

MTV launches college broadband channel

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America's popular MTV television network has created a new network of original content aimed at college audiences and available exclusively over broadband.

Dubbed mtvU Uber, the new offering announced Tuesday will have a lineup heavy on student-produced content such as animation, short films and, of course, music video.

"We are handing over an entire channel online to college students and everyone who wants new music," said Stephen Friedman, the new channel's general manager. "mtvU Uber gives them the power to create and program their own channel, and will remain in perpetual beta mode as they experiment and pioneer the digital future."

The new channel includes a partnership with Cisco that will provide 10 grants worth \$25,000 each that will be used to create "broadband incubators" to fund students who will develop content exclusively for the new channel.

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