**Vice's New Cable Network Is More Popular on YouTube than TV**

The majority of viewers have actually been watching its programming elsewhere: online. Vice Media Inc. released early episodes of six series on Facebook, YouTube and vice.com to stimulate interest among its younger, male fan base. On YouTube, episodes have drawn between 166,000 views (for the second episode of Ellen Page’s “Gaycation”) and 6.3 million (for the premiere of the show “Weediquette”).

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<http://www.bloomberg.com/news/articles/2016-03-23/vice-s-new-cable-network-is-more-popular-on-youtube-than-on-tv>