



MTV NETWORKS UK KICKS OFF 2015 ON RATINGS HIGH

MTV is the UK's most popular music television broadcaster for seventh consecutive year

General entertainment channel achieves nine year ratings high

LONDON, 13th January 2015 – MTV was again the UK's number one music television destination in 2014 amongst coveted 16-34 year-old viewers, a position it has now held for seven consecutive years.

Comprising eight dedicated music services – MTV Music, MTV Hits, MTV Rocks, MTV Dance, MTV Base, MTV Classic (rebranded MTV Xmas for the festive period), MTV Live and VH1 – the MTV Networks music pack gained more than a third of all viewing of total music TV in 2014, according to consolidated BARB data. The networks' performance was bolstered by a strong year end when the music pack recorded an average 16-34 audience of 81K on Christmas Day (222K individuals), reaching 12m individuals in December alone and increasing its monthly reach year-on-year by 23%.

MTV UK's entertainment channel also begins the year in pole position having achieved its highest ratings in nine years during 2014 thanks to the enduring appeal of its home-grown reality commissions, which have helped the channel more than double its average 16-34 audience since 2010. Season nine of *Geordie Shore* achieved MTV's highest ever 16-34 episodic audience in early December while *Ex on the Beach*, which returns for a second series in late January, delivered MTV's biggest ever launch audience for a brand new series when it premiered in April.

Hit on-air properties and live music franchises such as *MTV Crashes* also helped to drive record levels of users to MTV's recently re-launched web site, www.mtv.co.uk, during the year with 2.2m unique users visiting the site each month. MTV also continued to attract unsurpassed levels of engagement in social media through stunts such as UK-originating music poll, *MTV's Hottest Summer Superstar*.

"MTV had an outstanding 2014 and we're going into 2015 firing on all cylinders across both music and entertainment, on- and off-air," commented Kerry Taylor, Senior Vice President and General Manager, MTV UK. "This year we'll be building on the success of our biggest year in live music to date and plan to take our phenomenal long-form content to the next level in order to give our audiences even more of the kind of killer multiplatform experiences they demand from MTV."

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About MTV UK

MTV UK operates a portfolio of 11 branded TV networks and digital properties, including its core general entertainment channel, which achieved its highest average audience in eight years in 2014, driven by the success of original reality TV series including *Geordie Shore* and *Ex on the Beach*. During 2014, MTV's portfolio of dedicated music channels was the UK's most watched music TV network for the seventh year running.