



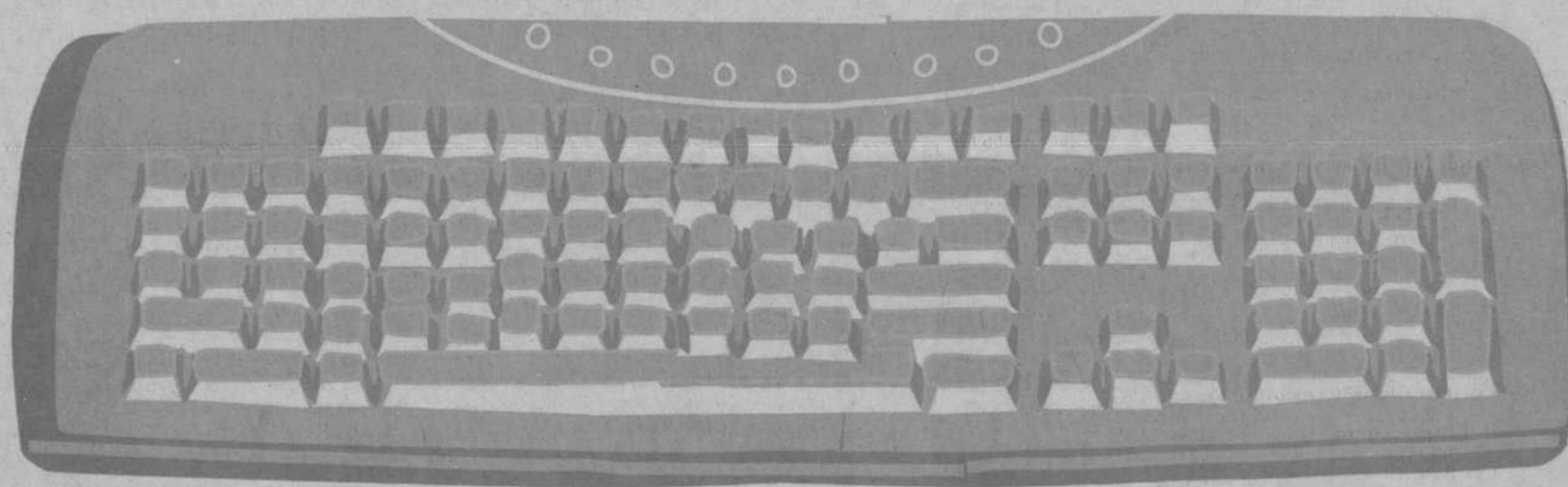
THE MIX

THEY SAID I

"The light blue flickering rhythm / of the neighbor's
console TV / Is basking on the ceiling / of another
insomniac's dream"

ANI DIFRA

"THE TRUE STORY OF WHAT"



watch via wi-fi in class

chat live with CJs

submit your own videos

on-air Web cam

**Watch
ManiaTV!**

Pimpin' Personals
M-F: 6 p.m. & 10 p.m.

Power Hour
M-F: 7 p.m. & 1 a.m.,
S-S: 7 a.m. & 1 a.m.

Shiney and New
M-F: 10 a.m. & 11 a.m.

A.D.D.
M-F: 3 p.m. & 8 p.m.

By RYAN DALLAS
THE GAMECOCK

Have you ever been sitting in your dorm watching the same old shows on TV or perhaps sitting in class looking for a way to fill the void until lunch?

Then maybe ManiaTV! is for you. ManiaTV! is like a live, 24-hour television station — except it's broadcast over the Internet. So as long as you have a computer with wi-fi access, you can hook into the non-stop action, no matter where you go.

In 1998, Drew Massey, now CEO of ManiaTV!, was sitting in a little cheeseburger joint in California known as the "Dutch Goose" when the idea for ManiaTV! first came to him. Massey's two favorite mediums, television and the Internet, were separate entities at the time. He believed that by combining the two, he could create a new and better media outlet.

"Bill Paley, with CBS, gave birth to Network TV. Ted Turner, with the CNN, took on the big boys to give us Cable TV," a ManiaTV! news release said. "Now, ManiaTV! is delivering the next revolution in television — live Internet TV."

So with high aspirations, ManiaTV! went online Sept. 6, 2004, and has since steadily grown in popularity. Geared toward Internet users between the ages of 12 and 34 and primarily college students, ManiaTV! brings a mix of news, sports, music and video shorts all at a non-stop pace.

Do you use The Facebook or My Space? Do you like Internet dating? Then check out Pimpin' Personals where online dating gets taken to the next level. Send an ad to ManiaTV! and they might play it for everyone watching. As an added

bonus, if you hook up on the show and end up getting married, invite ManiaTV! to the wedding and they will write and perform a wedding rap just for you.

Check out Power Hour for a blend of action sports videos with hip-hop and alternative music. Or tune in to Shiney and New for all the latest videos from all the biggest stars.

Each ManiaTV! show has its own host, known as a CJ or "cyber jockey." The CJ, among other things, introduces videos and talks to live call-ins and shout-outs. Christy, host of "Shiney and New," "Wake-Up Redux," and "100%," said a lot of the fun comes from the unique call-ins she receives every day.

This is just one example of where ManiaTV! gets much of its allure. On top of sports, music, video games, cartoons and news, anyone can join in on the action. Submit cell-phone films, fan shorts, requests and dedications, and they might just end up broadcast over the Internet. But if you really want to get into the thick of things, call it using Instant Messenger, SKYPE or web-cam and talk live with a CJ.

Through its lineup, ManiaTV! contains exciting action while keeping a strong base in its music. The biggest artists and the biggest songs all make appearances, but ManiaTV! plays a wide variety of music, including "Underwear Goes Inside the Pants" by underground favorite Lazy Boy, showing that ManiaTV! is trying to tap into its largest market — college students.

So the next time you're sitting in marketing class listening to the importance of organizational structure, why not pull out that laptop, plug in those headphones, and check out ManiaTV! — your professor will never know.

Comments on this story? E-mail
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