

The software maker also teamed with Web producer Big Fat Brain, creator of the mega-popular "You Suck at Photoshop," to back the team's latest

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DIGITAL DEALMAKERS

The player: Tejpal Bhatia, CEO and founder of MediaMerx, a premium video service for broadband subscribers in emerging markets.

The play: MediaMerx was founded in late 2007 to deliver premium video programming on the Web, such as TV shows and movies, to the more than 130 million broadband subscribers in Latin America, Asia, Africa, the Middle East and Eastern Europe. In addition to licensing its platform to Internet service providers, MediaMerx supplies the content for the service via licensing deals with programmers.

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IN FOCUS
TEJPAUL
BHATIA

The pitch: "It's not dissimilar to Hulu and other destination sites, but we target international markets," said Mr. Bhatia. "We are a business-to-business-to-consumer brand, similar to how ESPN doesn't sell to you and me—it sells to Comcast or Time Warner or an affiliate. That's our model."

In the mix: MediaMerx is deployed in more than 20 markets. The company has inked partnerships with programmers including A&E, History, Biography, Meredith Broadcasting and For Your Imagination.

The money guys: MediaMerx



makes money by licensing its technology and service and also by sharing in the revenue from content transactions, such as licensing, advertising and subscriptions. ■

—DAISY WHITNEY

Classic TV Shows Get Stamp of Approval
The U.S. Postal Service last week unveiled its 2009 lineup of commemorative stamps, and one set to be unveiled Aug. 11 is dedicated to early TV memories. Among programs to be commemorated in the 20-stamp series: the Groucho Marx-hosted game show "You Bet Your Life," "The Adventures of Ozzie & Harriet," "Alfred Hitchcock Presents," "The Dinah Shore Show," "Dragnet," "The Ed Sullivan Show," "The George Burns & Gracie Allen Show," "Hopalong Cassidy," "The Honeymooners," "Howdy Doody," "I Love Lucy," "Kukla, Fran and Ollie," "Lassie," "The Lone Ranger," "Perry Mason," "The Phil Silvers Show," "Red Skelton," "Texaco Star Theater," "The Tonight Show" and "The Twilight Zone." The Postal Service said the dedication of the stamps is slated to take place in Los Angeles.

—IRA TEINOWITZ



Fancast to Debut 'Kyle XY' Premiere

Comcast's online television service Fancast will host the exclusive Web premiere of "Kyle XY's" third season on Wednesday. The season premiere of the ABC Family series will be available on the Web site through Sunday. The new season debuts on ABC Family the following day. Additionally, Fancast will hold an online chat with "Kyle XY" star Matt Dallas today at 4 p.m. PT. ABC Family and Fancast previously partnered this fall for the third-season premiere of "Lincoln Heights." ■



—VLADA GELMAN