

SMITHSONIAN CHANNEL™ BECOMES FIRST US NETWORK TO OFFER 4K ON DEMAND MODEL



NEW YORK, January 5, 2017 – By April 2017, Smithsonian Channel will offer 10 hours of 4K programming, thus becoming the first US network to offer a dedicated 4K On Demand model with programs refreshed each quarter. Today, Smithsonian Channel announced that it plans to establish itself as a reliable source of Ultra HD programming for its distributors in 2017. These 4K stories and documentaries will be available to Smithsonian Channel service subscribers through their existing MVPDs at no additional charge. The Channel is working with top cable, satellite and telco distributors to finalize launch plans for second quarter 2017.

“We’re proud to be the first US network to offer this 4K On Demand model,” says Tom Hayden, President of Smithsonian Channel. “With programming genres including air and space, history, nature, wildlife and travel at its finest, our new 4K model is sure to enhance the viewing experience, providing striking visuals for our consumers. Coming off the holiday season, we want to capitalize on the growing number of customers with 4K TVs, and we are pleased to offer Smithsonian Channel customers an enhancement to their already existing subscription.”

Smithsonian Channel™, owned by Smithsonian Networks™, a joint venture between Showtime Networks Inc. and the Smithsonian Institution, is where curiosity lives, inspiration strikes and wonders never cease. This is the place for awe-inspiring stories, powerful documentaries and amazing entertainment across multiple platforms. Smithsonian Channel combines the storytelling prowess of SHOWTIME® with the unmatched resources and rich traditions of the Smithsonian, to create award-winning programming that shines new light on popular genres such as air and space, history, science, nature, and pop culture. Among the network’s offerings are series

including *Aerial America*, *Million Dollar American Princesses*, *Polar Bear Town*, *The Weapon Hunter*, *The Lost Tapes*, *Mighty Ships*, *Mighty Planes* and *Air Disasters*, as well as critically-acclaimed specials that include *Building Star Trek*; *The Unknown Flag Raiser of Iwo Jima*; *MLK: The Assassination Tapes* and *The Day Kennedy Died*. Smithsonian Networks also operates Smithsonian Earth™, through SN Digital LLC., a new subscription video streaming service delivering spectacular original nature and wildlife content. To learn more, go to www.smithsonianchannel.com, or connect with us on [Facebook](#), [Twitter](#), and [Instagram](#).

###

CONTACT:

Joanna Brahim

212-708-8014

Joanna.brahim@smithsonianchannel.com

FOR AFFILIATE SALES CONTACT:

Janice Janik

janice.janik@smithsonianchannel.com