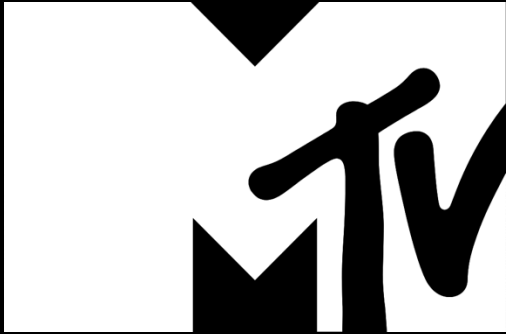
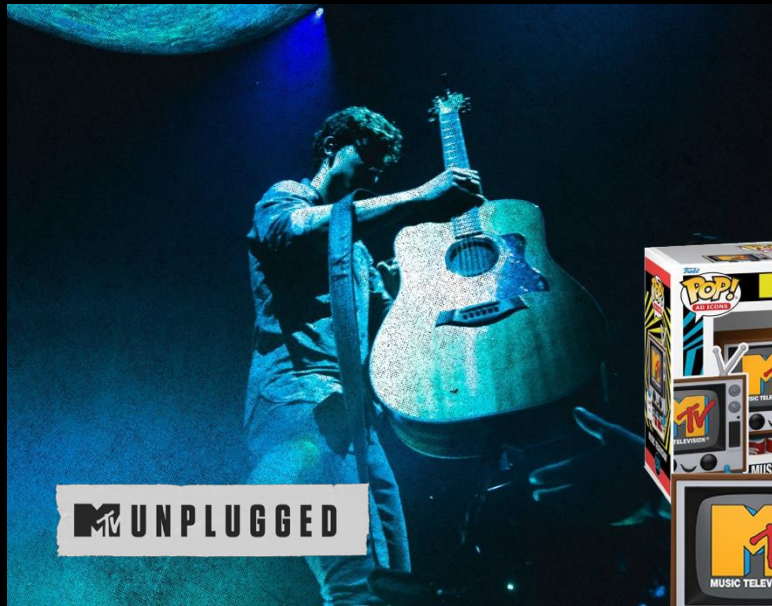




- Developed **cross-category products** tailored to **MTV's audience** in partnership with internal business teams
- Launched **retail programs** in specialty stores and online with key partners
- Led **product drops and artist collections** tied to MTV tentpoles like the **VMAs** and **Unplugged** with added **network amplification** for partners



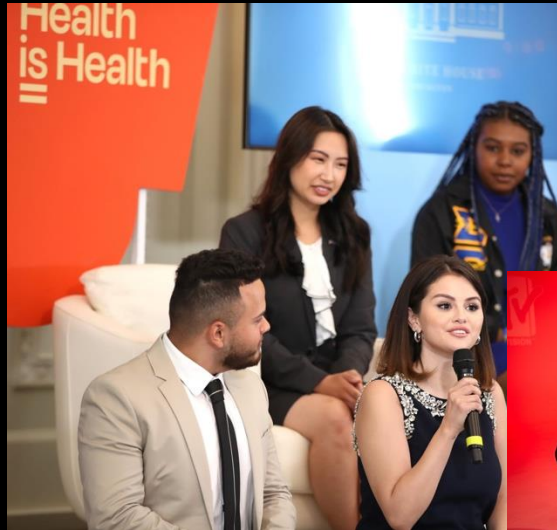
MTV CONTENT COLLECTIONS



ARTIST COLLECTIONS



...this expanded our opportunities with ongoing initiatives & tentpoles



Mental Health
is Health



MTV
ARTIST
MID'S

