

Esquire network will transition from cable to online channel

January 18 2017

Esquire Network said Wednesday it is shutting down as a cable channel and will transition into a digital online outlet.

The Esquire online network will launch this spring, around the time the [cable channel](#) goes dark.

The TV channel had struggled as major cable providers dropped it from their lineups.

A partnership of NBCUniversal and Hearst Magazines, the network began in 2013 in a [rebranding](#) of what had been Style Network.

It was conceived as a TV brand extension of Hearst's young-men-oriented Esquire magazine.

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