

The Virgin Islands Consortium

Innovative TV Announces Realignment To Channel Lineup, WSVI Channel 8 Permanent Realignment Coming Jan. 15

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Innovative Cable TV, through a press release issued on Wednesday, announced the realignment of channels for the St. Croix and St. Thomas-St. John line-ups. According to the release, beginning on January 15, Innovative will launch the first realignment of channels in an attempt to create uniformity across all three U.S. Virgin Islands. During this process, some channels will be relocated from one package to another.

The St. Thomas lineup will see the Weather Channel moving to Ch. 21, Juce to 27, Smile of a Child to 26, and 3ABN to channel 28. On St. Croix, moving from the basic to

expanded package are TBN, which moves to channel 25, Juce to 27, Smile of a Child to 26 and 3ABN to channel 28, mirroring St. Thomas. The changes are due to contractual obligations, according to the release.

In a separate press release also issued on Wednesday, Innovative apologized for the recent abrupt switch that occurred when WSVI-Channel 8, the local ABC affiliate, was replaced with ION TV. Innovative said it did not receive timely notification of the switch and was unable to provide the mandated 30-day notification to its customers. The company was not officially apprised of the changes to WSVI-Channel 8 until December 31, 2015, according to the release.

"The company has worked closely with Lilly Broadcasting to acquire an ABC affiliate and that was achieved on January 5, 2016. ABC is currently on Channel 56 on St. Croix and Channel 4 in St. Thomas-St John until the channel realignment takes place on January 15, 2016 when ABC will air on Channel 14 in both districts," said Graciela Rivera, vice president of Cable TV Services. "I want to thank our technical team for working quickly to resolve this matter. Once again, we sincerely apologize for any confusion this may have caused our valued customers."

He added: "As Innovative Cable TV continues to provide optimum cable television service to our customers, we are proud to announce the upcoming changes to our channel line-up. The decision to realign the channels was made to provide consistency of service to our subscribers and make room for the launch of new channels."

The release added that Innovative will be ringing in the new year with a suite of new channels to include Telemundo, Discovery Life, FUSION and more. The channels will launch on the same date as the January 15 realignment.

"Revised channel line-ups will be available at the Innovative Business Offices located at Tutu Park on St. Thomas, Sunny Isle on St. Croix and The Marketplace on St. John in the near future. Innovative Cable TV customers are also encouraged to visit our website at <http://www.innovativevi.net/>," Mr. Rivera concluded.

Feature Image: [Scandal's](#) Olivia and Fitz. The TV series is aired on ABC.