

JOSE TILLAN and SOFIA IOANNOU, GENERAL MANAGER
MTV TR3S UPFRONT
NEW YORK
5-19-10

GRACIAS, DAISY

- *Roll Tape*
- *Jose ends call with mom (On stage)*

A BIG THANKS TO CARLOS MENCIA AND TO ALL OF OUR CLIENTS AND COLLEAGUES JOINING US TONIGHT.

(Jose Intros Sofia (Sofia enters stage))

I'D LIKE TO CALL SOFIA IOANNOU TO JOIN ME ON STAGE. SOFIA IS OUR MANAGING DIRECTOR OF MTVN LATIN AMERICA, CANADA AND SOMETHING ELSE WE'LL TELL YOU LATER.

HELLO TO LA FAMILIA AT MTV NETWORKS WITH US HERE TONIGHT

- Philippe Dauman, Tom Dooley, Judy McGrath, Bob Bakish

AS YOU CAN SEE WE'RE BOTH SO EXCITED TO BE HERE WITH YOU. AND IT'S NOT LIKE WE'RE JUST GETTING TO KNOW EACH OTHER. WE'VE COME A LONG WAY TOGETHER AND SPENT THE LAST TWO YEARS UNCOVERING NEW, CREATIVE WAYS TO BRIDGE YOUR BRANDS WITH OUR UNIQUE GROWING AUDIENCE.

- Nancy and Louisa clocked 70K miles **(slide)**

WE KNOW YOU'RE EAGER TO BUILD MORE SYNERGY, DRIVE GREATER BRAND PASSION AMONG OUR LEGION OF VIEWERS. SO WE'VE ALSO SPENT SOME TIME GETTING TO KNOW THOSE VIBRANT LATINOS WHOSE MUSIC DNA HAS GIVEN RISE TO A PLATFORM OF EXPRESSION THAT HAS TRANSFORMED OUR POPULAR CULTURE.

WHO ARE THESE BOLD CHANGE AGENTS WHO'VE DEMANDED MORE OF US?
WHO WANT US TO PROJECT THEIR HERITAGE BEYOND MUSIC TO REFLECT
THEIR IMPACT ON OUR ENVIRONMENT, THE WORLD OF FASHION, POLITICS
AND THE LATEST TRENDS IN EDUCATION?

THESE ARE THE VERY SAME VIEWERS THAT HELPED US GROW OUR RATINGS
BY MORE THAN **20 PERCENT** LAST YEAR AND WE INCREASED DISTRIBUTION BY
1 MILLION NEW SUBSCRIBERS.

NOW, THEIR DESIRE FOR A BROADER ARRAY OF ENTERTAINMENT OPTIONS
HAS LED US DOWN A PATH OF EVOLUTION. EVOLUTION OF A BRAND
EXPERIENCE.

EVOLUTION IN AMERICA IS WHAT HAS DRIVEN GREATER LATINO INFLUENCE IN
EVERY SECTOR OF OUR SOCIETY. WITH MORE THAN 48 MILLION STRONG AND
GROWING FAST, THE LATINO FOOTPRINT HAS MADE ITS MARK IN THE
POLITICAL AS WELL AS ECONOMIC LANDSCAPE OF THE COUNTRY.

LATINOS HAVE A SEAT ON THE HIGHEST COURT IN THE LAND WITH JUSTICE
SONIA SOTOMAYOR AND THE COUNTRY'S ELECTED REPRESENTATIVES ARE
INCREASINGLY MARCHING TO A LATIN BEAT. AND THE NUMBERS WILL
CONTINUE TO GROW AS THE U.S. CENSUS PREDICTS 39% GROWTH AMONG
THE LATINO RANKS.

SO CONSUMERISM IN THE USA NOW HAS A POTENT HISPANIC ACCENT, AND AS SUCH, WE ALSO CONTINUE TO EVOLVE TO INCREASE OUR HISPANIC AUDIENCE CURRENCY.

WE'RE EVOLVING TO BE MORE. TO CONNECT TO A BROADER ARRAY OF LATINOS BY OFFERING A WIDER SCOPE OF CONTENT AIMED AT BOTH 1ST AND 2ND GENERATION LATINOS.

WE CALL IT THE POWER OF THREE.

WE'RE A **TRILOGY OF CULTURES** (LATIN AMERICAN, AMERICAN AND US LATINO). HIGHLIGHTING **THREE KEY ASPECTS OF LATINO LIFE** (MUSIC, MILESTONES AND "MAKING IT"). AND WE'RE DELIVERING YOUR PRODUCT MESSAGES TO THREE MAIN LATINO GROUPS (YOUNG FAMILIES, 2ND GEN TEENS AND 1ST GEN YOUNG ADULTS).

OUR DIVERSE AUDIENCE HAS THREE DISTINGUISHING IDENTITIES AND THAT'S WHAT MAKES OUR VIEWERS UNIQUE WITH A CULTURE ALL OF THEIR OWN.

- Latin America represents mom & dad, where they're from
- American represents where they live, their experiences
- US Latino is who they are and how they feel

OUR EVOLUTION EMBRACES THESE DISTINCT IDENTITIES AND WE'LL REACH THEM WITH PROGRAMMING THAT TAPS INTO THREE KEY ASPECTS OF THEIR LIFESTYLES.

WE'LL CONTINUE TO SHOWCASE THE BEST OF LATINO LIFE IN THE US, BUT ALSO ADD THE RICHNESS OF PROVIDING UNIQUE CONTENT THAT HIGHLIGHTS OUR LATIN AMERICAN CULTURAL ROOTS. SO WHETHER WE'RE PRESENTING ISA TKM FROM A STUDIO IN BUENOS AIRES OR LOS TIGRES DEL NORTE FROM THE SANDS OF LAS VEGAS, WE'RE ALWAYS GONNA BE TRUE ABOUT WHAT BEING LATINO MEANS TO OUR VIEWERS.

WE'LL HIGHLIGHT MILESTONES IN THEIR LIVES WITH CONTENT THAT CAPTURES THE RIGHTS OF PASSAGE AND COMING OF AGE WITH NEW SEASONS OF PROVEN FORMATS LIKE "QUIERO MIS QUINCES" AND "QUIERO MI BODA".

WE'LL CELEBRATE AND INSPIRE BY SHOWCASING LATINOS WHO "MAKE IT" WITH COMEDY OFFERINGS LIKE THE GEORGE LOPEZ SHOW AND MIND OF MENCIA. AND BEHIND THE MUSIC DOCUMENTARIES WITH DADDY YANKEE, WISIN Y YANDEL, AVENTURA AND MANY MORE HOT LATIN ARTISTS.

MUSIC WILL CONTINUE TO BE FRONT AND CENTER AND REMAIN AT OUR CORE LIVING AND BREATHING THROUGH MTV'S SPIRIT AND WE'LL WORK CLOSELY WITH LABELS AND ARTISTS TO SHOWCASE THEIR MUSIC THROUGH UNIQUE NEW "UNPLUGGED" ORIGINAL PROGRAMMING, THEMED PRESENTATIONS SUCH AS "ROCK N GOL" FUELED BY THIS YEAR'S WORLD CUP AND "LA ESCALERA".

WE'LL BROADEN OUR AUDIENCE BY ENGAGING YOUNG FAMILIES WITH A SPANISH-LANGUAGE NICK JR. BLOCK THAT EDUCATES AND ENTERTAINS WITH PROPERTIES LIKE "BLUES CLUES", "WONDER PETS" AND "BACKYARDINGANS"

COMEDY AND NOVELAS, LIKE “VIDEOS LOCOS” WITH PAUL RODRIGUEZ AND “NINA’S MAL” WILL KEEP TWEENS AND TEENS ENGAGED BEYOND MUSIC. AND WE’LL DEEPEN OUR DIGITAL CONNECTION WITH THIS TARGET WITH CREATIVE ONLINE MARKETING PARTNERSHIPS LIKE THE YAHOO “DAME UN BREAK” INITIATIVE WHERE WE’LL ENCOURAGE THE SUBMISSION OF AMATEUR MUSIC VIDEOS IN SEARCH OF THE NEXT AVENTURA OR PITBULL.

WE’LL REACH OUT TO OUR FIRST GENERATION YOUNG ADULTS BY TAPPING INTO INDUSTRY AND MEDIA INFLUENCERS WHO WE’LL ENROLL AS ADVOCATES FOR OUR BRAND PURSUING INITIATIVES WITH MEDIA POWERHOUSES LIKE PEOPLE EN ESPANOL TO RECOGNIZE LATINO LEADERS.

MOST OF ALL, OUR EVOLUTION WILL BE BOLSTERED BY ALIGNING OUR US HISPANIC AND LATIN AMERICAN OPERATIONS IN MIAMI TO BUILD SYNERGIES AND TAP INTO EXPERTISE AND EXTENSIVE LIBRARY OF CONTENT FROM OUR SISTER NETWORKS AROUND THE WORLD. OUR NEW CONTENT WILL BE FOCUSED ON EXTENDING CHANNEL VIEWING TIMES.

AS PART OF THIS ALIGNMENT, YOU’LL SEE SOME NEW FACES LIKE MYSELF AND JOHN MAFOUTSIS, OUR NEW SVP OF BRAND SOLUTIONS, WORKING CLOSELY WITH LOUISA FAIRBORNE, WHO YOU ALL KNOW VERY WELL.

(Acknowledge John and Louisa).

OUR NEW, EXTENDED FAMILY WILL INTRODUCE NEW STAR POWER, BE IT FROM EXISTING FAME OR NEWLY FOUND FROM OUR LEGION OF VIEWERS.

AND WE'LL PRESENT SOCIAL ISSUES THAT ARE IMPORTANT TO THEM, WITH BOTH ORIGINAL PRODUCTIONS AND KEY ACQUISITIONS.

IMPACTFUL PROGRAMMING LIKE 9500 LIBERTY THAT SHINES THE LIGHT ON IMMIGRATION ISSUES, ASHOKA WHICH ADDRESS EDUCATION TRENDS AND VOTO LATINO, HIGHLIGHTING THE IMPACT OF CENSUS REGISTRATION.

WITH THE POWER OF THREE FORCE BEHIND US, THIS IS HOW WE'LL EVOLVE OUR BRAND. AND WE'RE SIMPLY CALLING IT **Tr3s**.

(LOGO UNVEILED ON ALL TV SCREENS)

ROLL TAPE

CON USTEDES THE BIGGEST DADDY OF THEM ALL, DADDY YANKEE!! THANK YOU FOR ATTENDING AND ENJOY YOURSELVES.