**McCarthy Chats Up Reinvention of MTV**

MTV President Chris McCarthy shares his strategy of how reboots of network favorites, such as "Jersey Shore," and the launch of new projects, such as "Ex on the Beach," helped revitalize ratings for the network. Today's first quarter fiscal report will confirm a boost in prime-time ratings -- the sixth consecutive one -- in the 18-34 and 18-49 age demographics.

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