

Science Channel in Works

January 30, 2011

The  Moscow Times

Russia is launching a new cable television channel focusing on popular science, which is to start airing in test regime Feb. 15 and become available to subscribers March 15, head of the VGTRK television holding, Dmitry Mednikov, said Friday.

The channel, dubbed Nauka 2.0 (Science 2.0), will produce a “significant part” of its content and use shows by other producers and materials from the holding’s archive for the rest, Mednikov said.

Nauka 2.0, which costs about \$15 million to produce, will target younger viewers, not the usual 50-somethings who form the bulk of the audience of popular science channels, he added.

(MT)

Original url: <https://www.themoscowtimes.com/2011/01/30/science-channel-in-works-a4626>