

# MTV changes channels

Over the past decade, MTV has evolved from a music channel to one focused on youth entertainment and consequently it will move from channel 321, in the music segment of the DStv EPG, to channel 130 in the general entertainment package from 1 October 2012.



As its series became the staple content of the channel, the evolution of the brand to a full spectrum youth entertainment brand was signalled in 2010 by the decision to drop the strapline "Music Television" from the MTV logo.

The content carried by the channel now focusses on entertainment, ranging from reality to comedy to drama to observational documentaries and reflecting the young lives of its audience. Therefore, DStv decided to move it from the music segment to the general entertainment segment, as this is now the best 'fit' for the channel.

## "A more relevant slot"

Alex Okosi, senior VP & MD, Viacom International Media Networks (VIMN) Africa, says, "This move provides us with a great opportunity to better cater to DStv customers. Over the years, the channel has evolved into a youth entertainment brand that delivers hit programming loved by 16-34 year old audiences. We are excited that it will now be in a more relevant slot, enabling viewers easier access to its great entertainment content."

To view the October schedule, go to [www.yousendit.com](http://www.yousendit.com).