

PLAYBACK

Canwest, Rogers partner on VOD

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Viewers looking for more access to first-run network shows on Canwest's Global and E! will soon be appeased. A deal between Canwest and Rogers announced Thursday will provide free access to over 60 hours of programming, at any time, via Rogers On Demand.

Rogers Digital Cable customers will, as of Wednesday, be able to catch shows on demand including *House*, *Heroes*, *The Office*, *24*, *The Guard*, *Bones*, *Prison Break*, *Family Guy* and *E! True Hollywood Story*. Two new shows, *Knight Rider* and *My Own Worst Enemy*, as well as daytime soaps *The Young and the Restless* and *Days of our Lives*, can also be viewed on demand.

Programming from three Canwest specialty channels -- HGTV, Food Network and National Geographic Channel -- is already available on Rogers On Demand.

The agreement marks the first time in Canada that a full roster of network programming will be available through a VOD service. The Global and E! shows will become accessible after their original airdates.

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