



Soundtrack net expands

STC acquires assets in Brazil, Southeast Asia, Australia

By ELIZABETH GUIDER

HOLLYWOOD -- New cabler Soundtrack Channel (STC) has signed an agreement with Gaylord Entertainment to acquire its MusicCountry channel assets in Brazil, Japan, Indonesia, Taiwan, Korea, Philippines, Australia and New Zealand.

Created as a destination on television for people who love movies, music and entertainment news, STC recently began rolling out on systems previously carrying the MusicCountry network, reaching some 4 million subscribers.

STC is a joint venture of Bill Lee, former VP for E! Networks; MWP Editorial, a post-production company; and Gaylord Entertainment.

STC will feature musicvideos from movie and TV soundtracks, including original movie musicvideos that are specially produced for the channel.