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Streaming Hawai'i content to the world

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Time Warner Telecom and local filmmaker Edgy Lee are joining to launch an Internet-based video service aimed at showcasing Native Hawaiian culture for a potentially global audience.

The Honolulu-based Pacific Network is expected to launch in the third or fourth quarter of this year, featuring free Hawai'i-themed programming.

The service, offered through the Internet at www.pacificnetwork.tv, was founded by Lee, a local filmmaker.

Pacific Network plans to provide nine channels of news, original programming, editorials, gallery art, music, radio programs, audience videos and commentary.

"Thanks to popular Internet sites like YouTube and Google Video, one of the fastest-growing trends is original programming on the Web. ... We've been creating great television and film in the Aloha State for years," said Lee, in a news release. "With the convergence of ... (Internet protocol) technology and our local arts and entertainment talent pool, Hawai'i artists and producers can now deliver first-rate programming instantly to the rest of the world via the Pacific Network."

A key target demographic for the Pacific Network is former Hawai'i residents. Time Warner Telecom will provide PacificNetwork.tv with free bandwidth and other technology so the network can reach an international audience.

Time Warner Telecom has a Mainland presence that includes the San Francisco Bay area, Seattle, Portland, Los Angeles, Washington, D.C., San Diego, Las Vegas, Nashville and other areas where large populations of Hawaiians and Hawai'i ex-pats reside.

"We all are looking at technology as a way to promote and broaden what we're doing in

Hawai'i and take it out to the world and generate awareness," said Cliff Miyake, vice president and general manager of Time Warner Telecom of Hawai'i.

The partnership also could boost Time Warner Telecom's image in Hawai'i. The company provides telecommunications services to large businesses and state and county government.

The Pacific Network will generate revenue from underwriters and sponsors, advertising, pay-per-view and direct sales. The company said it is developing partnerships with additional Hawai'i businesses and media sources, including KGMB TV, the Office of Hawaiian Affairs and Hawaii Public Radio.

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