



## Key Facts

Organisation	MTV Networks is a cable network which, along with Nickelodeon and Paramount film studios, is owned by the media giant Viacom Inc. (VIAB). MTV is a global cable TV music channel.
Key Issue	MTV Europe, based at two sites in central London, needed secure communications for its' various teams, including maintenance and security, between sites, independent of existing phone and telecommunications services.
Purcell Products	Antennae, radio systems, Annual Maintenance plan.
Benefits Achieved	<ul style="list-style-type: none"><li>☑ Instant, clear and secure multi-site mobile staff communications</li><li>☑ Independent communications channel in cases of emergency</li></ul>

## MTV, the global music Cable TV channel

MTV Networks operates a leading portfolio of cable TV channels anchored by its music video networks MTV, VH1, and CMT (Country Music Television). It operates channels for kids through Nickelodeon, the young-male-oriented Spike TV and Comedy Central. Through a total of some 170 branded channels, the company reaches 640 million households in more than 160 countries. MTV Networks also produces movies through MTV Films (in association with sister firm Paramount Pictures) and distributes content online. MTV Networks is a unit of media giant Viacom.

## The Solution is radio

MTV needs to stay on-air. With 90% of its owner's operating income generated by MTV and its other cable networks, (Bloomberg 15/11/12) there are business-critical systems that have to be maintained and kept secure. Five years ago, Purcell started working with MTV Europe to develop a system of staff communications capable of working independently of any other communications. Whatever emergency might happen, radio communications would perform in the background, guaranteeing integrity of communications between its sites.

## Key Challenges

### London calling

With around 8 million people living in Greater London (Wikipedia), and with 806,000 private sector businesses (Federation of Small Business), London places high demand on all communications channels. MTV, with its two Central London sites in Oxford Street and in Camden, wanted an alternative to, and security from over-reliance on, mobile and fixed line telephony. Even through periods of high demand on all communications channels, for example the London Olympics, MTV needed 'iron-clad' communications channels between its two sites.

### Radio Frequency

Purcell, having worked with Ofcom over many years, was able to advise and provide the appropriate license and radio frequency, for MTV to use at short notice. Obtaining a new business radio license through Ofcom, can be a lengthy process. MTV were able to circumvent the process through Purcell's inventory of available London radio frequencies.

## Summary Achievement

MTV have relied on Purcell to support its radio communications for more than 7 years. Purcell engineers have always been on hand for MTV in case of an emergency. During this time, MTV have carried out major refurbishments to its' Camden site yet, to date, there has been no significant down-time with its business critical staff communications.

"MTV is a 24-hour Cable TV music channel. With no breaks in transmission, it is critical for staff to be able to rely on internal communication channels 24/7 – both for engineering support and for safety and security. We have had a good relationship with Purcell, in that they help us to stay-on-air with rock-solid radio communications support."

Mark Randall, Contract & Vendor Manager, MTV Networks Europe, London