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SURFING THE WAVES OF POPULAR CULTURE  
BY MICHAEL GILTZ & FRIENDS

TUESDAY, JULY 18, 2006

## So What Color Is Fox?

Everyone mocked ABC -- under the wildly successful reign of Susan Lyne -- when it chose an official color to brand the network in all its advertising. (The color was a cheery yellow.) [Now the new CW network has chosen a sort of lime green to do the same thing.](#) So what color are the other networks? CBS Is obviously grey (its viewers are so old), NBC is a sort of faded rainbow (that once glorious peacock is rather muted now that NBC is in fourth place) and Fox is surely a gaudy neon red (with Fox News sticking to the more basic blood Red). HBO is gold because it sets the gold standard for dramas and its audience is so wealthy. Showtime is camouflage because no matter how good its shows are the channel remains invisible. Hell, I could go on for days.

POSTED BY MICHAEL IN NEW YORK AT 11:58 AM



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