

HGTV growing more broadband

April 24 2006

Scripps Networks announced Friday the launch of a second comprehensive broadband channel -- the HGTV BathDesign channel.

According to the Scripps Network, the channel will be in trial phase before going live to consumers on May 1. Scripps also said that the channel will launch with nearly 200 streaming videos on the latest in bath innovations, design trends and expert room makeover tips.

In January Scripps launched its HGTV KitchenDesign channel.

"Kitchen and bath go together, so this is a natural second step for us in broadband," said Ron Feinbaum, senior vice president and general manager of Scripps Networks Interactive. "Our audience has shown a strong enthusiasm for our first channel, HGTV KitchenDesign, and with the introduction of HGTV BathDesign we are continuing to deliver on our commitment to 'super-serve' the segments of our audience looking to dig deeper into Scripps Networks considerable collection of ideas, information and inspiration."

"Our content lends itself to creating these unique destinations for audiences to interact with our brands in a whole new way and also to connect with others who share their interests and passion," he added.

HGTV promo material notes that it was among the early programmers of original broadband content with its premier of the show HGTV's Dream Home Giveaway on HGTV.com three years ago and short broadband offering from HGTV cable channels the FoodNetwork.com,

DIYNetwork.com, FineLiving.com and GACtv.com.

According to Scripps in a release, the combined new broadband channels "offer more than 500 videos on all things kitchen and bath, a comprehensive suite of interactive tools such as an online designer that allows users to recreate their existing or desired floor plan and populate with their existing or desired appliances and features."

The company also said that broadband has become an important part of Scripps Networks by helping to leverage and build on its successful Web sites and core cable networks.

"By providing content in a new way, we can reach a whole new audience and introduce them to our established brands. This creates demand for our networks and for the broadband service that our cable operator partners provide," said Jim Sexton, senior vice president of HGTV.com, DIYnetwork.com, HGTVPro.com and the two broadband channels.

The company has future plans for additional broadband channels that will also reach tightly targeted affinity groups in the lifestyle arena.

The Scripps Networks is owned by The E.W. Scripps Company, a diverse media company with interests in newspaper publishing, broadcast television, national television networks, interactive media and television retailing.

For more information:

www.HGTVBathDesign.com

www.HGTVKitchenDesign.com

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