

Multichannel **NEWSWIRE**

FEARnet to Scare Up User-Generated Content

By Linda Moss

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Comcast's [FEARnet](#) video-on-demand and online service will soon allow visitors to upload user-generated content, potentially including homemade horror movies.

Comcast -- which [launched FEARnet last Halloween](#), Oct. 31 -- plans to add the user-generated material within the next three months, according to spokeswoman Jennifer Khoury.

"FEARnet is working on plans for a user-generated space within the next 60-90 days," she said. "We've always said that we planned to do user-gen ... that it was a planned aspect of the site. With any major site like this, it evolves over time to add new features. For user-gen especially, you need to build a community before you encourage them to start uploading video."

FEARnet is still nailing down all of the details for adding the user-generated content, and it is working with a social-networking vendor, [Neighborhood America](#), on the project, Khoury said.

"The horror genre caters to that young fan base of hip, media-savvy people who love their content," she added. "The 18- to 34-year-old demographic is perfect for user-gen, is perfect for getting on-demand in this way."

FEARnet offers modern horror films, streaming video and original content via VOD online services and programming for mobile devices. On the Web, it is the top horror site in America with more than 45,000 registered users

Neighborhood America has done social-networking work for media companies such as CBS, ABC, CNN and Scripps Networks as an alternative to having viewers go to [MySpace](#) or [YouTube](#) to discuss their programming.

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