

# THE OFFICIAL LOST SWAY X KANYE RUNAWAY MTV LIVE Q&A / INTERVIEW MEGADOC

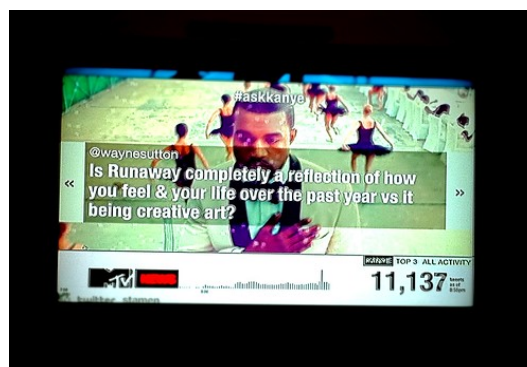
An informational compilation by Ilightskinned & Rhythmic Reason  
If you have something we missed or a new discovery, [join the discord!](#)

## General Info

On October 23, 2010, Kanye's film Runaway (a companion film to his 2010 album My Beautiful Dark Twisted Fantasy), premiered both on television through MTV, MTV2 and BET, and was also streamed live on MTV.com, BET.com and VH1.com. Following the conclusion of the premiere, a Q&A session/interview hosted by Sway Calloway aired live on MTV and MTV.com. [\(1\)](#).



During the interview, Kanye answered personal questions from Sway, as well as fan questions from Twitter that used the hashtag #AskKanye [\(2\)](#), with Ye primarily touching on various scenes in the film, his new album, and his life over the past year following the Taylor Swift VMA incident.



Some notable moments from the interview include:

- Kanye confirming that Watch The Throne was a full album rather than 5 track EP as originally planned (3)
- Kanye said that the MBDTF tracklist wasn't yet finalized, and threw around the possibility of adding Chain Heavy & Mama's Boyfriend as bonus tracks on the album (4)
- Kanye called out the MTV crew during the interview, telling them how to do their job live on air (5)
- Kanye joked about devil worship and Illuminati rumors
- Kanye said that Michael Jackson is arguably greater than Jesus Christ (6)

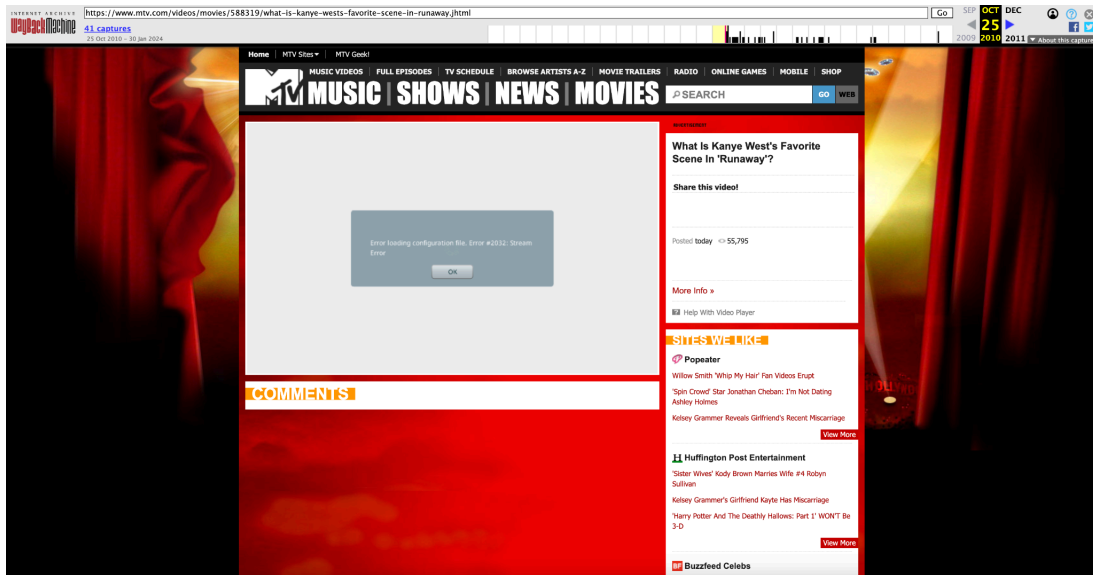
Perhaps most noteworthy about this interview though, is the famous gif of Kanye that would eventually go viral in the years following, now one of the most widely shared Ye gifs of all time. The gif shows Kanye laughing hysterically into a sudden blank expression:



**HOWEVER, DESPITE THIS INTERVIEW'S CULTURAL SIGNIFICANCE, IT'S ALL BUT COMPLETELY LOST!!!**

## Top 4 reasons why the interview is lost

1. MTV never officially uploaded the interview in full after the premiere aired live, opting to post a collection of short clips on their website. These original clips have since been removed from their site, and to make matters worse, due to Adobe killing Flash (Technical explanation for those that care: the original clips .swf files were never archived, making them impossible to play on emulators like Ruffle.), the clips are unplayable on archived links on the wayback machine



2. Since the full interview was never uploaded to MTV, the only way you could watch it after the premiere in full was unofficially through either a TV recording or a live stream recording of the event **as it was happening**. That being said, it's unclear how many people recorded the event, and all recordings that were once uploaded on platforms like Dailymotion and YouTube were taken down by Viacom for copyright years and years ago
3. It's unclear if there are any surviving links to recordings of the interview that weren't taken down for copyright, meaning we likely need to find someone who still has a recording on their

local hard drive to uncover the full interview. However, since the interview is now 14 years old, finding someone to contact who saved it to their hard drive over a decade ago (and someone who still cares about Kanye) is difficult

4. People for whatever reason confuse this interview with either the 2013 Sway In the Morning interview, or the 2010 Runaway interview on BET with Rocsi, and just dismiss it as being “super easy to find”

## **Existing Footage**

- [“oh kanye”](#)
  - Platform: YouTube
  - Date: October 25, 2010
  - User: heywhatnooo
  - Duration: 0:26
  - Content: Phone recording of Kanye showing the moments which led to the iconic gif
- [Kanye West’s Runaway Confession](#)
  - Platform: Vimeo
  - Date: October 31, 2010, 1:56:15PM
  - User: morley korg
  - Duration: 2:10
  - Content: “I prodded the demon last week during his live post-Runaway interview, repeatedly sending questions about his demonic nature. Naturally, the soulless bastard felt forced to address it, and I took it from there” - Vimeo description
- [Kanye West's Most Ridiculous On-Air Moments \(original\)](#)
  - Platform: Jezebel.com
  - Date: November 13, 2010
  - User: Tracie Egan Morrisey

- Duration: 10 seconds
- Content: “Any me thinking twice about what’s really in my heart because of what people’s reactions would be is me selling my soul to the devil, but now it’s like I can’t think twice” - direct quote

## Photos

- [Photos From Kanye West's 'Runaway' Interview](#)
- Taken by Circe Baumgartner
  - [Photo 1](#)



- [Photo 10](#)



- [Circe Baumgartner's Home Page](#)
- Taken by Circe Baumgartner



- [Kanye West Jokes About Devil Worship, Illuminati Rumors](#)



- [Kanye Talks With MTV About Runaway](#)



## **Dead Links**

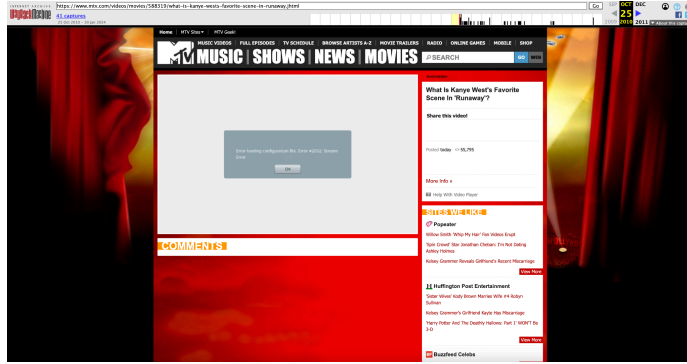
Playlist of MTV uploaded clips:

<https://www.mtv.com/videos/kanye-wests-runaway/1650620/playlist.jhtml#vid=589708>

Individual MTV clips:

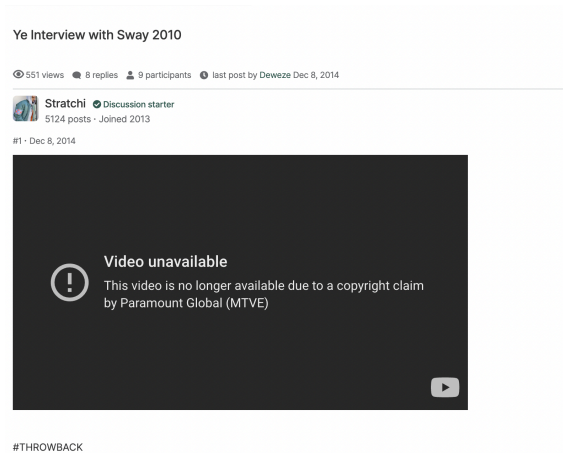
<https://www.mtv.com/videos/movies/588319/what-is-kanye-wests-favorite-scene-in-runaway.jhtml#id=1688066>

<https://www.mtv.com/episodes?id=1650374>



YouTube upload:

<https://youtu.be/1pMEq89BGjM>



Mrworldpremiere Dailymotion uploads:

[http://www.dailymotion.com/video/xfck03\\_kw-run-q-a-part-1\\_webcam](http://www.dailymotion.com/video/xfck03_kw-run-q-a-part-1_webcam)

[http://www.dailymotion.com/video/xfck25\\_kw-run-q-a-part-2\\_webcam](http://www.dailymotion.com/video/xfck25_kw-run-q-a-part-2_webcam)



## MUSIC NEWS: KANYE WEST "RUNAWAY" MTV Q&A

October 25, 2010 by *The SEVENTh*

So, **Kanye West** pretty much is the topic of discussion...he took over a few television networks to premier his short film "**Runaway**" which was dope as sh!t. But after the end of the movie, Kanye stuck around the **MTV** studio and did a Q&A Interview with **Sway**...Peep the 2 interviews out.

[http://www.dailymotion.com/video/xfck03\\_kw-run-q-a-part-1\\_webcam](http://www.dailymotion.com/video/xfck03_kw-run-q-a-part-1_webcam)

[http://www.dailymotion.com/video/xfck25\\_kw-run-q-a-part-2\\_webcam](http://www.dailymotion.com/video/xfck25_kw-run-q-a-part-2_webcam)

Also, if you live under a rock and you missed the premier of Kanye's "**Runaway**" film, peep the video below in the ealier post! We got you covered!

RATED: DOPE!!!

-The SEVENTh

Musicplayon upload:

<http://en.musicplayon.com/play?v=359547>



**WadBolf** ✓ Discussion starter

1392 posts · Joined 2013

#1 · May 31, 2014

Something to admire and fill the thirst. Enjoy! 😊

Sway Interview Part 1 and Part 2

<http://en.musicplayon.com/play?v=359547>

## Leads / Potential Leads

The original creator of the gif flipboitamiddles:

During the Runaway Interview...

→ Jump to Latest

+ Follow

814 views 4 replies 4 participants last post by DPI Oct 24, 2010

**F** flipboitamidles Discussion starter  
109 posts · Joined 2010

#1 · Oct 24, 2010

I was watching the interview and Kanye did something I thought was the most hilarious thing! (Excluding the ending. EDIT: Actually there were a few more funny moments, but I posted this during the acting question.)

It was the part where Sway asked him if he thought he did a good job acting and Kanye and jokingly answered, "It doesn't really matter. At least you get the point, you know?" he laughs and goes immediately to a straight face, probably thinking, "Go fuck yourself Sway." Ha!

I made a GIF to show you guys!

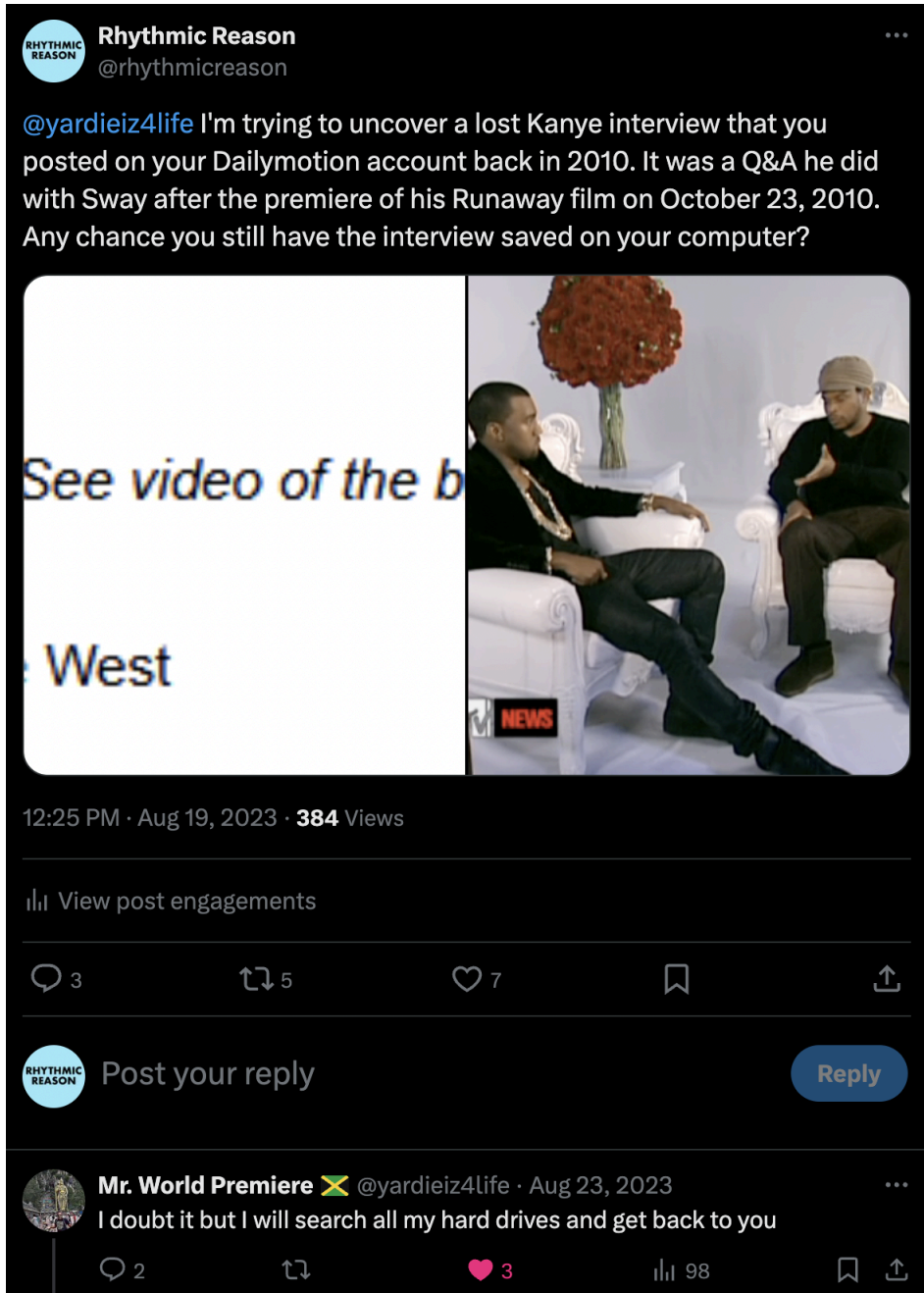
The famous gif of Ye laughing hysterically into a sudden blank expression was created by the user flipboitamidles on the KTT (kanyetothe) forums back in 2010.

<https://twitter.com/flipboitamidles/status/1469194237031817217?s=46&t=1N4Q3Re1FXABmLICgMPikA>

Efforts were made to reach out to him on Twitter but it's unclear if he still has a digital copy of the interview on his old harddrive (he ghosted me)

Mrworldpremiere:

<https://x.com/rhythmicreason/status/1692935910256468382?s=20>



Efforts were made to reach out to mrworldpremiere on twitter, who uploaded the interview on dailymotion back in 2010. Unclear if he still has a copy on his harddrive.

Mtyb05 on KTT (kanyetothe)



**mtyb05**

3420 posts · Joined 2010



#1,400 · Oct 23, 2010

is someone recording this, i just got it, like the entire interview

Like

Save

Share

User on KTT who said he recorded the entire interview on the [original reaction thread](#). Efforts are being made to reach out to him.

## CaCHooKa Man



**CaCHooKa Man**

3763 posts · Joined 2010

#11 · Oct 23, 2010

click for full 1920×1080



User on KTT who posted a screencap of the Runaway film from the MTV broadcast. Unknown if he recorded the interview afterwards. Efforts are being made to reach out.