

Every generation has its own MTV

MTV is part of Paramount. The entertainment brand is innovative, young, real, unpredictable and has an irresistible appeal to young people. The brand is known for its internationally successful shows such as Teen Mom, Geordie Shore, Ridiculousness and Catfish. Music-related programs such as MTV Push and MTV Unplugged also remain big favorites. As well as spectacular award shows and events, such as the MTV Worldstage and the EMAs. Everything online and offline is connected. On MTV.nl you can watch music videos, the latest charts, entertainment news and full episodes of popular shows. The core target group is people aged between 25 and 39.

TV

Monthly reach ¹	3,642,000
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Audience Profile

Men	42%
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Women	58%
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6-15 years	5%
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16-24 years	7%
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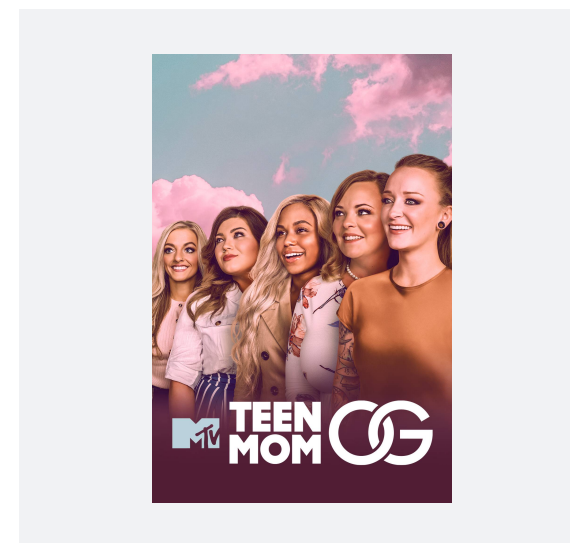
25-34 years	21%
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35-44 years	15%
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45-54 years	19%
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55-64 years	15%
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65+ years	18%
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