

For sale

J.C. Penney Co. and Shop Television Network Ltd. plan to launch a home shopping joint venture in October. The programming on the 24-hour network will be divided into half-hour segments, which will be hosted by celebrities or product experts. Entertainer Pat Boone, who hosted pilot programs of the network last year, will be involved in the on-air production of STN. Merchandise for each half-hour segment will be targeted demographically. No more than 20% of the merchandise will come from Penney.

As an incentive for cable operators to carry the service in an increasingly crowded home shopping field, STN is offering, during its first six months of service, to match the highest commission cable operators receive from any other shopping service. Alternatively STN will offer operators a 5% commission in sales with a guarantee of minimum monthly payment to be based on a per-subscriber fee negotiated between STN and cable operator. After six months, operators who stick with STN will get a 5% commission on sales, and large MSO's will be given an equity stake of 1% in the network for a million homes. If operators sign before the October launch, that figure rises to 2%.

STN is promising "network quality productions—elaborate sets and three-camera shots," said Edward Bright, director of public relations. To that end STN has signed Gary Smith as executive producer. Smith is a partner in Smith-Hemion Productions, which produced *Statute of Liberty Weekend '86* for ABC, among others, and has won 20 Emmy awards. Michael Rosen is chairman and president of STN.

Penney has provided equity capital and holds a majority interest in the venture and will handle order fulfillment. STN will produce the programming and handle carriage agreements with cable operators.

Ohio addition

HBO has added a major cable system to its affiliate lineup, the 105,000 subscribers of Buckeye Cablevision in Toledo, Ohio. HBO said the launch coincides with Buckeye's addition of addressable equipment. Installation of addressable equipment began in April and now reaches 20,000 homes. Some 5,000 homes are expected to be added each month.

New look

Turner Broadcasting's superstation, WTBS(TV) Atlanta, will unveil on Sept. 7 a new promotion campaign that will also include a new name for the service—WTBS will become "SuperStation TBS." "We're defining our national status more clearly," said Bob Wussler, TBS executive vice president and superstation president. "The 'W' prefix is used to denote local television stations east

of the Mississippi," said Wussler, "but with the SuperStation's outstanding original programming telecast around the country via satellite, our focus is more national."

The fall promotional campaign, entitled "Celebrate," includes a new animation package for openers, closes and ID's. Part of

SuperStation TBS

the promotion will include a re-recorded version of the song, "Celebrate," done by the original artists, Three Dog Night. The animation package will be tailored for specific superstation programming, and some 800 combination mixes are possible, TBS said, for the service's movies, series, specials and sports events.

They want their MTV

The global advertising market is pictured as headed for explosive growth as new television networks are added in Europe and other locales, and regulations limiting advertising spending are relaxed. That optimistic

report was delivered by Tom Freston, president of MTV Networks Entertainment, before the New York Television Academy, and covered such topics as MTV's growth in the U.S. over the past six years, the launching of MTV Europe last Aug. 1 and the prospects for international advertising.

As for MTV Europe, Freston said it started operations with 40 cable systems and 1.6 million homes in locations including Amsterdam and Rotterdam, both the Netherlands, and in the Scandinavian countries. Paris will be added in October. In reply to a question, Freston said the company does not expect to show a profit with MTV Europe for six or seven years. Initial advertisers include New York Seltzer, Levi Strauss, Benetton and Coca-Cola, he said.

A tape was shown to indicate the types of programming to be carried on MTV Europe. It will differ from its U.S. counterpart, MTV, in attitude and style, presenting many European cultures in special news reports, concerts, documentaries and contests. The target audience is 12-34.

Indicative of the growth abroad, Freston pointed to Britain, Italy and France, which recently have added privately owned networks to the government-controlled ones. He said that private and semiprivate channels are being added in Spain, the Nether-

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