

## **Webinar: The Secret to MTV Networks' Online Community**

Since its premiere [MTV](#) has had a profound impact on the music industry and popular culture. Today MTV Networks is one of the world's most progressive media companies, with a huge audience across a variety of traditional and new media platforms.

In this webinar you'll discover how this dynamic media company uses an online community to connect with their elusive audience of young adults and deliver insights that helps advertisers succeed.

The webinar will detail:

- How clients like MTV Networks, ESPN, The New York Times and Vanity Fair use their online communities to strengthen relationships with their advertisers and create unique ways to connect consumers to the products and services they care about.
- How an online community can be used to demonstrate audience engagement and advertising ROI and ultimately, help media clients win additional business and hold on to at-risk dollars.
- A peek inside the MTV community, with specifics about campaigns, customer profiling and success metrics.
- How the MTV sales teams have been able to execute on concepts tested through the community, displaying an intimate knowledge of the audience to advertisers.

Hear from David Ludica of MTV Networks along with Ellie Sykes and Jenna Dorman of Vision Critical.