



CLASSIC

MTV

MUSIC CHANNEL

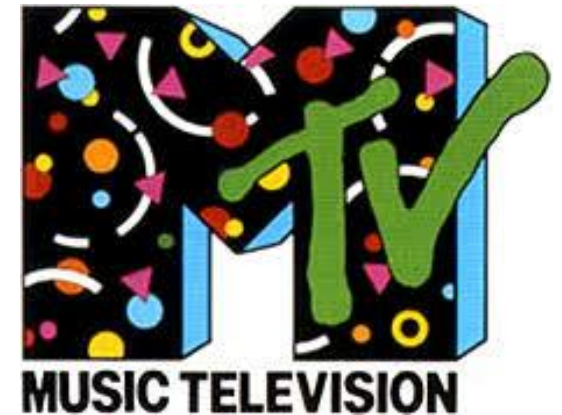
History of channel

Is an American cable and satellite television channel owned by Viacom Media Networks (a division of Viacom) and headquartered in New York City. The concept of the channel appeared in 1978 — as the music channel of a local cable network in Columbus, Ohio. MTV began broadcasting nationwide on August 1, 1981. Pretty soon record companies saw MTV as a huge marketing tool, and almost all new singles were accompanied by video clips, which many artists turned into mini-movies.

In 1984, MTV released its first Top 20 Video Countdown. Since the same year, awards ceremonies for the most popular clips on the channel (MTV Video Music Awards) have been held. In 1985, social advertising for safe sex first appeared on the channel.

August 1, 1987 with the video "Money for Nothing" began broadcasting European branch of MTV - "MTV Europe", which in the following years licensed the creation of many national channels MTV in Europe.

Currently, the MTV brand is licensed to a large number of TV companies around the world.



Target audience



In the early years, the main target audience of MTV was young people, but today it is primarily teenagers, especially schoolchildren and students.

LOGO

The channel's logo - a capital letter "M" with the signature "tv", made in the style of graffiti - was the idea of the group "Manhattan Design", the authors were Frank Olinsky and Patty Rogoff. Since August 1, 1981, the letter "M" has been transparent. From the late 90s to April 10, 2010 - painted over. On April 10, 2010, the logo changed - it was slightly reduced in size, and the inscription "Music Television" disappeared.





The format of the channel

The number of MTV shows grew. Initially, the channel format was a continuous rotation of video clips. Then there were specialized music programs. In 1984, the program "Top 20 Video Countdown" was released, and a few months later, the MTV Video Music Awards ceremony, which has become traditional today, took place. The scope of the channel attracted more and more talent. Adam Sandler, Chris Rock, Ben Stiller took part in the filming of youth sitcoms. Former rolling Stone editor Kurt Loder attended the launch of " MTV News."

The logo features the name 'daria' in a black, lowercase, cursive font. The text is set against a bright yellow circular background, which is itself surrounded by a thick teal border. Below the text, the top portion of a cartoon character's head is visible, showing dark brown hair and the top of a pair of large, round, black-rimmed glasses. The character's eyes are closed in a neutral, slightly annoyed expression.

daria

Animated cartoon

In 90's appeared animated series: "Beavis and Butt-Head" (Beavis and butt-head, 1993), "Daria" (Daria, 1997), "Celebrity Deathmatch" (Star battle to the death, 1998).

Social advertising

Various actions of MTV were aimed at increasing the social and political activity of young people, attracting young people to environmental problems. The channel maintained links with the Department of health and regularly produced videos in support of safe sex or the fight against drugs





Censorship

The management of MTV always strictly treated a question of censorship and did not allow to air, or transferred to night time, video clips, anyway, illustrating or provoking violence, drugs, homophobia, racism, the weapon, a crime and so forth. That would not speak, the channel took not only entertaining, but also educational work.