



NEWS RELEASE

**AFI DEBUTS EIGHT NEW INTERACTIVE TV
PROJECTS
AND ANNOUNCES PLANS FOR
'DIGITAL CONTENT LAB'**

**Viacom's MTV, Nickelodeon and Showtime
Bravo's QUEER EYE, Discovery, Scripps and PBS
to Unveil Interactive Prototypes at ETV Event
on Tuesday, December 7th**

LOS ANGELES, CA, December 3, 2004—The American Film Institute (AFI) will present the results from the seventh cycle of the AFI Enhanced TV Workshop on Tuesday, December 7, 2004, in the Louis B. Mayer Library on AFI's Los Angeles Campus. Eight broadcast-capable digital TV prototypes will be presented, showcasing how advancing technologies can change the experience of watching and producing TV.

The eight shows that will debut their enhanced TV prototypes are: QUEER EYE FOR THE STRAIGHT GUY (Bravo), HIJACK (MTV), DORA THE EXPLORER (Nickelodeon), THE L WORD (Showtime), DINOSAUR HIGHWAY (Science Channel), LIVING FOR THE WEEKEND (Scripps), AMERICAN EXPERIENCE (WGBH/PBS) and TV411 (Adult Literacy Media Alliance/PBS). The prototypes are built for a variety of digital platforms, most of which are available in today's marketplace, including settop box, Windows Media Center, wireless devices and broadband.

Continued

The event will also serve as the kick-off to announce changes to the eTV Workshop model. Beginning in 2005, the program will be incorporated into a broader effort at integrating new digital technologies with creative and entertainment content. This year-round digital production center will be known as the AFI Digital Content Lab.

“AFI has created an extraordinary asset in the eTV Workshop,” said Nick DeMartino, AFI Senior Vice President, Media and Technology. “The R&D environment of the program has provided the most effective method yet for generating new forms of content designed to reach consumers across many different digital platforms. With the creation of the Digital Content Lab, AFI looks forward to expanding our work in the field, and through this, accelerating the pace of change in these burgeoning new areas of creative endeavor.”

Show production team members—as well as key industry figures from technology, cable, satellite and the digital arena—will be on hand for the event.

**WHAT: AFI ENHANCED TV WORKSHOP
2004 PROTOTYPE DEBUT EVENT**

**WHEN : Tuesday, December 7, 2004
9:00 a.m. Continental Breakfast
9:30 a.m. Opening Remarks/Event Open
5:00 p.m. Closing Remarks/Cocktail Reception
Schedule details available upon request**

**WHERE: American Film Institute (AFI)
2021 N. Western Avenue
Los Angeles, California
Mayer Library, Mark Goodson Screening Room**

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. AFI trains the next generation of filmmakers at its world-renowned Conservatory, maintains America's film heritage through the *AFI Catalog of Feature Films* and explores new digital technologies in entertainment and education through AFI's New Media Ventures. As the largest nonprofit exhibitor in the US, AFI ON SCREEN encompasses the annual AFI FEST presented by Audi: AFI Los Angeles International Film Festival and SILVERDOCS: AFI/Discovery Channel Documentary Festival, while offering year-round programming at ArcLight Hollywood and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland. AFI AWARDS, the annual almanac for the 21st century, honors the most outstanding motion pictures and television programs of the year, while **AFI's 100 Years . . .** series has ignited extraordinary public interest in classic American movies. And, during the past 32 years, AFI'S LIFE ACHIEVEMENT AWARD has become the highest honor for a career in film. Additional information about AFI is available at AFI.com.

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