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## BROADCASTING

CHARLOTTE, N.C.—In a world packed with entertainment options, how can adult cable compete? Align Broadcasting and other broadcasters are collaborating on a new idea: a monthly compilation of content—which they’re calling a “stunt”—that will grab the attention of cable customers.

In a statement, the company observed, “Adult movies on cable television have been around as long as cable TV itself. So, how does an adult business mainstay remain relevant when online/mobile viewing dominates? While there are still pay-per-view linear channels, video on demand is the preferred way to access adult movies on cable TV.”

The challenge for adult content providers, they explain, is maintaining a constant flow of new movies on cable VOD when the tech and operational barriers make content delivery less immediate than online publishing. Adult movies on VOD are typically “refreshed” monthly, and the content is housed inside “folders” or tabs that conform to certain genres or brands. Though the movies change every month, these folders that customers use to guide their movie choices do not change.

“The idea was to keep the adult on-demand platform refreshed by adding a new top level folder every month,” said Jeff Kreger, president of Align Broadcasting. “Most of the content providers doing business in the space got together and devised a turn-key solution for cable operators. Now each month viewers visiting the adult on-demand section of VOD movies will see a new top-level folder first. New folders invite visual curiosity and another reason to purchase.”

These new aggregated stunts will contain movies from Align, Evil Angel, LFP/New Frontier and Vubiquity. The stunts themselves are based on search terms and popular adult movie trends.

Adult movie fans can check out what’s new in their Adult on Demand movie section now.

“In this era of endless customer options, it’s more important than ever to focus on delivering the highest quality content in the most curated fashion, all while bundled in a best-in-class customer experience,” said Adam Grayson of Evil Angel. “Working together with these other great brands to elevate the experience of our VOD customers is critical to keeping our business moving in the right direction.”