



NEWS RELEASE

AMERICAN FILM INSTITUTE'S DIGITAL CONTENT LAB ANNOUNCES NEWEST SLATE OF PRODUCTIONS

TEAMS INCLUDE NEWSHOUR, ABC.COM AND EARTHECHO

2008 MARKS 10 YEARS OF GROUNDBREAKING WORK FOR INNOVATIVE R&D PROGRAM

LOS ANGELES, March 21, 2008—The AFI Digital Content Lab yesterday welcomed the latest participants for its next production cycle: NewsHour, ABC.com (GREY'S ANATOMY) and EarthEcho. As the AFI Digital Content Lab enters its tenth year, teams of top-tier volunteer mentors are beginning work on a slate of three prototypes that explore innovative entertainment media solutions.

Working with ABC.com, the Lab will incubate a real-time "viewing party" application that will allow fans of GREY'S ANATOMY to invite friends to join them online as they watch the program in real time. In addition to being able to comment and share opinions within private groups, fans will be able to view topics of interest among other viewing parties.

The prototype for PBS's nightly NEWSHOUR program is an election-year online application that encourages viewers to critique and fact check statements made by campaigning politicians. Further helping voters to become more informed, the project will provide tools and tutorials that aid viewers in their research and reporting activities.

The third prototype centers on the efforts of EarthEcho, an environmental education effort launched by grandchildren of Jacques Cousteau and Vans Warped Tour, a music and extreme sport extravaganza that last year attracted 700,000 fans. The team of mentors will devise solutions for providing ecology-based information and activities for attendees in a live setting.

"The new slate of prototypes promises to be one of our most exciting and challenging to date," says Suzanne Stefanac, Director of the AFI Digital Content Lab. "The digital

space is changing hourly and we're pleased to help media professionals stay ahead of the curve."

The AFI Digital Content Lab is the premiere R&D incubator for new forms of digital entertainment. Launched 10 years ago, the Lab has generated more than 80 cutting-edge digital media prototypes that consistently set a standard for innovation, excellence, and real-world viability. These proof-of-concept prototypes are conceived and built by collaborative teams of working professionals—dubbed 'mentors'—who donate time, vision, and production skills over a three to six-month hands-on development period. AFI Digital Content Lab prototypes play across an ever-widening spectrum of screens, providing a unique window onto the fast-changing landscape of film, television, games, broadband and mobile entertainment. In short, the AFI Digital Content Lab invents tomorrow's media solutions—today.

AFI Digital Content Lab selects projects for prototyping on the basis of their potential for innovation, ability to inspire community enthusiasm and the likelihood of eventual deployment. Project initiators include filmmakers and television producers, as well as broadband, mobile and game developers. Most project initiators come to the Lab with media assets that can be augmented within the Lab setting. Occasionally, when the potential for innovation is compelling enough, the Lab accepts projects that require the development of original content.

Recent project initiators have included NBC Universal, ABC, MTV, PBS, HBO, Showtime, BBC, ITVS, LACMA, National Geographic, Discovery, Cartoon Network, Bravo, Telemundo, Reuters, WWE, Scripps Network, SciFi Channel, Disney Channel, History Channel, America Online and Turner Broadcasting System.

Recent mentors have included executives and high-level producers from companies as diverse as Sony Pictures Entertainment, NBC Universal, MTV, PBS, IBM, Adobe, Sony Playstation, Xbox Live, Ogilvy Interactive, Cisco, Kuma Reality Games, Vivendi Games Mobile, Black Arrow, Ensequence, Method, Code and Theory, Limelight Networks, Mekanism, GoTV Networks and Georgia Institute of Technology.

AFI Digital Content Lab is sponsored by CPB, Adobe, and IBM.

About the American Film Institute

AFI is a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. Additional information about AFI is available at AFI.com.

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Press Contacts:

Alison Deknatel, AFI, 323.856.7896, adeknatel@AFI.com
Amy Kruse, AFI, 323.856.7603, akruse@AFI.com