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LGBT-Friendly Here Media Launches Campy VOD Service

By Mike Taylor on May 18, 2010 3:45 PM

Here Media, which is kind of like a gay Hulu, today announced the rollout of a new ad-supported online video service called "Camp here!"

HereMedia™



Thanks to a deal granting Here Media access to MGM Studios TV and film content, "Camp here!" streams on-demand LGBT-friendly vintage shows like "Cagney & Lacey," "Fame, the Series," and movies like Pam Grier vehicle *Foxy Brown* and muscle-beach vehicle *Muscle Beach Party*. Not to mention "She Spies," starring Natasha Henstridge.

"Camp here!" content will also appear on Here Media properties such as [Gay.com](#), [Advocate.com](#), [Out.com](#), and [SheWired.com](#).

"Here Media's brands have changed the way the gay market consumes online videos. 'Camp here!' offers our audience an even more diverse and eclectic programming mix," said Here Media CEO Paul Colichman in a statement. "Additionally, this new programming provides our advertisers a unique opportunity to associate their brand with premium, award-winning titles while reaching the dynamic consumer base that visits Here Media's™ online brands."

Press release after the jump.

May 18, 2010 (LOS ANGELES) — Here Media, the world's leading multimedia company targeting the LGBT consumer, today announced the launch of "Camp here!" a new advertiser-supported online video service. "Camp here!" premiered this month on [www.heretv.com](#), the Web portal for here! TV, the world's™ leading premium gay television network. "Camp here!" will also be accessible through Here Media's other prominent Internet properties, including [Gay.com](#), [Advocate.com](#), [Out.com](#), and [SheWired.com](#).

Under the "Camp here!" service, Here Media will air more than 100 hours of MGM television and film content. The deal gives Here Media access to classic MGM television series, including the Emmy-winning Cagney & Lacey and Fame, as well as MGM feature titles that appeal to Here Media's core LGBT demographic, such as Foxy Brown and Muscle Beach Party, among others. "Camp here!" will broadcast the MGM content in conjunction with popular Here Media titles, including Dante's Cove, The Lair, Another Gay Movie, Brideshead Revisited, Straight-Jacket, and The Brotherhood series.

[Heretv.com](#) visitors can easily access "Camp here!" titles utilizing the site's high-definition video player. "Camp here!" adds diverse new titles to the hundreds of video-on-demand hours [heretv.com](#) currently offers. "Camp here!" also gives advertisers direct access to [heretv.com](#)'s engaged audience.

Other "Camp here!" MGM television series include the favorites She Spies, starring Natasha Henstridge, and Paper Dolls, with Morgan Fairchild, Mimi Rogers, Lauren Hutton, Nicollette Sheridan, Brenda Vaccaro, and Lloyd Bridges.

Award-winning MGM features set to air on "Camp here!" include The Adventures of Buckaroo Banzai Across the 8th Dimension, Bent, Pocketful of Miracles, Tom Sawyer, Savage Sisters, Coffy, and Whoever Slew Auntie Roo?

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"The incredible depth of the MGM library grants us the luxury to work with the best partners to target underserved audiences via digital distribution," commented Yaoshiang Ho, Director of Worldwide Digital Media, MGM, who continued, "We could not be any more thrilled to be working with Here Media on 'Camp here!'"