

# Cox Launches National Programming on New YurView Network



**ATLANTA** – March 7, 2017 - Looking for an insider perspective on the top technology trends for 2017? Need exclusive in-depth analysis during March Madness? Tune in to YurView in March for this and much more.

Cox is providing exclusive national content on its recently launched YurView network, available to Cox video customers in all markets. The company has rebranded existing local cable programming stations and is enhancing the lineup with nationally produced content.

In March, YurView will feature an inside look at the largest consumer technology conference in the world via “Tech Trends” and exclusive basketball debate and analysis to coincide with March Madness in “Dash to the Desert.”

YurView will continue to offer local programming in Cox markets including high school, college and Olympic sports, live events and regional shows. The rebranded network will supplement local content with nationally produced series and shows as well as digital exclusives on [yurview.com](http://yurview.com).

“Our focus remains on telling local stories that help people connect to the things they love, but we can also produce national content that resonates across markets based on universal interests,” said John Parris, director, content operations, YurView.

Tech Trends premiered on March 5 and will run multiple times per week throughout March. The show highlights the best of the Consumer Electronics Show, an annual gathering of 170,000 tech leaders, developers and entrepreneurs in Las Vegas, through the eyes of on-the-ground correspondents: consumer tech blogger Sarah Evans and Snapchat influencer Danny Berk. Sarah and Danny spoke to entrepreneurs and tech leaders and tried everything from virtual gaming to smart toilets. Watch and learn what latest tech is available now and coming soon to make your life more connected and your home smarter! YurView will take a similar approach at the annual tech, music and film fest in Austin, South by Southwest.

Starting on March 12, selection Sunday, YurView will host a weekly show called Dash to the Desert that provides debate and analysis of the NCAA tournament. The show will be hosted by former NCAA coach and current analyst Vin Parise and former NBA player and current analyst Scott Williams. Dash to the Desert will include regional college basketball experts giving their views in a Pardon The Interruption-style, fast-paced show. Accompanying Dash to the Desert, will be a show called Destination Arizona that features the best of Phoenix and surrounding areas as fans prep for their Final Four pilgrimage.

For future content development, YurView is heading to Austin next week to cover the massive tech, music and film fest South by Southwest and later in March will document HackOn, the Cox Business accelerator, one of many small business hackathon concepts sweeping the nation. The network is pursuing additional partnerships, programming and exclusive content in 2017 and

will share more info as details are finalized.

For details on YurView programming, check local listings on your Cox guide or [yurview.com](http://yurview.com).

### **About Cox Communications**

[Cox Communications](http://www.cox.com) is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone and home security and automation services over its own nationwide IP network. The third-largest U.S. cable company, Cox serves approximately 6 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and digital media advertising. Cox is known for its pioneering efforts in broadband, voice and commercial services, industry-leading customer care and its outstanding workplaces. For nine years, Cox has been recognized as the top operator for women by Women in Cable Telecommunications; Cox has ranked among DiversityInc's Top 50 Companies for Diversity 11 times. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com) and [www.coxmedia.com](http://www.coxmedia.com).

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