

## I Want My M(D)TV

Sean Fenske



Like the slogan for the music channel that used to actually play music (rather than being an entertainment channel, but that discussion is for another day...and website), I want my M(D)TV!

It's been quite some time since I mentioned the [MDT video channel](#) [1] on YouTube (for that matter, have I ever discussed it here?) Regardless, having returned from an industry event a couple weeks ago, I added two more videos to the channel (the [Clippard "air guitar"](#) [2] and [Evonik Cyro's antimicrobial material](#) [3]) and took a quick look through some of the offerings. Having started the "channel" only three years ago, I'm fairly happy with the amount of original content that's appeared over the years, taken at industry events around the U.S. and even a number shot in Singapore. If you haven't taken a stroll through the selection, please take a moment to view them as I'm certain at this point, there is truly something for everyone (in the industry anyway).

However, I don't always get a chance to see the latest and greatest from outside my channel. There is so much incredible and fascinating content on YouTube and so much on new medical technology that it would be impossible for me to comb through and discover it all.

So, as I've said before, "I want to make the MDT site a vehicle for the exchange of information and ideas, rather than dictating what is shared and viewed." With this in mind, I ask for the help of the industry collective. When you view a video that might be of interest to others in the medical device industry, please take a moment to share it. If you're using Twitter, tag it with an @mdteditor so I can be sure to see it. Even [e-mailing it to me](#) [4] would be helpful.

Next month, MDT will be launching a brand new version of this website. In doing so, the capacity for truly creating a community environment in which ideas and exchanges are shared will be further along to becoming a reality. Once the new site is live, I look forward to hearing more from you. In the meantime, please help me to create my own personal M(D)TV.

## **I Want My M(D)TV**

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*Sean Fenske is the editor-in-chief of MDT.*

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### **Links:**

[1] <http://www.youtube.com/mdteditor>

[2] <http://www.youtube.com/watch?v=sesQT84zMHY>

[3] <http://www.youtube.com/watch?v=iOWvXKFQrOs>

[4] <mailto:sean.fenske@advantagemedia.com?subject=Video%20to%20Share>