



## MEETING YOUR DEMAND

### ANIME NETWORK GOES FROM V.O.D. TO 24/7

**H**aving anime whenever you wanted it still wasn't enough for some fans—so the Anime Network made the jump from Video-On-Demand to a 24-hour, 7-day a week linear channel.

The Anime Network, a subsidiary of A.D. Vision, Inc., formed an agreement with Insight Communications, the ninth largest cable company in the nation, to distribute the channel on Insight's digital tier—this means instead of being an extra pay service for those with digital cable, all Insight cable users can turn to the Anime Channel at any time for no extra charge. Insight Communications serves approximately 1.4 million customers in Illinois, Kentucky, Indiana and Ohio.

"We believe Anime Network's linear network will enhance and add value to our digital line-up by providing a destination for our customers who are a part of the growing number of fans of the anime genre," said Terry Denson, vice president of programming at Insight.

The Anime Network will fill its 24-hour day with programming blocks much like its VOD counterpart; programming will be themed into Giant Robots, Action Zone, Girl Power, and Perfect Sessions, which will showcase several episodes of a series in one block.

While the 24-hour network will showcase the same anime series as before, including "Neon Genesis Evangelion," "Robotech," "Chobits," "Azumanga Daioh" and "Boogiepop Phantom" as well as most of ADV's extensive licensed anime library, the Anime Network has also announced the American premiere of "Peacemaker Kurogane" (see sidebar).

Additionally, Anime Network public relations representative Dee Hale said the current plan was for all anime to be shown in its English dubbed format, and not subtitled...at least for now.

For those outside of Illinois, Ohio, Indiana or Kentucky, there's no need to fret—Insight Communications is just the beginning, according to Cathy Rasenberger, the Anime Network's Sales and Distribution executive.

"The industry has recognized the power of anime through Anime Network's popularity on VOD," said Rasenberger. "We are currently in negotiations with many major MSO's (multi-system operator) and DBS operators for carriage of the 24/7 network. We will be making additional carriage announcements in the near future." ■ **Caitlin**

**Morilarity**



**GIRL FIGHT** Could the "Azumanga Daioh" crew possibly be ready for primetime?

## SHOW BUSINESS

### "PEACE MAKER KUROGANE" RAISES A RUCKUS ON THE NEW ANIME NETWORK

Besides the format change, the Anime Network has also announced its acquiring of the fan-anticipated "Peace Maker Kurogane" to its lineup, retitled "Peacemaker" for its American debut. Animated by studio Gonzo ("Last Exile," "Chrono Crusade"), "Peacemaker" is set in the mid-19th century, after young Tetsunosuke Ichimura watches a Choushuu assassin murder his parents right before his eyes. Tetsunosuke swears to avenge their deaths; by 1864, the 15-year-old Tetsunosuke and his older brother

Tatsunosuke track down the headquarters of the Shinsengumi, seeking membership to gain the skills necessary bring his parents' assassins to justice. Unfortunately, Tetsunosuke doesn't fully understand the price he will pay; the skills he needs to fight also drain his compassion and humanity. The show, which draws on both the first and second manga series by author Kurono Nanae, combines plot elements from the two series (the latter still running in Japan, due in the US soon from ADV Manga). ■ **CM**



**MAKIN' PEACE** Shinsengumi members Shinpachi and Okita make love, not war.