

MUSIC
MUSIC

CREDIBILITY
CREDIBILITY

YOU
YOU

3 THINGS WE CARE ABOUT (A LOT).

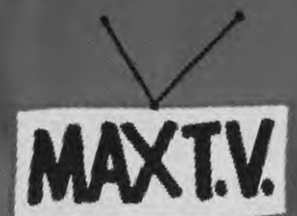
HERE AT MAX TV WE THINK ABOUT TELEVISION A LITTLE DIFFERENTLY TO THE OTHER CHANNELS.

FIRSTLY, IT'S ABOUT MUSIC. CORRECT THAT. BECAUSE WE ARE A TELEVISION STATION, IT'S ABOUT MUSIC VIDEOS. WE LOVE THEM, WE HAND PICK THEM, AND WE ARE PROUD OF EVERY ONE WE PLAY. WHEN WE MAKE A SPECIALIST SHOW, WE MAKE IT SPECIAL.

SECONDLY, CREDIBILITY. A CLEVER MAN ONCE NOTED THAT RESPECT IS LIKE VIRGINITY. ONCE YOU'VE LOST IT, YOU CAN NEVER GET IT BACK. WE TRY TO BEAR THAT IN MIND.

LASTLY, BUT MOST IMPORTANTLY, IT'S ABOUT YOU. THE AUDIENCE. FOR WITHOUT AN AUDIENCE, TELEVISION IS LIKE ONE HAND CLAPPING. BECAUSE WE DO WHAT WE DO FOR YOU, BECAUSE WE LIVE IN THE SAME CITY AS YOU, BECAUSE WE KNOW YOU, WE TAKE OUR WORK KIND OF PERSONALLY. AND WE THINK THAT IS A GOOD THING.

THANKS FOR INVITING US INTO YOUR LOUNGE, AUCKLAND. WE REALLY LIKE IT THERE. A LOT.



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