



Oxygen is an American digital cable and satellite television channel that is owned by Oxygen Media, LLC, a subsidiary of the NBC Universal Cable division of NBC Universal. Similar to Lifetime and WE tv, the channel features programming targeted at women, including original reality television series, acquired scripted series and feature films.

As of February 2015, approximately 77.5 million American households (66.5% of households with television) receive Oxygen.

In early 2014, it was announced that Oxygen would rebrand on October 7, 2014 alongside a new logo in an effort to target young female viewers.

History

The privately held company Oxygen Media was founded in 1998 by former Nickelodeon executive Geraldine Laybourne, talk show host Oprah Winfrey, and producers Marcy Carsey, Tom Werner and Caryn Mandabach (of Carsey-Werner fame). Geraldine Laybourne was the service's founder, chairman, and CEO, staying with the channel until the NBCUniversal sale. The company's cable network Oxygen launched on February 2, 2000.

Source: Wikipedia.