

HBO To Manage Sales And Marketing For Black Entertainment Television

In a move coinciding with Home Box Office, Inc.'s recent agreement to purchase an equity interest in Black Entertainment Television (BET), certain sales and marketing activities of BET will be carried out by HBO, effective immediately. The announcement of the new arrangement was made this week by Robert L. Johnson, president of BET, a basic advertising-supported cable network providing black-oriented entertainment, and Joe Collins, HBO president.

Collins and HBO senior vice president, Don Anderson, will head BET's sales and marketing activities. Anderson, previously HBO vice president of affiliate operations in Los Angeles, will report to Peter Frame, HBO executive vice president, affiliate sales and operations.

Under the new sales and marketing agreement, BET will pay HBO an annual fee for its services. Anderson's efforts will be supported by BET's sales organization, which will continue to have primary responsibility for launch and affiliate services support. All other business activities will remain at BET's headquarters in Washington, D.C.

According to Collins, the move follows HBO's agreement to acquire approximately 14 percent of all shares of BET common stock in exchange for having provided BET with satellite transponder space. BET is currently being carried on Satcom III-R. BET President Johnson retains controlling interest in the company; HBO and a partnership between Tele-Communications, Inc.

(TCI) and Taft Broadcasting Co. hold minority interests.

Commenting on the new agreement, Johnson said, "We are very pleased that BET will be represented by HBO in the cable marketplace. This new association with HBO brings to BET exactly what we wanted and needed to grow. As the cable industry moves into the major urban markets, HBO's unchallenged role as the leader in marketing cable services will help make BET available to the more than 50 million black and white Americans who will have access to cable within the next three years."

HBO's Collins said, "Because BET has demonstrated it is attracting non-black viewers as well as black viewers, we believe there is tremendous crossover potential between HBO and BET in terms of marketing and programming. Under Don Anderson's direction, we hope to learn more about how HBO and BET can work together effectively in these areas and how cable can better serve black subscribers. In the tradition of Home Box Office, BET was a cable pioneer, the first network to provide black-oriented entertainment. We welcome the challenge of helping this pioneering basic service grow in the years ahead."

Anderson said, "We are delighted to be involved in this new relationship with BET because we strongly believe in BET's programming concept. Our role will be to help secure for this basic service a firm position from which it can become the leading producer and distributor of quality black entertain-

ment programming for the cable industry and the major medium used by advertisers to target the black consumer marketplace. BET has a real performance story to tell. Nielsen research shows that BET is the most watched ad-supported basic cable service in black cable households in prime-time. The service is also well received in non-black

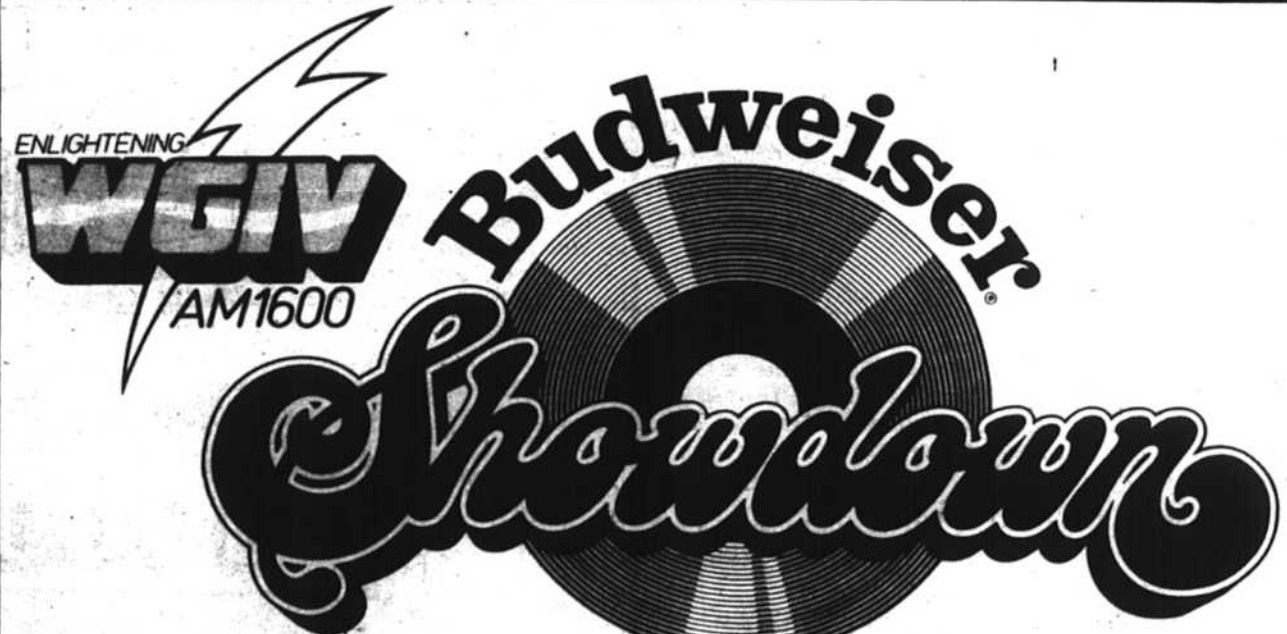
cable households in prime-time, which shows that BET has viability beyond just the black consumer."

He said Nielsen telephone coincidentals commissioned by BET in June 1984 showed BET had significant primetime viewership in comparison to most other ad-supported services in both total-TV homes and black households.

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