



MTV CAPTURES YOUNGER VIEWERS' ATTENTION TO STAY WANTED

The article discusses MTV's never ending quest and need to reinvent itself periodically to keep up with the changing tastes of its targeted demographic of 14 to 17-year-olds. In order to capture the preferences of "Generation Y", MTV conducted a study of 1,800 young millennials, whose findings it will release on June 18. These studies have proven successful for the network in the past, including in 2008 when it led to the development of shows like "Jersey Shore" and "Teen Mom" which helped boost its ratings. One of the findings of recent studies indicate that a large difference between older and younger millennials is the latter's awareness of economic problems in the U.S. MTV hopes that findings like this will help steer show creators in the right direction. For more details on the article [Click Here](#) Where can you find the most Entertainment jobs? [Click here](#).

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