

ing and real footage of a lake surface behind an animated, 3-D model of the HBO logo. In another spot, the logo is featured as the star passenger in the back seat of a limousine.

HBO used the New York-based sound design company RK Music to reorchestrate the network theme music for the breaks and match the cinematic look with a large, cinematic sound.

Before the image recasting, Rosenberg says, HBO had been running a mixed bag of promo spots that had no consistent theme and which had been

produced at different times in the network's development.

"These are building blocks of a whole system we're using on air to tie diverse kinds of programming together into a cohesive 10 minutes or so that we have between movies," says Rosenberg. "It gives people the idea that there is all this different programming, but there is still something that makes it HBO."

Televizn's creative approach was to refocus the brand name of HBO, says Greenway. "Over the years, HBO added many promotional pieces, but

they did not necessarily follow a brand ethic," he says. "So it was important to tie the entire promotional campaign into a whole."

HBO says it worked nearly 18 months planning and developing the redesign of its promotional breaks.

"All sorts of channels on the dial are honing their brand and making their network more distinctive," says Greenberg. "As the leading movie channel, we want to hone our image, make it mean something more to the viewer and remind them why they pay for it." ■

Seeing double double at E!

Cable network says addition of West Coast feed boosts exposure, flexibility

By Donna Petrozzello

E! Entertainment Television is the latest basic cable network to add a West Coast feed. The second feed gives its original programming more prime time exposure and gives the network greater programming flexibility.

Viewers in the Pacific time zone make up about 15% of the national TV audience, according to Nielsen Media Research.

E! particularly wanted to give West Coast prime time exposure to *E! News Daily*, which airs live at 6 p.m. ET. The hour entertainment news show is one of the network's signature programs. With the change, *E! News Daily* will air at 6 p.m. ET/PT, at 7 p.m. in Mountain time zones and at 3 p.m. in Hawaii, the network says.

In addition to delivering its East

Coast prime time programming on the West Coast in prime time, E! is also able to bury its 3-6 a.m. ET infomercials in the same graveyard on the West Coast. Previously, West Coast viewers received infomercials starting at midnight, which E! officials say pulled down their total-day ratings.

"A large part of our advertising revenue comes from West Coast studios, and they want to know what is going on in the entertainment business. That was another reason we wanted the West Coast audience to be able to watch [*E! News Daily*] at home as well as the East Coast viewers," says Keenan.

"We thought that since this was a time we were increasing our originals, we could serve the viewers on the West



Coast better by providing the right schedule for them in their time zone," he added.

Although other cable networks have adopted West Coast feeds, E! is the first to use Scientific-Atlanta's Power Vu video compression system to deliver both an analog and a digital signal to its affiliate on one transponder.

Of 41 cable networks monitored by Nielsen Media Research, 15 have dual feeds, including Comedy Central, Discovery Channel, The Family Channel, FX, Lifetime, MTV, Nickelodeon, USA Networks and VH1. In addition, pay-TV networks Home Box Office, Showtime, The Movie Channel, The Disney Channel and Cinemax have dual feeds.

Tim Brooks, USA Networks senior vice president of research, says many networks adopt the dual feed not only to air their best programs in prime time on both coasts but to give them flexibility in program scheduling.

With a dual feed, for example, networks can air adult-oriented programming starting at 10 p.m. ET, without worrying that the same material will be inappropriate to air at 7 p.m. on the West Coast, Brooks says.

"With a dual feed, networks can program without concern that shows are going to run outside of their appropriate time period or outside of the competition they were intended to go up against on the West Coast," says Brooks. ■



Helping hands

Nickelodeon held its The Big Help-a-thon in Santa Monica, Calif., Oct. 19. The televised pledge drive drew 8 million calls and 95 million hours of time pledged from kids volunteering to help their community and world. Shown above at the event were (l-r) Nickelodeon President Herb Scannell; Big Help spokeswoman Whoppi Goldberg; Nickelodeon senior vice President Albie Hecht; COO Jeff Dunn, and senior vice president Marva Smalls.