

nello





the kids will know it's bullsh*t branded content & a millennial audience



rebecca preuss editor

for your tagging pleasure!









founded in the U.S.A.

1 August 1981

now...

in 791m households

2.87m in australia

728k in new zealand





digital source: adobe omniture site catalyst, 01/03/17-28/02/18, global traffic social followers of australian accounts as at 14/03/18. avg monthly facebook video views sep17-feb18.

1. listen to your audience

2. pilot & scale

3. be authentic



mtv australia

shows

festivals

live music

entertainment news

events

key vertical pillars

short-form video



ecitorial pilars

entertainment music style

travel fit jobs pride movies



traditional international structure

HQ down / US lead

linear strategy flow

highly regulated





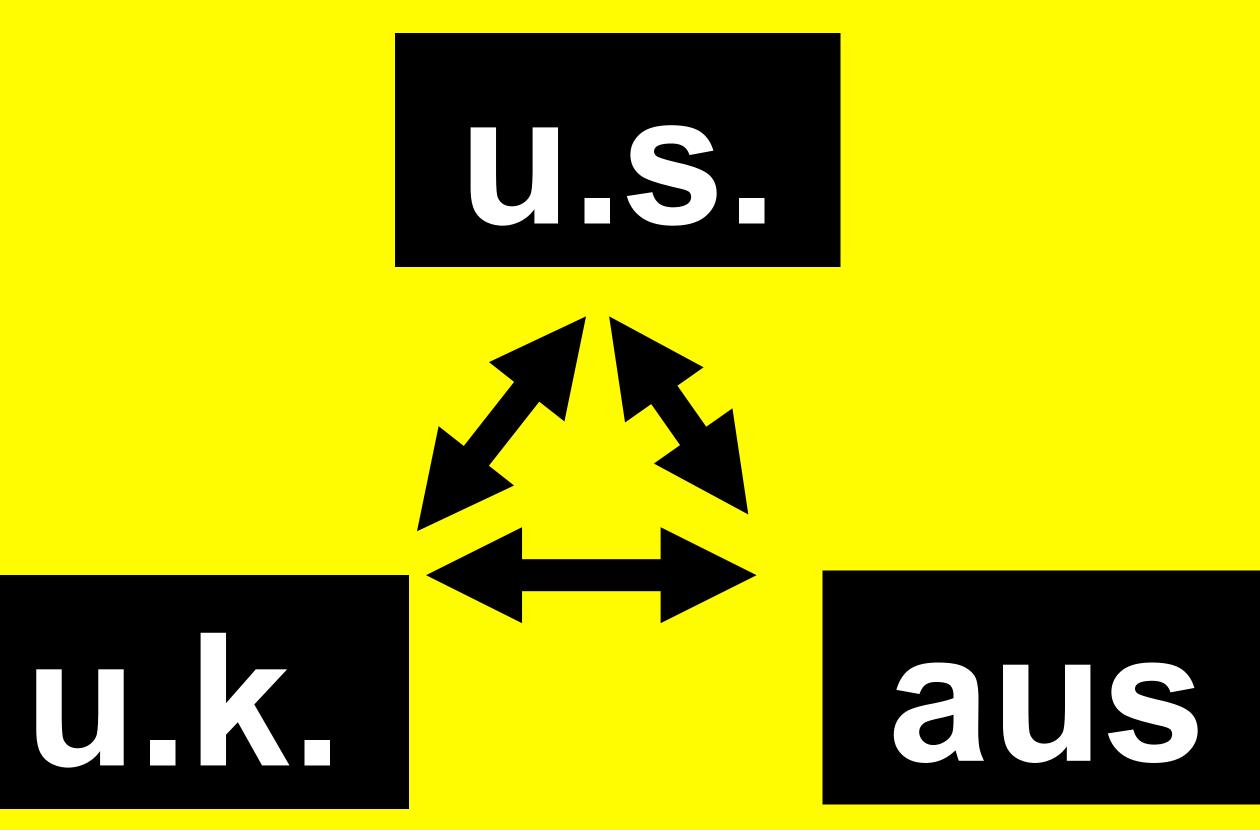


content sharing / always on structure

leverage timezones

share content

learn from large markets

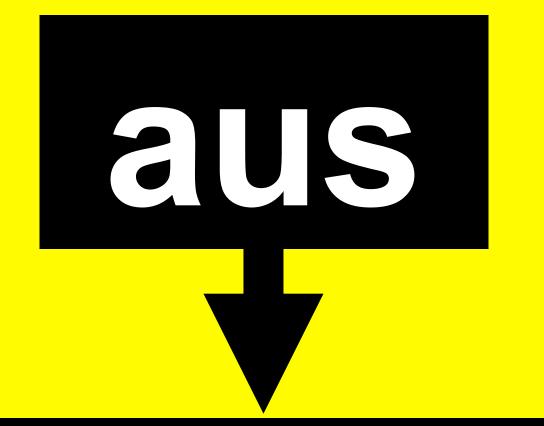


pilot and scale structure

encourage risk taking

invest in pilots

ideas from anywhere



international

our heartbeat...

5 local news bulletins

per week

rolled out on the apn

xtrack tv

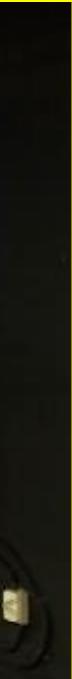
+ online, social & TV

supplemented with written

article on the website



mtv news on apn xtrack tv





integrated website video series

video series created

to support new pillar

recreated versions

in portugal & italy

now part of the mtv ema



integrated website video series

continuous transformation

#itgirls becomes imprint

don't stop listening

and iterating

don't stop listening

and iterating



-

mtv fit x adidas

viral hit to commercial integration

editorial video goes viral

used to identify

audience interest

packaged follow-up series

made with contiki



111m video views

OUR GENERATION SUMMED UP



AND THEY FIND OUT THEY'RE NOT SPECIAL,

1.2m combined video views



TO SOCIAL MEDIA?



RUINED DATING?



viral hit to commercial integration

editorial video goes viral

used to identify

audience interest

packaged follow-up series

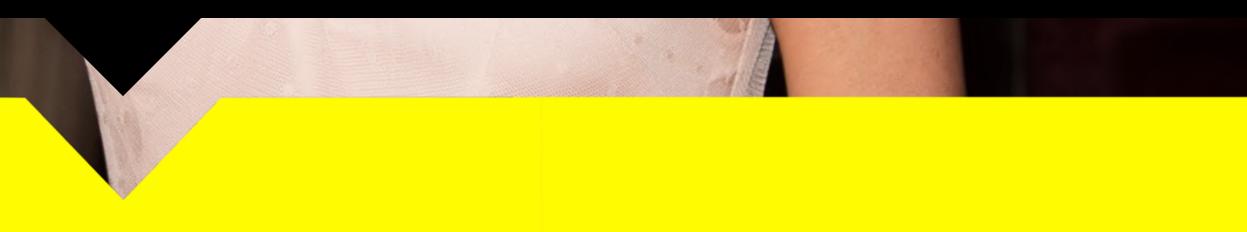
made with contiki





paris hilton x chemist warehouse







Sponsored content to viral hit

networking after another

sponsored event

main format was

exclusive facebook live

post-produced piece

was released with an

editorial scoop which went

viral across other publishers







2. pilot & scale

3. be authentic

1. listen to your audience



