MTV Classic** – Building on the success of the MTV brand in Poland, MTV Polska launched MTV Classic as a second bespoke music television channel targeting Polish viewers aged 25-39. MTV Classic, which launched on 29 June 2002, focuses on “greatest hits” from the past 20 years and the biggest hits today and features popular international and Polish artists. Website: [www.mtvclassic.pl](http://www.mtvclassic.pl)
- **MTV Portugal** - Launched on 3 July 2003, MTV Portugal is designed to reflect the tastes of Portuguese youth. Available via cable and satellite through TV Cabo, Cabo Visao, and TV Tel, the 24-hour channel features a music policy that marries the best international music with the latest Portuguese hits and artists. MTV Portugal delivers significantly enhanced promotional opportunities for Portuguese talent with a particular focus on genres including rock, pop, metal, rap and hip-hop. The channel is the most widely distributed music TV service in Portugal. [www.mtv.pt](http://www.mtv.pt)
- **MTV Romania** – This 24-hour regional music television channel was launched on June 15 2002 after a multi-year licensing agreement was signed with Romanian broadcaster, Music Television Systems (MTS). The channel is targeted at the Romanian youth audience in the 15-24 year old age group. MTV Romania features a fresh mix of Romanian bands and international artists. Website: [www.mtv.ro](http://www.mtv.ro) .  
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- **MTV Russia** - Launched on 26 September 1998, MTV Russia is a Russian language free-to-air service seen in 28.3 million households across Russia and CIS including cities such as Moscow, St. Petersburg, Omsk, Voronezh, Novosibirsk and Ekaterinburg. MTV Russia became the first western television network customised specifically for Russian youth. Targeting 11-34 year-olds, the advertiser-supported network features a mixture of music videos from Russian and international artists programmed locally from its Moscow production base. MTV Russia VJs cover the Russian music scene and introduce locally relevant programming that reflects MTV's unpredictable, irreverent style. MTV Russia is a partnership between MTV Networks and a number of Russian investors. Web site: [www.mtv.ru](http://www.mtv.ru)
- **MTV UK & Ireland** - This 24-hour English language channel is dedicated to music and youth entertainment. Servicing the UK and Ireland, the channel was launched on 1<sup>st</sup> July

1997 and features brand new show formats to further reflect local tastes and sensibilities.  
Website: [www.mtv.co.uk](http://www.mtv.co.uk)

- **VH1 European** - Aimed at the 25-44 demographic VH1 European is available in English to 35 territories across Europe, Africa and the Middle East. VH1 European produces a variety of comprehensive programming encompassing aspects of popular music and celebrity lifestyle. From non-stop video hits to in- depth documentaries, specials, live events, VH1 European keeps viewers in touch with the music they love. VH1 European plays the very best of contemporary music, along with classic tracks from the 60's, 70's, 80's and 90's. Website: [www.vh1e.com](http://www.vh1e.com)
- **VH1 UK** - Aimed at the 24 - 44 demographic, VH1 is the sassy music and entertainment channel which provides 24hr access to the world's most glamorous stars via celebrity shows, classic music-based films and a fun-loving and upbeat playlist. As well as regular themed days and weekends, VH1 UK also reflects the wider interests of its audiences by looking beyond music to comment on and celebrate popular culture. Website: [www.vh1.co.uk](http://www.vh1.co.uk)
- **VH2 UK** - Launched on 16th December 2003, VH2 is the real music antidote to today's diet of manufactured pop - featuring the cream of accessible rock and guitar music from the Roses and the Mondays to The Strokes and The White Stripes. The channel is aimed at the discerning 25yr old + music lover who is still actively enthusiastic about music and about new album releases.
- **TMF NL** - TMF (The Music Factory) was launched on 1<sup>st</sup> May 1995 in the Netherlands. On 1<sup>st</sup> June 2001 MTV Networks Europe acquired TMF in the Netherlands and Belgium. TMF is a fully interactive music channel offering viewers the ability to create their own TV content by via ID membership through the website [www.tmf.nl](http://www.tmf.nl). They can also participate in artist chats and each ID Member has their own personal webpage. The service features popular music and lifestyle content targeting 13-34 year-olds in the Netherlands via a customized 24-hour Dutch language network and website. Website: [www.tmf.nl](http://www.tmf.nl)
- **TMF Flanders** –The Music Factory was launched in Flanders, Belgium on October 3<sup>rd</sup> 1998. TMF Flanders was the first Flemish music channel with Flemish VJ's and Flemish programming. Website: [www.tmf.be](http://www.tmf.be)
- **TMF UK** - The first music and entertainment channel designed to appeal to the whole family, TMF targets specific family members at different times of the day, according to their availability to view. As well as showcasing the best pop videos from the biggest stars, live events and key VH1 and MTV programming, TMF also provides the perfect soundtrack to family life and is one of only two music channels on the rapidly growing Freeview platform. TMF UK launched in October 2002 and broadcasts 24 hours a day. Website: [www.freeview.co.uk/whatson/ch21.html](http://www.freeview.co.uk/whatson/ch21.html)
- **Game One** - Launched in September 1998, **Game One**, a 24-hour local language channel devoted to games, is distributed to 3.5 million homes on all cable and satellite platforms in France. An alliance between MTV Networks Europe and the French media company Atari, the fully-integrated Game One comprises interactive elements such as SMS chat, competitions, news, reviews of current games, games tips and a dedicated website([www.gameone.net](http://www.gameone.net))

## EUROPE - DIGITAL CHANNELS

MTV Networks Europe is the leading provider of digital music programming services in Europe, offering viewers enhanced, personalised viewing options.

- **MTV2** – MTV2 launched on the internet in October of 1998. The 24-hour English language network features a “liquid TV” programming format that encompasses a variety of music genres. MTV2 is now an interactive music channel playing diverse and adventurous music, and is home to ‘Gonzo’ hosted by Zane Lowe. Web site: [www.mtv2europe.com](http://www.mtv2europe.com)
- **MTV Base** – MTV Base, the only music channel dedicated entirely to urban music, 24 hours a day, seven days a week, was launched on July 1<sup>st</sup> 1999. MTV Base features the latest in slick visuals, artist profiles and celebrity interviews from the UK and around the world. Web site: [www.mtv.co.uk/base](http://www.mtv.co.uk/base)
- **MTV Dance** - MTV Dance is designed to get you moving by playing the biggest chart & club hits 24/7. Launched in April 2001, MTV Dance broadcasts the tracks that are filling dancefloors across Europe and covers the biggest dance events in the UK & Ibiza. Website: [www.mtv.co.uk/dance](http://www.mtv.co.uk/dance)
- **MTV Hits** - MTV Hits is a channel of pure unadulterated music, broadcasting the hottest hits en route to and in the charts, as well as delivering the celebrity gossip & goings-on in the music industry via **MTV Scoop** (text displayed over music videos). MTV Hits was launched on 20<sup>th</sup> April 2001. Website: [www.mtv.co.uk/hits](http://www.mtv.co.uk/hits)
- **MTV Hits (Italia)** – A 24 hour Italian language channel dedicated to the most popular songs by the most popular artists. MTV Hits mixes pop, commercial dance and r&b sounds with music from the most popular Italian artists and includes live concerts, specials and exclusive interviews. MTV Hits was launched on 14<sup>th</sup> September 2003 on the Sky Italia platform.
- **MTV Brand:New (Italia)** – A 24 hour Italian language satellite channel dedicated to quality music, emerging artists and new trends including alternative rock, cutting edge electronic music, exotica and chill-out. Content includes live performances and themed shows. MTV Brand: New was launched on 30<sup>th</sup> August 2003 on the Sky Italia platform.
- **VH1 Classic** - VH1 Classic dedicates its music and programming to unashamed nostalgia, with a feast of classic hits from the ‘60s to the ‘90s for viewers looking to enjoy an evocative trip through the music that has defined who they are.
- **VH1 Classic European** - The most mature of the VH1 channels, VH1 Classic European launched November 2004 and compliments it’s younger sibling VH1 European by playing truly timeless tracks that have stood the test of time. VH1 Classic is for those looking to revel in unashamed nostalgia and will offer its audience a trip through memory-lane, with the music that has defined who they are.

## **EUROPE – BROADBAND CABLE**

- **MTV Live** - MTV Live is a broadband music entertainment service, available as a media player offering streaming video content including live music performances, shows, interviews, news, charts, games, competitions and on-demand video. MTV Live, which launched in Europe in December 2001, is targeted at MTV's core 16-34 year-old demographic. MTV Live was one of the world's first TV channels designed exclusively for IP broadband distribution and is available in , Belgium, Luxembourg , Italy, Norway, Spain and UK

## **NICKELODEON EUROPE**

- Nickelodeon Europe is the European broadcast division of global kids' multimedia entertainment brand Nickelodeon. Nickelodeon Europe broadcasts in 13 languages to 63 million households in 75 territories in Europe, CIS and Africa, via a combination of cable, satellite, terrestrial and digital TV platforms. Targeted at kids between (4-14), Nickelodeon Europe encompasses 10 localised Nickelodeon television channels broadcasting 28 hours or more per week (Belgium, CIS, European, Cyprus, Holland, Hungary, Israel, Italy, Nordic and Spain) and 6 further Nickelodeon-branded kids' programming blocks on third party broadcasters in Africa, Belgium, CIS, France, Greece and Turkey. Four further channels for the UK market - Nickelodeon UK, Nick Jr. and digital channels Nicktoons and Nick Replay - operate under a joint venture agreement with BSKYB, reaching an additional 8.9 million households in the UK and Ireland.

## **PARAMOUNT UK, SPAIN & ITALY**

- Paramount Comedy is specifically tailored for the local market with a mix of original local and international comedy television programmes and films. Paramount Comedy aims to make itself the number one destination for comedy for UK, Spanish and Italian viewers by offering well-loved local comedy favourites alongside quality US and UK product such as *Clueless*, *Roseanne* and *Absolutely Fabulous*.

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