

## MTV celebrates 30th Birthday.

Scritto da Lauren Walker

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MTV was launched in 1981, and since then it has been changing the way we think about – and watch – music. Originally, the channel was aimed at teens and 20 something's and it was the first of it's kind to be a broadcaster dedicated to showing music videos 24 hours a day, every day.

The revelation of emphasis on such visual aids was used as a marketing tool for recording companies as well as showing the public that videos could be an art form.

Of course, there were the odd view who disagreed with the channels outlook, and believed that by concentrating on the visual representation so strongly that they would be taking the importance away from the actual music. For the artists who thought this way, it was difficult, as the times were changing without them, forcing them to either embrace the new medium or risk retirement.

Even to this day, the channel has always put great emphasis on promoting social, political and enviromental activism in young peoplem, often organising campaines to encourage voting, raising awareness about poverty issues and addressing discrimination and racism.

In the early days, one way that the channel showed thier support of such matters was when – unlike rival broadcasters – MTV chose to show 16 hours of primetime coverage for 1985's Live Aid Concert.

After the renewed interest in folk music in the late 80's, MTV Unplugged was launced in 1989. The show consisted of popular artists performing acoustic tracks, most of which often went on to be released as albums.

In 1997, MTV UK was launced, aiming to provide audiences with more local artists and relevant content. There are now over 40 localised networks around the world, including MTV Pakistan, MTV Korea and MTV Norway

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In later years, when the internet began to rise in fame, people were able to view music videos of their choice online. While other broadcasters panicked, MTV took a different approach. In the early 2000's, they began showing more reality TV shows mixed in with the most current music videos. Shows such as Pimp My Ride, The Osbournes and Jackass, were the most popular to come out of the movement and soon began international must sees

The channel has moved and evolved with the times and now MTV has several sister broadcasters. The company continues to go from strength to strength. Although the channel bears little resemblance to the original 1981 MTV, it has still revolutionised the music industry in its entirety. It has constantly dictated popular culture and provided a platform for a lot of artists who may have otherwise struggled to find their audiences.

For all of that, it's 30 years deserved to be celebrated.