

MTV Overdrive To Be Official 4-25

Written by Robert ID1125

Thursday, 07 April 2005 06:26 -

MTV has begun offering what it describes as a "hybrid screen", a website where viewers can watch MTV programs on demand, receive updates of MTV News features, and view a host of music videos

Dubbed MTV Overdrive, the website, now in the testing stage, is due to make its official debut on April 25.

The network also said that it plans to launch a separate website from which consumers will be able to purchase and download rock, R&B, hip-hop and rap video and/or audio tracks

It will compete directly with Apple Computer's market-dominating iTunes.

In an interview with Bloomberg News, MTV Networks Group President Van Toffler remarked, "It's about time technology has caught up with the demands of young people."

[Source](#)