Admittedly responding to Turner Broadcasting System's announcement that it may launch a new 24-hour music service with a larger target demographic (18-49), MTV Networks Inc. unveiled plans last week to launch a second music video channel itself in January 1985. The proposed service would attempt to skew broader than those of its competitors, according to president and chief operating officer Robert Pittman, who is expected to announce the new channel next week.

Pittman said that the new channel would be a more dramatically reflective pop music service, with a target demographic of 18-34. The service would be aimed at a more general audience, and the channel would be named "Cinemax." Pittman said that the new channel would be a "landmark" for the industry, and that it would launch "as a building block" for the future of the cable industry.

Meanwhile, operator responses to the TBS proposal continue to flow into Atlanta. Sando declined to give out any numbers last week but described the response as "positive." Pittman said that the new channel would be a "landmark" for the industry, and that it would launch "as a building block" for the future of the cable industry.

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