

operator beyond cost of Nickelodeon. 1211 Avenue of the Americas, New York 10036 (212) 944-4260.

Appalachian Community Service Network (ASCN) □ Basic service, no advertising. Educational, public affairs programming, teleconferencing, community service. Distributed by Appalachian Regional Commission. Transponder 16, Satcom 1. 64 hours per week, sign on 7 a.m. ET; sign off noon, Sat. & Sun.; 5 p.m. Mon, Wed., Fri.; 7 p.m. Tues., Thurs., Plans to acquire additional satellite time in 1981. Cost to operator: 1 cent per subscriber per month for single systems, 1/2 cent per subscriber per month for MSO's. 1200 New Hampshire Ave., Suite 240, Washington 20036.

CBS Cable (to start mid-year, 1981) □ Basic service, advertiser supported. Cultural programming, concentration in performing arts. 60% of programming to be produced in-house. Distributed by CBS Inc. Westar 3. 12-15 hours per day planned. No cost to operator if

per month in top 100 black markets. 3222 N Street, N.W., Washington 20007 (202) 337-5260.

Cable News Network (CNN) □ Basic service, advertiser supported (local availabilities). 24-hour news coverage. Distributed by Turner Broadcasting System. Transponder 14, Satcom 1. 24 hours daily. Cost to operator: 15 cents per subscriber per month if system also carries WTBS; 20 cents per subscriber per month otherwise. 1050 Techwood Drive, N.W., Atlanta, Ga. 30318, (404) 898-8500.

Cabletext □ Basic service, no advertising. News wire services—Reuters, UPI. Distributed by Southern Satellite Systems. Transponder 6, Satcom 1.24 hours daily. Box 45684, Tulsa, Okla. 74145.

Cable Satellite Public Affairs Network (C-SPAN) □ Basic service, underwritten. Coverage of proceedings of U.S. House of Representatives. National Press Club Luncheons. *Close-Up* educational series. Dis-

tributed by Cable Satellite Public Affairs Network. Transponder 9, Satcom 1 (time leased from USA Network). 9 hours daily, 9 a.m.-6 p.m. ET. Cost to operator: Free. 3800 North Fairfax Drive, Arlington, Va. 22203 (703) 525-3030.

Modern Satellite Network (MSN) □ Basic service, advertiser supported. Educational, informational programming designed as alternative daytime fare. Distributed by Modern Talking Picture Service. Transponder 22, Satcom 1. 5 hours daily; weekdays, noon to 5 p.m.; weekends, 8 a.m. to 1 p.m. No cost to operator. 45 Rockefeller Plaza, New York 10111

The Movie Channel □ Pay service, no advertising. 24 hour motion picture service. Distributed by Warner Amex Satellite Entertainment Corp. 24 hours daily. Transponder 5, Satcom 1. Cost to operator: \$3.75 per subscriber per month. 1211 Avenue of the Americas, New York, 10036 (212) 944-4250.

National Christian Network (NCN) □ Basic service, advertiser supported. Multi-denominational religious programming. Distributed by National Christian Network. Transponder 4V, Satcom 1. 24 hours daily. No cost to operator. Box 493, Cocoa, Fla. 32922, (305) 632-1000.

National Spanish Television Network (SIN) □ Basic service, advertiser supported (no local availabilities). Spanish language movies, sports, comedies, "novellas" and news. Distributed by National Spanish Television Network. Transponder 8, Westar 3. 24 hours daily. Pays operator for carriage; 10 cents per Hispanic subscriber per month. 250 Park Avenue, New York 10177 (212) 953-7500.

Nickelodeon □ Basic service, no advertising. Children's programming channel, featuring series designed for specific age groups through teen years. Distributed by Warner/Amex Satellite Entertainment Corp. Transponder 11, Satcom 1 (to be shared with Alpha, see above). 14 hours daily. Cost to operator: 10 cents per subscriber per month, up to 50,000 subscribers; 9 cents per subscriber per month, between 50,000 and 100,000 subscribers; 8 1/2 cents per subscriber per month between 100,000 and 200,000 subscribers. 1211 Avenue of the Americas, New York, 10036, (212) 944-4260.

Private Screenings □ Pay service, no advertising. R rated films. Distributed by Satori Productions. Transponder 5, Westar 3. 3 hours each night, Friday and Saturday, beginning at midnight. Cost to operator: 97 cents per subscriber per month in basic package; \$1.27 per subscriber per month in pay tier. 250 West 57 Street, New York 10019, (212) 581-8450.

Premiere □ (to start Jan. 2). Pay service, no advertising. Designed as an all-movie service featuring exclusive product not yet available on other pay networks. Distributed by Premiere. Satcom 1, Comstar D2. Six hours per day Mon.-Fri., starting at 8 p.m. ET, plus Sat. matinee at 2 p.m. ET, 12 hours per day Sun. at 2 p.m. Cost to operator \$3.75 per subscriber per month, plus 50% charges over \$8. 10880 Wilshire Boulevard, Los Angeles, 90024, (213) 474-3500.

Rainbow □ Pay service, no advertising. Combination of two separate packages—Escapade, R-rated movie service, Tuesday through Saturday; Bravo, cultural programming.



New boys on the block. L to r: Jack Gillis of CBS Cable, Ken Silverman of Cinemerica, Herb Granath of ABC Video Enterprises and Larry Miles of Premiere.

offered as part of basic. 15 cents per subscriber per month if placed in expanded basic tier. 51 West 52d Street, New York 10019.

Christian Broadcasting Network (CBN) □ Basic service, advertiser supported (local availabilities). Christian oriented programming presented in varied formats. Distributed by Christian Broadcasting Network. Transponder 8, Satcom 1. 24 hours daily. No cost to operator. Virginia Beach, Va. (804) 424-7777.

Cinemax □ Pay service, no advertising. Motion picture channel conceived by its distributor, Home Box Office, as complement to original HBO in multipay markets. Distributed by HBO. Transponder 20 and 23, Satcom 1. 24 hours daily. Cost to operator: \$3.20 per subscriber per month plus 35% of subscriber charge over \$7. Time & Life Building, Rockefeller Center, New York 10020, (212) 484-1241.

Cinemerica (to start May 1, 1981) □ Basic service, advertiser supported. Varied programming of appeal to viewers 45 years of age and older. Transponder 10V, Comstar D-2. Distributed by Cinemerica. Eight hours per day, noon-8 p.m. ET. No cost to operator. 9477 Brighton Way, Beverly Hills, Calif. 90210.

Black Entertainment Television (BET) □ Basic service, advertiser supported (local availabilities). Entertainment and sports programming attractive to black audiences. Distributed by Black Entertainment Television. Transponder 9, Satcom 1 (time leased from USA Network). 3 hours, Friday nights, 11 pm - 2 a.m. ET. Cost to operator: 1 cent per subscriber

tributed by Cable Satellite Public Affairs Network. Transponder 9, Satcom 1 (time leased from USA Network). 9 hours daily, 9 a.m.-6 p.m. ET. Cost to operator: Free. 3800 North Fairfax Drive, Arlington, Va. 22203 (703) 525-3030.

Entertainment and Sports Programming Network □ Basic service, advertiser supported (local availabilities). 24 hour sports network. Coverage includes professional, amateur and NCAA events. Distributed by Entertainment and Sports Programming Network Inc. Transponder 7, Satcom 1. 24 hours daily. Cost to operator: 48 cents per subscriber per year or by contract. ESPN Plaza, Bristol, Conn. 06010 (203) 584-8477.

Galavision □ Pay service, no advertising. Programming designed to appeal to Hispanic audience. 65% motion pictures, 25% "novellas," 5% sports, remainder variety. Distributed by Spanish International Network. Transponder 18, Satcom 1.70-plus hours per week. Cost to operator: 50% of rate, \$3.50 per subscriber per month. 250 Park Avenue, New York, 10017.

Home Box Office □ Pay service, no advertising. Entertainment channel concentrating on motion pictures, with some special productions, concert performances, sports events. Distributed by Home Box Office Inc. Transponders 22 and 24, Satcom 1. 9 hours per day weekdays (5 p.m.-2 a.m.), 12.5 hours weekends (2:30 p.m.-3:00 a.m.). Cost to operator: roughly half \$9 per subscriber per month fee. Time & Life Building, Rockefeller Center, New York, 10020, (212) 484-1241.

Home Theater Network (HTN) □ Pay service, no advertising. G and PG films, one or two