**Shift to "nonlinear world" Poses Challenge for Programmers**

Innovations in the new Apple TV are part of a continuing shift to a "nonlinear world" that is making life more challenging for TV programmers, AMC Networks CEO Josh Sapan said at an industry event. "You have to work harder. You have to be more clever, and you probably have to spend more money" for promotions, Sapan said.

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[***http://recode.net/2015/09/09/amcs-josh-sapan-is-a-little-excited-and-a-little-terrified-by-the-new-apple-tv/***](http://recode.net/2015/09/09/amcs-josh-sapan-is-a-little-excited-and-a-little-terrified-by-the-new-apple-tv/)