

Cable Industry Honors Black History Month More than 100 Programs are Available via “Black Experience On Demand”

Alexandria, VA, February 2, 2010 – In recognition of Black History Month in February, the nation’s content providers and cable companies are providing digital cable customers with On Demand access to hundreds of programs and movies, specifically focused on the Black experience and history.

“By aggregating Cable On Demand content around an important theme like Black History Month and making it easy to find on the interactive guide, we’re able to offer our viewers a chance to explore multiple aspects of the Black Experience at their own convenience, with just a few clicks of the remote control,” said Mark Hess, co-chair of CTAM’s Advanced Cable Solutions Consortium (ACSC) and Senior Vice President of Product Development for Video, Comcast.

Multiple genres of programming are available as a part of this “Black Experience On Demand” initiative, including movies, music, biographies, documentaries, news and television series. Shows will be accessible via the On Demand feature whenever the viewer chooses. Viewers can access these programs in a “Black Experience” or “Black History” folder from their Cable On Demand menus. On Demand also enables viewers to start, stop, pause and rewind the show of their choice.

Specific program offerings with descriptions can be found at www.thisiscable.com.

“The value of Cable’s On Demand service is spotlighted with this Black Experience effort. As an industry, we can honor the contributions of African American leaders whose stories are captured in film, music, television and news, while leveraging the power of our medium and the volume of relevant content available via Cable On Demand,” said Heather Baldino, co-chair of CTAM’s ACSC and Senior VP, Marketing, Turner Broadcasting.

Participating cable companies include Cablevision, Comcast, Cox Communications, Insight Communications, Mediacom and Time Warner Cable. Programming for the initiative is provided by A&E Network, BET, Big Ten Network, CNN, Food Network, HBO, HGTV, HISTORY, Investigation Discovery, Lifetime, Logo, MTV, National Geographic Channel, Nickelodeon, Showtime, Spike, Starz, Sundance Channel, TCM, Travel Channel and VH1, as well as Universal Studios and Warner Bros.

“Black Experience On Demand” is part of a broader industry effort to help consumers better understand the breadth and depth of content available to them through Cable On Demand. Rentrak recently reported that consumers spent more than 3.1 billion hours watching Cable On Demand content in 2009. Total On Demand transactions grew nearly 15 percent year-over-year, to over seven billion transactions last year.

Digital cable customers of participating cable companies can check their local Cable On Demand listings for specific programming information and availability.

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“Black Experience On Demand” is an initiative of CTAM: the Cable & Telecommunications Association for Marketing, a non-profit organization that supports its member companies in their efforts to inform consumers about emerging residential and business-to-business products. For more information, go to www.thisiscable.com. CTAM is also on Facebook, LinkedIn and Twitter.

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