

those operators which have license agreements with our other services," said Cohen. MTV says it can expand to three channels with little incremental cost.

Nor will MTV have to spend money on additional transponders, even during the test. According to Freston, transponder compression will be available in 12 months, so MTV's simple transponder will accommodate all three channels.

According to Freston, advertising will be sold across all three channels and based on cumulative demographics, ratings and reach. The network will continue to target the 12-34-year-old audience, and its research says having three channels should increase ratings anywhere from 30% to 80%.

A variety of genres are likely to be tested on different cable systems to help MTV decide what musical formats to go with. "To speculate on what genres we'll end up using would be stupid," said Cohen, since "music changes very quickly."

Freston added that each of the two additional channels will likely be "a coalition of a couple of genres."

MTV is unsure how many cable sys-

## CNBC ALSO THINKING THREE

CNBC has its own ideas for multiplexing, now that it reaches 43.8 million homes (thanks to its acquisition of FNN) and no longer has to struggle for carriage of just one channel. According to Tom Rogers, president, NBC Cable, CNBC could be divided into three channels (also the magic number for MTV and HBO).

One channel could be videotext, providing the stock ticker as well as additional business information, said Rogers. Another could continue to produce business news and a third could be offered on a subscription or pay-per-view basis, televising such events as stockholders meetings, he said.

But actually launching the three channels would be premature, said Rogers. "That kind of channel capacity, for non-movie channels, is three to five years out." He was vague, though, about whether CNBC would test such concepts anytime soon, despite the lack of widespread channel capacity now.

CNBC has had some discussions about its possible future plans with operators, largely because operators see business and financial news as a way to expand their penetration, according to Rogers. Operators are targeting commercial buildings in metropolitan areas for future growth because penetration in those areas is low, he said. And expanding CNBC's channels and the amount of business information it can deliver could help increase that penetration, said Rogers.

tems will be prepared by 1993 to pick up all three channels, since their ability to carry the services will depend on channel capacity and the progress of system rebuilds. Freston said he believes systems will be ready by 1995, at least, with an average of 80 to 120 channels

per system. Cohen said MTV announced the project now, timed with its 10th anniversary, to give operators an incentive to rebuild. By showing there is programming to fill new channels, MTV is saying to operators, according to Cohen, "if you build it, we will come." **-SDM**

## HBO RELEASES MULTIPLEX SCHEDULE

### SUNDAY, AUGUST 4

|         |   | PRIME TIME   |      |   |      |  |      |  |      |  |       |                                     |       |       |
|---------|---|--|------|---|------|--|------|--|------|--|-------|-------------------------------------|-------|-------|
| PREMIUM |   | Central-East   |      |   |      |  |      | Central-East                             |      |  |       |                                     |       |       |
|         |   | C  | 5:00 | 5:30                                      | 6:00 | 6:30   | 7:00 | 7:30                                     | 8:00 | 8:30   | 9:00  | 9:30                                | 10:00 | 10:30 |
|         |   | E  | 6:00 | 6:30                                      | 7:00 | 7:30   | 8:00 | 8:30                                     | 9:00 | 9:30   | 10:00 | 10:30                               | 11:00 | 11:30 |
| HBO     | 1 | (5:15) Lisa PG13 (Cheryl Ladd)                         |      |   |      | Die Hard 2 (CC) R (Bruce Willis)                     |      |  |      | Dream On (CC)                                    |       | Spies Like Us (CC) PG (Dan Aykroyd) |       |       |
|         | 2 | We're No Angels (CC) PG13 (R. De Niro, Sean Penn)      |      |   |      | Dirty Dancing (CC) PG13 (P. Swayze, J. Grey)         |      |  |      | Die Hard 2 (CC) R (B. Willis, B. Bedelia)        |       |                                     |       |       |
|         | 3 | Batman (CC) PG13 (Michael Keaton)                      |      |   |      | Police Academy 2 PG13                                |      |  |      | And Justice for All R (Al Pacino, J. Warden)     |       | (10:35) Dream                       |       |       |
| MAX     | 1 | (4:00) Shrimp on the Barbie PG13 Return (Cheech Marin) |      | Stanley & Iris (CC) PG13 (Robert De Niro) |      |  |      | Silent Rage R (Chuck Norris)             |      | (10:45) Back                                     |       |                                     |       |       |
|         | 2 | (4:30) Empire of the Sun (CC) PG (John Malkovich)      |      |   |      | Nat'l Lampoon's Christmas Vacation (CC) PG13         |      |  |      | (8:45) Breaking In (CC) R (Burt Reynolds)        |       | House of Usher R                    |       |       |
| SHO     | 1 | (4:35) Cry-Baby PG13                                   |      | The Freshman (CC) PG (Matthew Broderick)  |      | sex, lies, & videotape R (James Spader)              |      |  |      | Shrimp on the Barbie                             |       |                                     |       |       |
|         | 2 | (4:35) Shrimp on / Barbie                              |      | Can't Buy Me Love (CC) PG13 (P. Dempsey)  |      | (7:35) Cry-Baby PG13 (Johnny Depp)                   |      | The Freshman (CC) PG (Matthew Broderick) |      |  |       |                                     |       |       |
| VC      | 1 | Misery R (James Caan, L. Bacall)                       |      |   |      | Reversal of Fortune (CC) R (Ron Silver, Glenn Close) |      |  |      | Look Who's Talking Too (CC) PG13 (Kirstie Alley) |       |                                     |       |       |
|         | 2 | (4:00) Warlock (CC) R                                  |      | Kandyland R (Sandahl Bergman)             |      | Warlock (CC) R (Richard E. Grant)                    |      |  |      | Kandyland R                                      |       |                                     |       |       |

TeleCable's premium channel multiplex test began last week (Thursday, Aug. 1). The above chart shows the Aug. 4 schedule. HBO has opted for an entirely new programming schedule for its three channels, so that at any given time, each channel will attract a different audience. Cinemax is starting out as a two-channel service, but is scheduled to become three in Novem-

ber. "We simply need to finish the physical plant necessary at our uplink," said a spokesman.

Showtime, which is multiplexing with two channels, is doing so by airing both its East and West Coast feeds, which requires no additional transponders. (HBO's/Cinemax's plan requires four additional transponders.)