

## MTV to Super-Serve People

Written by Robert ID557

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MTV today announced three new U.S. customized MTV channels specifically designed to super-serve ethnic populations in the U.S. These channels will feature the best music and shows from MTV's international channels and original programming, promos and packaging created in the U.S., to become the pop culture destination for their respective audiences. MTV Desi, serving audiences with roots in the Indian sub-continent living in the US, will be the first channel to launch. It will be followed by MTV China and MTV Korea in 2005, with additional channels to follow.

These new MTV channels will cater to the needs of Americans with an affiliation to a home country or culture that is not catered to by American mainstream media. MTV's unique global network of locally programmed channels offers a vast inventory of programming in native languages which resonates and connects deeply with local populations. Rather than re-broadcast existing international feeds, MTV is creating new channels specifically for the U.S., adding local VJs, music and live events from the best of its global programming to tap into the rich transcultural nature of the target audiences in a manner that uniquely connects local audiences to their homeland.

MTV also announced today that Nusrat Durrani will be named to the post of General Manager/SVP MTV World and will oversee these new offerings. "We live in an increasingly diverse and multi-cultural country, where conversations at the dinner table and in the living room are more and more taking place in Chinese, Hindi, Urdu and Korean," said MTV Networks Chairman and CEO Judy McGrath. "Launching these new channels is the next logical and tremendously exciting step for MTV Networks, delivering customized programming that reflects the bi-cultural identities of these audiences, not to mention providing another platform for all the great talent from these communities."

Van Toffler, President, MTV Networks Music Group offered, "At MTV, we're always looking for new and better ways to super-serve the growing niche audiences in the US with unique platforms created especially for them. I couldn't be more excited about these launches -- especially because I'll learn how to say 'super-serve' in at least three languages. We are lucky to have Nusrat on board to run this business. His enthusiasm and strategic thinking are essential to helping us reach underserved ethnic groups who are craving programming from their homelands."

"MTV offers incredibly diverse local programming around the world. These new channels will use the best of this content to provide millions of young Americans with a connection to the

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youth culture of their countries of origin," remarked Bill Roedy, President, MTV Networks International. "These three new channels represent a milestone in our development as a global company, with foreign language content from our international channels being used to help drive our business in the U.S."

"We are always seeking ways to create value for our affiliates and we know that these new networks will create a great new way for them to reach additional audiences and grow their businesses. MTV World continues in MTV Networks' tradition of identifying underserved audiences and developing content that uniquely serves their needs," said Nicole Browning, President Affiliate Sales and Marketing.

According to MTV research, these populations are currently underserved by the media and there is a great appetite for local language channels amongst these groups. Many of these ethnic groups prefer speaking their home language, and are hungry for music and culture from their country of origin.

Durrani joined MTV Networks in 1996 and was part of the team that launched MTV's interactive division. He was held several positions at MTV Networks during his 9 year tenure with the company including Director, Business Development and Operations; Vice President, Strategic Partnerships; and most recently Vice President, E-commerce for MTV, VH1, CMT and Comedy Central. Prior to joining MTV Networks, Durrani worked in Dubai, United Arab Emirates for Al Futtaim/Honda and before that he worked in New Delhi, India for UPTRON, the leading electronics player in India at the time. Durrani was born in Lucknow, India and has his MBA from the University of Lucknow and his MA in Communications from the New York Institute of Technology.

MTV Networks owns and operates the cable television programming services MTV: Music Television, MTV2, mtvU, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, and Spike TV, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.