



MEDIA ALERT

2004 AFI ENHANCED TV WORKSHOP HOSTS CALL FOR ENTRIES EVENT IN NEW YORK Prospective Applicants Invited to April 15, 2004 Reception

Los Angeles, California, March 26, 2004—The American Film Institute (AFI) will introduce the seventh edition of its world-class interactive television development program to members of the New York City broadcasting, advertising, and content communities when it announces the official Call for Entries at an invitation-only reception on April 15. Each year, AFI accepts up to eight programmers as participants, along with many mentor companies who team to create next-generation interactive television applications. The 2004 AFI Enhanced TV (eTV) Workshop commences in July with an event at AFI in Los Angeles, California.

The deadline for producer applications is May 21, 2004. The deadline for mentor applications is May 28, 2004. More information about the AFI eTV Workshop can be found at www.AFI.com/etv.

WHEN: Thursday, April 15, 2004 at 6:30 p.m. (EST).

WHERE: Sony Building, New York City

HOW: This is an invitation-only event. To request an invitation, contact enhancedtv@AFI.com or 323.856.7816. All guests must RSVP in advance.

About the AFI 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 that 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.

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