

## Russia Launches World War II-Themed TV Channel Targeting Youth

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## 1st Channel Press Servce

Russia's state television has launched a new channel that targets the younger generation with programming dedicated entirely to World War II.

The Pobeda ("Victory") television channel, which will broadcast wartime movies and shows 24/7, appeared in cable and satellite packages ahead of May 9, Russia's national holiday marking the Soviet victory over Nazi Germany.

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"It's a tribute to our older generation and a baton that we want to pass on to our descendants," Konstantin Ernst, head of the state-run Channel One, <u>said</u> Tuesday.

Ernst and other participants marked the symbolic launch by <u>pushing</u> a "huge red button," a reporter for the U.S.-funded Radio Free Europe/Radio Liberty news outlet tweeted from the

## event.

Box office numbers and television show ratings demonstrate that there is demand for World War II material among Russian audiences, Channel One's general director Alexei Yefimov <u>said</u> in the run-up to Pobeda's launch in January.

The Kremlin is <u>planning</u> several events for May 9, 2020, to mark 75 years since the end of what Russians call the Great Patriotic War.

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