



BUZZ WORDS

The state of youth TV comes in for some serious criticism from an MTV executive who's about to introduce his own brand of young people's television on Channel 4 this month.

"By and large it is irrelevant, uninteresting and a construction propagated by people who are old enough to know better," says MTV Europe's creative director Jon Klein. "The idea that the so-called youth market is solely concerned with matters such as music, fashion and pop icons is completely ludicrous."

Klein is one of the creators of *Buzz*, a brand new youth-oriented, tea-time current affairs programme which kicks off at 6.30pm from Friday May 4 on Channel 4.



Billed as MTV's most ambitious project to date, *Buzz* is the first series from the satellite network to be seen on a British terrestrial channel. The programme – which goes out on MTV in America, but not MTV Europe – reflects the music channel's desire to move away from its straightforward radio-on-television roots. *Buzz* isn't anchored by a normal presenter-based format, instead it aims to cover its subjects from almost every conceivable angle from around the world. It also goes further than just claiming to spurn old approaches, adopting a decidedly ambient ethos with its intended concentration on what Klein calls "emotional information as much as journalistic detail!"