

UPC introduce their own entertainment show: *Kanaal 12*

On April 2nd of this year UPC launched a new weekly entertainment program. The program, giving viewers tips on everything UPC On Demand has to offer, will be available through UPC Digital TV on Channel 12.

Presenters

The program, aptly named *Kanaal 12 (Channel 12)*, will be hosted by Kee Huidekoper and Oren Schrijver. Kee won a talent show for a Dutch soap opera and starred in 13 episodes. At the same time she presented over 100 episodes of *Trick & Treat*, a candid camera show on Dutch television station *Veronica*. Oren starred in numerous musicals and theatrical productions, such as *Les Misérables*, *Saturday Night Fever* and *Mamma Mia*. He also hosted the TV show *Entertainment Live* as well as the cooking show *Patat, Pom of Pasta (French fries, Pom or Pasta)*.

Weekly show

Each 20-minute *Kanaal 12* episode will run for one week, 24 hours a day. We see interviews with the stars and clips from concerts, documentaries and popular TV shows. Next to that there's ample attention for the latest movie premieres, the hosts give viewing tips for kids and there are quiz shows for the viewers to compete in. *Kanaal 12* is an interactive platform. By following the on-screen directions viewers are only one button push away from being instantly directed to the movie, TV show or documentary that's being discussed. This way, viewers can access shows to their liking even quicker and easier. New episodes of this entertainment show are released weekly and are aired on the hour and half hour.

UPC On Demand breakthrough

Last year UPC customers requested over 47.5 million movies, TV shows and other On Demand programs. Compared to 2008 that's an increase of more than 45%. The number of digital viewers using the On Demand facilities grew as well: over 40% compared to 2008. Pim Hofmeester, Market Manager UPC On Demand: "Our own research shows that many of our customers have not yet discovered the full width and breadth of everything UPC On Demand has to offer. They need and want that extra bit of information on what new movies or what interesting shows have been added to the On Demand content this week. With *Kanaal 12* we show them the way and guide them through our vast collection".

Kanaal 12 is produced by CCCP in cooperation with Chellomedia.