

Def On Demand Clear Channel

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Thursday, 16 December 2004 00:52 -

Def On Demand, a wholly owned subsidiary of Simmons Lathan Media Group (SLMG), a leading producer and distributor of urban/hip-hop themed media content, and Clear Channel Entertainment Television, a division of Clear Channel Entertainment announced today an agreement to co-produce twelve music and fashion related events per year under the new banner, "Def On Demand Live!"

These productions will be distributed via television, Video On Demand (VOD), and DVD. The companies are developing entertainment events and properties to produce over the two-year agreement.

"We are extremely pleased to be partnering with Clear Channel, a world leader in the production of live entertainment events," said Will Griffin, president/CEO of Def On Demand. "With our focus in urban entertainment, and our ability within Def On Demand Live! to draw on the creative experience of our co-founders Russell Simmons and Stan Lathan, we look forward to our partnership with Clear Channel and believe that together we can continue to develop and produce the compelling live events for which we are known."

"Def On Demand comes from a long tradition of developing intelligent, timely, and award winning entertainment for the urban/hip-hop focused consumer market," said Joe Townley, president of Clear Channel Entertainment Television. "Through this partnership, we seek to combine knowledge of the urban market with Clear Channel Entertainment's capability for producing and delivering quality live entertainment events to diverse consumer groups, by driving existing and new audiences toward these VOD and DVD events."