

## Spiritual Oasis on Your TV

*'New-age-y' channel in Century City grows its cable reach.*

Body, mind, spirit ... meet lights, camera, action.

Oasis TV, a Century City on-demand cable channel that offers "new age-y" programming, made a deal with Cox Communications and Charter Communications that will expand its reach from 1.1 million homes to 7.1 million. The increased distribution into 54 markets allows

the channel to build a studio at Oasis' headquarters in the Century Plaza Towers. Construction is under way.

Chief Executive Robert Schnitzer thinks there's significant demand for the channel among people who don't normally watch TV.

"Our goal is to become the leading branded body-mind-spirit programming service in all major languages and media platforms throughout the world within the next three years," he said.



**Schnitzer**

The studio will produce both shows, and commercials for advertisers.

The channel makes money through advertising sales and by referring viewers to its sister Web sites, which sell items such as tarot cards,

herbal remedies, acupuncture and books.

The channel is funded by investors who've put in between a few hundred and several hundred thousand dollars each, Schnitzer said.

— Joel Russell