

Multichannel NEWS

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Cablevision, FX Launch On-Demand Previews

BETHPAGE, N.Y. — Cablevision Systems Corp. last week launched what it billed as the cable industry's first network-branded promotional video-on-demand channel to support FX's linear service. Deal terms were not disclosed.

FX Preview Channel will feature branded network content, including recently announced original scripted short *Rescue Me* 2.5, which will also air on several cable operators' on-demand platforms later this month, according to FX officials.



FX's *Rescue Me*

Also on tap will be on-demand content from hit FX series including *The Shield* and *Nip/Tuck*, as well as interactive polling, sneak previews and behind-the-scenes footage.

Cablevision senior vice president for advanced-platform sales Barry Frey said there are some restrictions regarding the amount of content FX can duplicate from the linear channel, although he declined to specify. He noted that Cablevision is talking with other networks about similar on-demand advertising-channel arrangements.

"This agreement is particularly significant because it represents the first time a programmer will promote its linear programming through one of our dedicated advertising channels," Frey said.

FX Preview Channel will have its own listing in program guides. Cablevision said it will drive consumers to the channel via interactive banner links on its News 12 Interactive channel.