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MTM LONDON

REASON | IMAGINATION | IMPACT

MTM London
is a strategic consultancy
specialising in media,
telecommunications
and marketing

We help our clients to solve challenging business problems, develop strategies for growth, and improve their business performance and relationships

What we do

Strategy and growth

- Corporate vision and strategy
- Commercial strategy
- Growth strategy
- Opportunity assessment
- Market and competitor analysis
- Consumer insight
- Technology forecasting
- Creative proposition development
- Business plan development

Performance and change

- Vision, mission and leadership
- Strategic planning processes
- Culture and behaviour change
- Training and people development
- Roles and decision structures
- Management systems
- Project management
- Performance management
- Product development and innovation

Business relationships

- Partner and supplier relationship management
- Partnership strategies
- Marketing effectiveness
- Channel management
- Negotiation and deal support

We help our clients to make important strategic decisions, address new opportunities for growth, and improve their business performance and relationships. Many of our projects involve in-depth knowledge of the creative and communications sectors and draw upon our expertise in strategy, operations, marketing and technology.

We seek to apply reason and imagination to every client engagement and to deliver results with real impact. We pride ourselves on our ability to work closely and collaboratively with our clients and to develop workable solutions that take account of the challenges of delivering in large complex organisations.

Our services include:

Strategy and growth

We work with clients across all sectors to develop winning strategies, make important strategic decisions about growth and innovation, and respond to changes and developments across the media and telecommunications sectors.

Performance and change

We help our clients to change the way they manage and operate their businesses, driving performance and improving the management and delivery of new projects. We also provide interim execution and programme management support.

Business relationships

We work with our clients to improve the way they manage their relationships with stakeholders, partners, and suppliers across the creative and communications industries.

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Who we work with

In recent years, we have advised:

BBC
Channel 4
DfES
ITV
NBC-Universal
O2
Ofcom
Pact
Paramount Comedy
Skills for Care
SSDA
Viacom

MTM London is engaged by companies across the creative and communications sectors.

We usually work with senior managers and business leaders who are excited - like us - about the pace of change across the media and telecommunications sectors and who face major challenges in addressing new opportunities or delivering improved performance.

We work with a wide range of leading companies, encompassing media conglomerates, big brands, start-ups, and NPOs, all who need to understand the changes affecting the media and telecommunications sectors.

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Our experience

MTM London has a strong and experienced team of partners and consultants. We believe that we offer our clients a unique blend of experience, expertise and insight from across the creative and communications sectors

Examples of our project work include:

Public service broadcaster

Developing a commercial growth strategy for new media and supporting the creation of a portfolio of new digital entertainment services

US media company

Creating a European mobile strategy and developing a range of new branded mobile services

European mobile operator

Developing a growth strategy for mobile content and assessing the potential of the mobile advertising market

On-demand provider

Assessing the development of the PVR market in the UK and developing a regulatory strategy

Commercial broadcaster

Analysing the development of television and new media consumption through to 2012

International production company

Developed a market entrance strategy for the UK media market, assessing digital television, mobile and broadband opportunities

Investment fund

Conducting a detailed assessment of an investment opportunity in the music entertainment market

Mobile operator

Helping a UK mobile operator to assess the organisational implications of fixed-mobile convergence

Consumer brand

Reviewing a leading brand's marketing strategy and spend to assess the effectiveness of their media spending

Digital media company

Helping a multi-platform media company to improve and strengthen its internal operations

Public sector organisation

Developing a performance management framework for and helping the senior management team to implement the new approach

Non-departmental Government body

Supporting the organisational design and development of a network of new government agencies

Media company

Developing a new advertising sales strategy, focusing on the use of media research to support relationships with planners and buyers

Communications company

Helping a leading telecoms provider to develop a win-win partnership strategy for the media sector

Public service broadcaster

Working with a commissioning team to review the broadcaster's relationships with the production sector and key programme suppliers

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Engaging with our sectors

If you are involved in the creative and communications sectors and would like to join our network or find out about future events, please contact us at info@mtmlondon.com

At MTM London, we are deeply engaged with the professional communities we serve. We maintain an extensive network of relationships with established organisations and emerging companies across the creative and communication sectors, and meet regularly with new and existing contacts to share ideas, knowledge, relationships and support.

We believe that these activities make an important contribution to our work, helping to ensure that our recommendations are grounded in a real understanding of market dynamics and developments. Additionally, our clients value our support in building new partnerships and relationships.

We also work hard to make a real contribution to the sectors we work in, helping to develop new ideas and concepts, build shared understandings of industry developments and establish new relationships. As well as speaking regularly at industry events and conferences, we also organise networking dinners, executive roundtables and panel discussions.

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Areas of interest

MTM London draws upon in-depth knowledge and specialist expertise from across the creative and communications sectors to provide our clients with insights and perspectives from a wide range of industries and business models

Our expertise covers many areas. Here are some of the stories we're talking about with our clients today:

Broadcastnow

Funky Formats brings Telenovela Star to the UK
BBC America buys Fremantle package

MediaGuardian.co.uk

Big Brother complaints soar
Reuters purges photo database

c21media

RDF kids division wins first commissions
ITV goes mobile with 3 as Allen set to go

PVRblog

Jeff's Quick Guide to TV on the Net
Does a DVR Boost Viewing Hours or Not?

MobileCrunch

TechCrunch Network Expansion; New CrunchBoard Will Be Jobsearch
Nareos Partners with m2any for Audio ID Fingerprinting Announces La

Technology360

AOL Video Is Live - and it's BIG!
Market for Online Video To Increase 10-fold By 2010

GigaOM

Why Murdoch Won't buy YouTube
Wikia Vs 43Things, 43Places

ClickZ

User Search Data: AOL Gives Away the Farm
Advertiser Coalition to Auctionize TV Officially Underway

TechCrunch

Wordpress.com Rising: Stats After 8 Months
AOL Proudly Releases Massive Amounts of Private Data

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Our team

MTM London's team includes experienced strategists, marketers, and organisational consultants from across the creative and communications sectors

The company was founded by Jon Watts and Richard Ellis, who have been friends for many years.

Jon Watts has worked across the media and telecommunications sectors since the early 1990s and has undertaken a wide range of strategic and operational projects with leading companies in the UK and internationally. His experience includes strategic projects with broadcasters, mobile and fixed-lined operators, US studios and international media companies, digital media and online companies, youth marketers and entertainment rights holders. Prior to founding MTM London, Jon worked at Spectrum Strategy Consultants for six years, and worked as an independent consultant with UK media companies including Virgin, Emap and Pearson.

Richard Ellis specialises in programme management and organisational change and improvement. He has led many of MTM London's operations projects, including consortium bids under the government's flagship Schools and Academies schemes, and the development of a performance management framework for a non-departmental government body. Prior to founding MTM London, Richard co-founded and was Strategy Director of Wheel Digital, which grew into and remains a UK top three digital agency.

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Recruitment

We welcome applications from outstanding performers with strong academic and professional credentials, brilliant quantitative, analytical and communications skills, and an ability to think imaginatively and to solve challenging business problems

We are currently recruiting consultants at all levels.

Our consultants work on some of the most exciting and innovative projects in media, telecommunications and marketing, and are passionate about the creative and communications sectors. We provide our consultants with a distinctive professional environment that encourages them to learn, experiment, and grow.

Ideal candidates will have the ability and drive to work for the leading companies in our sector, but will also have a creative and entrepreneurial streak. You will be excited by the challenge of joining a dynamic strategic consultancy and contributing strongly to our development.

Please apply by sending your CV along with a brief email introducing yourself to recruitment@mtmlondon.com.

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