

2018

MTV: Chris McCarthy

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Recommended Citation

Wunningham, Candice, "MTV: Chris McCarthy" (2018). *Media Company Leader Presentations*. 20.
<https://scholarworks.bgsu.edu/mclp/20>

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Chris McCarthy

**Presented by: Candice
Winningham**

Education

- **Drexel University (1993-1998)**
 - **Bachelors of Science (BS), Commerce and Engineering**
- **University of Pennsylvania- The Wharton School (2001-2003)**
 - **Master of Business Administration (MBA)**

Present & Past Work

- **October 16, 2016- Present**
 - **President of MTV, VH1 and Logo Media**
- **August 2016- Present**
 - **President of VH1 and Logo Media**
- **January 2009-August 2016**
 - **General Manager of MTV Digital Networks**
- **January 2011- December 2015**
 - **Executive Vice President**
- **February 2007- January 2009**
 - **General Manager of mtvU**
- **January 2006-January 2007**
 - **Senior Vice President of Marketing and Business Strategy**

VH1 Growth

- **McCarthy has overseen five consecutive quarters of growth for the demographic for the ages 18-49.**
- **This is the biggest gain that VH1 has had in the past 15 years.**
- **The biggest successes he has had at VH1 is reviving hip hop honors and bringing back America's Next Top model**

VH1 Technology Growth

- **VH1 understands they need a mobile and social strategy.**
- **They found that 80% of their viewers are multiscreen users.**
- **They have noticed a 26% increase in average daily visitors.**
- **The website is interactive and highly geared toward video viewing.**

Revamping MTV

- **He quickly eliminated new programming such as Prison High, Acting out, and Smart phone.**
- **MTV is determined to embody everything that is young.**
- **This means essentially bringing back music to the network.**
- **McCarthy also wants to produce more scripted programming that will strike young people's emotional chord.**

Logo Network Advancements

- **Logo was geared toward gay community, but in 2012 Logo changed their focus.**
- **When McCarthy took over he wanted to revamp Logo and brand the network to gay community.**

“When I became GM of the brand, what we wanted to do is understand where is the unlocked, untapped space that can be exploited and can drive and hit a passion point with the audience.”

-- Chris McCarthy

Challenges

- Viacom music and entertainment president, Doug Herzog, wants results quickly.**
- McCarthy has a proven track record from his previous work for Logo and VH1 and has a lot of weight on his shoulders.**
- He has to show improvement in MTV quickly or risk being demoted or fired.**

Knack

- **McCarthy has the talent to tap unreached markets.**
 - **Adolescents (MTV)**
 - **Gay Community (Logo)**
- **McCarthy also is able to shape the programming of these channels to keep the interest of these demographics.**

McCarthy Management Style

- **He leads his team using**
 - **Creativity**
 - **Strategic planning**
 - **And his own distinctive talent**
 - **He uses his knowledge and past experience at VH1 and Logo to maneuver his management plan.**

Transactional Management

- This means Viacom, the owner of MTV, wants results quickly, it is high pressure, and if the employee cannot show benefits of their employment they will be punished.**
- Sean Atkins was President of MTV just for a year before he stepped down, he only made a slight improvement to the network that year.**
- I believe if he had stayed longer he would have been fired from not have fast enough results**

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