



**MEDIA ALERT**  
November 17, 2003

**\*\*YOU ARE INVITED TO ATTEND\*\***

**Top Shows Debut Digital TV Initiatives at AFI Enhanced TV Event**

**Disney Channel's KIM POSSIBLE, The Washington Redskins' WEEKLY  
GAME DAY HIGHLIGHT SHOW and ABC's CELEBRITY MOLE Among  
those Produced for Tech-Enabled TV Audiences**

**Why:**

Consumer spending on extended cable and satellite services is surging. Digital video recorders seem poised to replace the VCR. Retail purchases of high definition TVs are predicted to skyrocket in 2004. TV viewers want the more powerful entertainment experience that digital technologies offer. AFI Enhanced TV explores how advancing technologies change the experience of watching and producing TV.

**What:**

AFI's 2003 Enhanced TV Workshop (AFI eTV) will debut the results of its most recent production season, unveiling eight broadcast-capable think pieces utilizing existing and soon-to-be-available enhanced TV technologies.

**Who:**

Participating production teams comprised of jury-selected TV shows, enhanced TV experts, studios, networks, interactive designers, and technology platform providers created state-of-the-art prototypes of:

BATTLESTAR GALLACTICA (Vivendi Universal Games/Sci Fi Channel)  
Bloomberg Television  
CELEBRITY MOLE II (ABC)  
GAME DAY (The Washington Redskins)  
IMX (Fuse Networks)  
INDEPENDENT LENS (PBS)  
KIM POSSIBLE (The Disney Channel / ABC Cable Group)  
PBS eTV-Aided Fundraising Exploration

Among the more than 50 participating eTV design and production companies are Beyond Z, Goldpocket Interactive, Autonomt, ICTV, NDS Americas, Schematic, Zetools and many more.

This sixth year of the AFI eTV Workshop is made possible by the generous contributions of Microsoft, The Corporation for Public Broadcasting, Liberate Technologies and the Comcast Media Center.

**When:**

Tuesday, December 2, 2003. Presentations will be held from 9:30 a.m. – 6:00 p.m.

**Where:**

American Film Institute, Mark Goodson Screening Room, 2021 N. Western Avenue, Los Angeles, CA 90027-1657

**About eTV Workshop:**

The AFI eTV Workshop is a research and development environment that prepares the television creative community for digital, interactive broadcast storytelling through a hands-on prototype production process.

AFI brings the television production community together with leaders in the creation of digital content for TV. AFI's creative environment provides professional consulting, support and "mentoring" by world-class leaders in content production, interactive technologies, design, business and distribution. Issues influencing and accelerating the development of this new medium in the US and internationally are identified and addressed within the AFI program. The result is advanced production work which serves show producers, networks and the community as a whole.

Since its inception in 1998, AFI eTV has established itself as the most progressive and effective forum for exploring creative opportunities promised by enhanced TV.

**About the American Film Institute:**

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of filmmakers at its world-renowned Conservatory, provides film preservation leadership and explores new digital technologies in moviemaking. AFI's New Media Ventures programs bring together the creative and digital communities, as the department seeks to develop a literacy program for the 21st century, helping young people learn to read and write screens of all sizes—cinema, television, computer and the Internet. With AFI ON SCREEN, the institute is the largest nonprofit exhibitor in the US, with programs at the AFI Los Angeles International Film Festival (AFI FEST); the AFI National Film Theater at the John F. Kennedy Center for the Performing Arts in Washington, DC; and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland. A 49,000 square foot complex with three theatres—one historic, two new state-of-the-art stadium-style theatres—the AFI Silver exhibits film and video generally

unavailable elsewhere in the region. AFI's annual almanac for the 21st century, **AFI AWARDS**, honors the most outstanding motion pictures and television programs of the year. **AFI's 100 Years . . . 100 Movies , 100 Stars, 100 Laughs, 100 Thrills, 100 Passions** and **100 Heroes & Villains** have ignited extraordinary public interest in classic American movies. During the past 31 years, AFI's Life Achievement Award has become the highest honor for a career in film. More information about AFI can be found by visiting its Web site, located at [www.AFI.com](http://www.AFI.com)

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For Press Credentials Contact:

Liza deVilla  
American Film Institute  
323.856.7896  
[ldevilla@AFI.com](mailto:ldevilla@AFI.com)

