

'COMEDY CENTRAL MotherLoad' hits broadband

October 31 2005

Comedy Central is launching Tuesday its first broadband-optimized video channel, "COMEDY CENTRAL MotherLoad."

For the launch, new original series and content from classic Comedy Central shows such as Robert Smigel's "TV Funhouse," "Strangers with Candy" and "Viva Variety" will be available exclusively on "MotherLoad."

According to the company, "COMEDY CENTRAL MotherLoad" is a video player designed and optimized to take advantage of broadband speed and features exclusive and dedicated content including video clips from current and classic Comedy Central shows, stand-up performances, sneak previews, behind-the-scenes exclusives and original content.

"Comedy today does not just live as a 22-minute television show," said Lou Wallach, senior vice president, original programming and development, Comedy Central. "We've developed and produced programming exclusively for this digital platform and are looking forward to premiering original content on 'MotherLoad.'"

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