

More choices for cable subscribers

This week marks the entrance of some new players in the cable programming business and the expansion of some existing program services. Among them:

- **MTV Latino** begins its first week of operation in more than 2 million TV households. MTV has signed distribution deals in 11 Latin American countries for the channel, which is a customized 24-hour Spanish-language version of the music video network for Latin America and the U.S.

- **HBO En Español** begins its first week of operation in as many as 3.5 million Latino TV households in the U.S. The channel features the same lineup as the English-language HBO service, but the programming, as well as all on-air promotion and interstitial programming, are in Spanish.

- **GEMS Television**, a Spanish-language service for women that debuted on April 1, expands its programming lineup from 16 to 24 hours a day. The service now reaches 1.5 million households in 18 countries, including the U.S.

- **The Sci-Fi Channel** this month enters its second year of operation in 14 million homes, 4 million more than when USA Networks launched the channel on Sept. 24, 1992. Plans for the channel in the year ahead include at least four original movies.

- Ten-year-old regional sports service **Home Sports Entertainment** expands to a 24-hour format, including a sizable block of programming from Prime Network. The channel serves 3.7 million cable subscribers in Texas, Oklahoma, Arkansas, Louisiana and parts of New Mexico.

- Nora Ryan, formerly senior vice president of marketing for **Showtime Networks**, has been tapped by the company to head a new business development division designed to broaden its business.

- **WTBS-TV Atlanta** has signed a deal with Warner Bros. Domestic Television to bring *Growing Pains* to the channel beginning Oct. 4 at 6:35 p.m. ET.

- **The Travel Channel** is looking to launch a Canadian version. Parent company Landmark Communications has applied for a license along with partners VOXM TV Inc. of Newfoundland and Newfoundland Capital Corp. of Nova Scotia. Landmark previously announced plans to provide programming in England, Benelux and Scandinavia.

- **Polygram Diversified Entertainment** on Nov. 27 will present a live pay-per-view concert, *U2-In Concert-Zooropa Live from Australia*. Reiss Media Entertainment Corp. and Viewer's Choice will distribute the event with a \$19.95 suggested retail price. —RB

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