

Soundtrack Channel reaches Korea

Start-up international music broadcaster Soundtrack Channel has scored a deal with a Seoul-based media outfit to launch a local-language channel aimed at Korean audiences.

A joint venture deal with FMI sees the creation of STC Korea, to be produced and distributed in Seoul and beamed to Korean homes via the Sky Life DTH satellite platform as well as via cable from early 2003. The company has set a target of one million Korean subscribers within 12 months.

Soundtrack Channel's partner FMI is a three-year-old company that owns a record label, a Korean distribution unit and a web video-on-demand movie channel. FMI's co-president Jinho Frank Moon will oversee STC Korea's day-to-day operations.

Like STC's other channels, STC Korea will air film and TV soundtrack videos, interviews and behind-the-scenes specials. STC has previously launched channels into Australia, Brazil, Japan, Indonesia, Taiwan, Korea, New Zealand and the Philippines, the UK, Germany Holland and across Scandinavia.

STC is a joint venture between Gaylord, former E! Networks vice-president of international Bill Lee, and California-based post-production and editorial outfit MWP Editorial.

Ed Waller

9 Sep 2002

© C21 Media 2002