



On-Demand Horse Television Coming Soon

A variety of equestrian programs will soon be available online.

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With so much media available online, it's no wonder that there will soon be an on-demand horse channel in cyberspace. Houston-based Nicker Communications has announced a late summer launch for Nicker, the first Internet on-demand television network targeted to an international equestrian audience. Reportedly, Nicker will offer a wide selection of niche channels dedicated to a variety of equestrian themes and subjects, which will be made available through a combination of sponsored programs and a variety of subscription and pay-per-view offerings.

Initial channels will be dedicated to news, shows and events, veterinary medicine, entertainment-oriented documentaries and programming for children and youth, and an assortment of training channels specific to riding discipline and/or individual trainers or clinicians. One unique channel will be dedicated to the horse industry's numerous organizations for use as a broadcast outlet for meetings and member communications and functions. A home shopping channel, a horse sales channel and a channel dedicated to farm and ranch sales will become available soon after launch.