
Subject: Re: G4 becomes Esquire April 22nd, will air "Ninja Warrior," reruns of "Parks," "Party Down"

Posted by [TMC](#) on Tue, 12 Feb 2013 00:41:26 GMT

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On Feb 11, 8:04 am, David <dimla...@yahoo.com> wrote:

- > <http://www.deadline.com/2013/02/its-official-nbcu-to-rebrand-g4-as-es...>
- >
- > It's Official: NBCU To Rebrand G4 As Esquire Network In Partnership
- > With Hearst
- > By NELLIE ANDREEVA
- >
- > Beginning April 22, the G4 network will be rebranded the Esquire
- > Network in a partnership between NBCUniversal and Hearst Magazines to
- > create a television network for upscale males. Owned and operated by
- > NBCUniversal, Esquire Network will be helmed by G4 General Manager
- > Adam Stotsky, who will work closely with David Granger, Editor in
- > Chief of Esquire magazine, to develop the brand. G4's flagship
- > competition series American Ninja Warrior will return for its fifth
- > season, to air this summer on Esquire Network and NBC. Additionally,
- > Esquire Network will air an array of off-network scripted series,
- > including NBC's Parks and Recreation and Starz's Party Down, both
- > starring Adam Scott.
- >
- > Esquire Network plans to expand on G4's foundation of games, gear and
- > gadgets. Program categories and genres will feature not only gaming
- > and technology, but also entertainment, food, fashion, women, humor,
- > travel, competition, danger and more. Esquire's unscripted projects in
- > development include Knife Fight, executive produced by Drew Barrymore,
- > Flower Films and Authentic Entertainment. Hosted by Top Chef winner
- > Ilan Hall, Knife Fight is an underground, after-hours cooking
- > competition where talented chefs go head to head in front of a rowdy
- > crowd of celebrities, critics and die-hard foodies. Another original
- > series, The Getaway (working title), is executive produced by Anthony
- > Bourdain and Zero Point Zero and features travel-loving, well known
- > personalities – people deservedly famous for excellence in their
- > fields – who take viewers to their favorite city on the planet, giving
- > the insiders' track on their top spots to eat, drink, shop and hang
- > out. "There is a vastly under-served audience in cable TV – today's
- > modern man – and by joining forces with Esquire, we will deliver a
- > multi-platform experience to this upscale, engaged, passionate
- > audience, one that widens the aperture beyond G4's technology and
- > gaming base," Stotsky said. "Esquire magazine brings 80 years of
- > unparalleled insight into what makes men tick, and we will incorporate
- > the best of this iconic brand to produce original shows that build the
- > network for growth and success."
- >
- > NBCU decided to go with an upscale makeover for G4 after overtures

- > from the likes of UFC and WWE to take a controlling stake in the
- > channel last year fell through. A deal for G4 would reunite NBCU and
- > Hearst, which were co-owners of A+E Networks until NBCU cashed its
- > stake last July. Hearst's cable holdings include stakes in A+E's A&E,
- > Lifetime and History, as well as ESPN. As part of G4's evolution from
- > a gaming/tech channel (as part of Comcast, it was merged with TechTV
- > in 2004) to a more upscale, sophisticated network, G4 announced in
- > October that it is cancelling long-running series Attack Of The Show!
- > and X-Play.

Bonnie Hammer: "Guys Who Are Into Gaming Are Not Necessarily Watching Television":

<http://www.toonzone.net/forums/entertainment-board/297864-g4-reformatted-update-g4-officially-becoming-esquire-network-a-pril-22nd-3.html#post4086796>

Oh yeah, it also mentions that G4 will officially relaunch as The Esquire Network on April 22.

As for her remarks, that's like saying that girls who are into gaming aren't watching TV. In other words, I feel she has offended both boys and girls with her remarks (which no doubt at least partially reflect Comcast-NBC-Universal's personal motivation for changing G4 into something else entirely). While I imagine that there are those who don't watch TV, but do play video games, generally speaking, people do play video games, and watch TV, and for that reason, her remarks are both offending, as well as unfair, IMHO.

<http://www.toonzone.net/forums/entertainment-board/297864-g4-reformatted-update-g4-officially-becoming-esquire-network-a-pril-22nd-3.html#post4086801>

Bonnie Hammer is a pretty horrible person, having destroyed the Scifi Channel and Bravo (tainting both with reality TV and massively deviating from their original mission statements) previously, so her remarks are quite status quo.

<http://www.toonzone.net/forums/entertainment-board/297864-g4-reformatted-update-g4-officially-becoming-esquire-network-a-pril-22nd-3.html#post4086805>

Bonnie Hammer?!! Now it all makes sense. This is the woman who thought the Sci-Fi Channel shouldn't show sci-fi, so she cancelled MST3K and Farscape and replaced them with Law & Order: SVU and Braveheart. It seems her first instinct is to change everything that makes the network what it is. If you gave her the Golf Channel, she'd show nothing but women's tennis and Three's Company reruns.

<http://www.toonzone.net/forums/entertainment-board/297864-g4-reformatted-update-g4-officially-becoming-esquire-network-a-pril-22nd-4.html#post4086868>

Originally Posted by Villano

Bonnie Hammer?!! Now it all makes sense. This is the woman who thought the Sci-Fi Channel shouldn't show sci-fi, so she cancelled MST3K and Farscape and replaced them with Law & Order: SVU and Braveheart. It seems her first instinct is to change everything that makes the network what it is. If you gave her the Golf Channel, she'd show nothing but women's tennis and Three's Company reruns. Wow... a female Stuart Snyder. One actually exists.

Subject: Re: G4 becomes Esquire April 22nd, will air "Ninja Warrior," reruns of "Parks," "Party Down"

Posted by [Doug Elrod](#) on Sat, 16 Feb 2013 21:21:15 GMT

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On Monday, February 11, 2013 7:41:26 PM UTC-5, TMC wrote:

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I guess they could call it "Spike II". BTW, according to the "Manswers" series on the "Spike" channel, it's possible to generate electricity from earthquakes, via BREASTS.

(or so I hear :-))

-Doug Elrod (dre1@cornell.edu)
Alas, poor G4!

Subject: Re: G4 becomes Esquire April 22nd, will air "Ninja Warrior," reruns of "Parks," "Party Down"

Posted by [George Johnson](#) on Sun, 17 Feb 2013 07:11:21 GMT

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"Doug Elrod" <dre1@cornell.edu> wrote in message
news:845046cd-c3a7-4aa7-bdbd-43e6ebeda06e@googlegroups.com...
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Eh, why not call it the "DIARRHEA NETWORK"?
It's full of shitty reruns and anything new usually stinks.

Bonnie Hammer, the chunks of corn in a floater.
