

# WorldScreen NEWS

THE MAGAZINE OF INTERNATIONAL TELEVISION • APRIL 2002

## **Tuning in to the Movies**

SANTA MONICA: A channel devoted to movie and television soundtracks launched on a number of systems in the Asia Pacific region and Latin America in March. The Soundtrack Channel (STC) is rolling out on platforms that formerly carried the MusicCountry Network.

"MusicCountry was a channel that was trying to be everything to everyone. What we're offering with the Soundtrack Channel is something with a very clear and defined point of view and a very clear focus," says Bill Lee, the Soundtrack Channel's president. Lee, formerly with E! Entertainment Network, acquired MusicCountry's assets in Brazil, Japan, Indonesia, Taiwan, Korea, the Philippines, Australia and New Zealand from Gaylord Entertainment.

At present, the channel has two feeds: one for the Asia Pacific region, another for Latin America. Lee hopes to have STC Europe on the air in Scandinavia, the U.K. and the Netherlands in September, as well as a U.S. feed for later this year.

Lee is confident that despite the difficulties encountered by MusicCountry—which launched in the Asia Pacific as CMT (Country Music Channel)—STC will have a solid roll-out around the world.

"Movies are one of the key drivers on cable and satellite," Lee says. "Our goal is [to create] a place on multichannel television that is the home of everything about movies. For the studios and the record labels, what we're offering is the perfect environment to cross-promote movies."

**MIPTV Edition**