

Daily News

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SPOTLIGHT



Bill Lee

X SOUNDTRACK Channel is to debut in Brazil following an agreement with DirecTV Latin America. The satellite platform will make the new music network available on its basic tier, giving around 450,000 Brazilians access to the channel. The Brazilian service will carry videos and programming based on local movies and TV. "We'll be producing new music videos from current and classic telenovelas," said Bill Lee, president of Soundtrack. Lee, a former vice-president of E! Entertainment launched the channel with the backing of MWP Editorial and Gaylord Entertainment in the US. The channel also provides entertainment news and behind-the-scene features about movie-making.

MORE MUSIC FOR SOUNDTRACK

NEW cable network Soundtrack Channel (STC) has signed an agreement with Gaylord Entertainment to acquire its MusicCountry channel assets in Brazil, Japan, Indonesia, Taiwan, Korea, the Philippines, Australia and New Zealand. Described as a venture created for people who enjoy

films, music and entertainment news, STC was launched last month and is currently reaching an estimated audience of over four million subscribers. STC plans to provide viewers with entertainment news, celebrity interviews and behind-the-scenes programming.

NEWS ROUND-UP

✓ SOUNDTRACK Channel (STC) has forged a joint-venture agreement with the Scandinavian media group MMG and its subsidiary NonStop Television, which will result in the launch of a new channel, STC Europe, in the fourth quarter of this year. The service will initially cover Scandinavia, the Netherlands, Germany and the UK.