



## CHAPTER 2

Fig. 2.1



# CLIENT PROFILE



Fig. 2.2

## 2. MTV Networks



MTV (an acronym for Music Television) is an American cable television network based in New York City. Launched on 1 August 1981, the original purpose of the network was to explore a new dimension in music – the music video. Since its inception MTV has revolutionised the music industry, becoming one of the icons of Popular culture in the 80's and 90's. MTV is a dedicated video-based outlet for music and acts as a central location for music events, news and promotions, which could be used by fans and artists alike.

Appropriately, the first music video shown on MTV was “Video killed the Radio Star” by The Buggles. This also gave rise to the new concept of VJ's (video jockey) that played on the acronym DJ (disk jockey) used in radio.

Early music videos on MTV were often promotional or concert clips (whatever could be found) as the whole idea of Music Television was still controversial.



Fig. 2.3

The popularity of MTV rose considerably, and record companies started to realise the potential of music videos as a medium to gain recognition and publicity. This resulted in record companies increasing the quality of clips specifically for the network. It also had a positive influence on the short film industry and several well known film directors started off by creating music videos.

A large number of artists became regular household names through their introduction by MTV, such as The Police, Culture Club, Def Leppard, Duran Duran, Bon Jovi and Madonna. Notably one of the favorites was Michael Jackson. Launching his solo career, he became the first black artist to feature on the channel, and help put the then struggling music channel on the map.  
(MTV,2007)

MTV's influence on Popular culture was so overwhelming that a whole generation was named after it -

“The term MTV Generation is used to define a generation of teenagers and young adults influenced by fashion trends, music, and slang terms shown in music videos on the newly created cable channel MTV. MTV Generation has often been associated as a neologism for Generation X.”

(MTV Generation,2007).

Today, MTV has channels in numerous countries around the world, making it the global icon in music television.

MTV Base Africa is MTV Networks' first venture into the African continent. The aim is to establish a Pan African music channel dedicated to developing and encouraging grassroots' African music talent. MTV Base Africa is a music channel that becomes part of the fabric of African youth culture, which will use the common language of music to go beyond political boundaries and unite fans from different backgrounds and cultures.

At its launch on 22 February 2005, MTV Base was provided with 1.3 million viewers through dedicated pay TV platforms such as the South African based MultiChoice DSTV, Pan African, Nigerian based CTL, FSTV and Trend TV.

Simon Guild, CEO of MTV Networks Europe reckons that they "...are not satisfied with a million-plus pay TV subscribers. We want a broadly distributed TV channel, in lots of countries and to lots of audiences. We want to evolve advertising driven models, in many formats, and this will include terrestrial broadcasters."

(MTV Launch,2005)



Fig. 2.5 Percussion drummers performing at the Oppikoppi "The way of the Dassie" Festival in Northam.