

Breaking News: CCI Cheer Programing To Air On Cable TV

<http://www.cheerleadingblog.com/breaking-news-cci-cheer-programing-to-air-on-cable-tv/>

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The following is a breaking news announcement from Cheer Channel, Inc., home of [Secret Diary of an American Cheerleader](#). See their [full list of scheduled programs here](#).

CHEER CHANNEL INC., MOVES TO CABLE TELEVISION IN JOINT VENTURE WITH SIMPLYME TV

Cheer Channel Becomes Exclusive Content Provider of Cheer-Related Programming

(July 10, 2012 – Austin, TX) – [Cheer Channel Inc.](#), (CCI), the industry's leading digital entertainment and news network devoted entirely to cheerleaders, dancers and their millions of fans worldwide has reached an agreement with content distribution giant, [Simply Me TV](#) to provide ad-supported premium content via satellite, VOD, cable, PPV, and mobile. CCI will unveil a slate of original, scripted programming, reality shows, mini-series, lifestyle and entertainment shows, television specials, and a variety of cheer and dance events.



CCI's programming will become available in September 2012 on the #1 Dish Satellite Network, Comcast Cable, Omniverse TV, NBC Broadcast and Digital affiliates, Simplyme Mobile, Roku, Boxee, Mobitv and numerous mobile providers and devices with an audience reach of more than 50 million households.

"It has been our vision since the launch of Cheer Channel 2 1/2 years ago, that we be able to expand our network brand and unique content to reach millions of tween and teens girls and boys who not only participate in the sport but also to entice outsiders as what this sport is about and how to get involved. For the industry, our network offers an affordable solution to showcase cheerleading and dance while giving viewers 24-7 access which makes this an important milestone for this industry," said Cindy Villarreal, Founder and CEO of CCI. "This also allows us to build out our programming as a channel for the industry."

"I am very excited to have the Cheer Channel and its distinguished team of executives and producers join us as a premium content channel targeting tween and teens, said Krystal Cameron, CEO of Simply Me TV, which distributes media over cable, satellite-to-home, IPTV, mobile and TV in the United States. "Simplyme.tv prides itself on the ability to provide content, which has been launched online as a means to discover consumer interest, such as the success around Secret Diary of an American Cheerleader, and use those results to deliver programming over affiliate distribution relationships nationwide." Added Cameron, "There is no doubt that cheerleading and dance are a part of American pop culture that draw record fans in the millions from "Bring It On" to "Dancing with the Stars."

Lance H. Robbins, president CCI and the recently formed CCI digital studios stated, "While our recent success with the [dramatic web-series, 'Secret Diary of an American Cheerleader'](#) received more than 400,000 views in five weeks on YouTube and over 160,000 new followers on the shows social pages, it is even more exciting for our advertisers and our industry partners to grow along with our channel as we expand our already large, growing and loyal fan base."

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About the Author

Alexis the Cheer Style Consultant

Design, style and trends...Alexis has the inside track! A long time fashionista and pop culture lover, Alexis brings her unique point of view to the world of cheer to shake things up and take things for a spin.



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