



# MTV Ruled the World: The Early Years of Music Video

*Greg Prato*

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There have been few times in modern music history that an instant shift in how we listen to — and view — music has occurred. However, the launch of MTV on August 1, 1981, was certainly one such occurrence. Instantly, music fans were now “listening with their eyes” rather than relying solely on their ears. 'MTV Ruled the World: The Early Years of Music Video' is the first book to focus solely on the channel's important building-block years, specifically from the channel's launch to when MTV's original group of VJs left the channel. Comprised of over 70 all-new interviews ("Weird Al" Yankovic, Daryl Hall, John Oates, Joe Elliott, Phil Collen, Rob Halford, Stewart Copeland, Rick Springfield, Jerry Casale, Geddy Lee, Ann Wilson, Chuck D, Alan Hunter, Nina Blackwood, etc.), the book is not only an eye-opening account of the early years of MTV, but also of the music industry, important music developments/events, and the “Big ‘80s” in general.

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