

Sirius, Variety in deal for showbiz news

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Sirius Satellite Radio will be bringing the latest entertainment business news by tying up with Variety, the so-called U.S. show-business bible.

The radio network is launching a news bureau in Variety's Los Angeles office that will broadcast the latest news in show business each hour of every day. The Variety Radio News will go on air this autumn.

"Variety delivers an insider's view on film, TV, music, the Internet, and publishing with concise and provocative insight," Scott Greenstein, Sirius's president of entertainment and sports, said in a news release.

"Variety Radio News will become as indispensable to the industry as the magazine itself, and also make it possible for anyone in the country to be as up-to-date as any movie insider. Whether it's on the way to work, a screening, or anywhere life takes them, SIRIUS will put Variety right there with them."

Peter Bart, the editor in chief of Variety, stated, "Variety chose Sirius as our partner because of its already strong credibility in the entertainment world and Sirius unrivaled ability to reach a national audience. There is clearly an appetite for news from the world of media and entertainment that is both timely and credible. It is our intention to get it first and also get it right."

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