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Abstract

Launched in 1995, the Dutch music television channel The Music Factory (TMF) presented a local alternative to MTV Europe, owned by the US-based conglomerate Viacom. In 2001, Viacom took over TMF, which by then proved to be far more popular than MTV Europe among the Dutch young viewers. Ten years later, Viacom discontinued the TMF brand. This article places the relatively short history of TMF within the contexts of American and globalization, the expansion of European television from nationally based public broadcasters to commercial pan-European television networks, and the shift from television to other media platforms as the dominant form of distributing music videos.

Keywords

music television; Americanization; globalization; interactivity; absolute fake
music videos were guided by television personalities known as “video jockeys.” Their names were Nina Blackwood, Mark Goodman, Alan Hunter, J.J. Jackson, and Martha Quinn. The music videos of the ‘80s, mostly low budget and poorly produced, were perceived exclusively as an additional promo for an upcoming album. And this is how “I Want My MTV” became the best advertising campaign in the history of the music business and saved the first music channel from extinction. If you want to learn more about this matter, you should definitely check out a 2011 book by Craig Marks and Rob Tannenbaum, “I Want My MTV: The Uncensored Story of the Music Video Revolution.”