



NEWS RELEASE

**AFI, BBC AND BAFTA LAUNCH
*INTERACTION '03: A TRANSATLANTIC PRODUCERS' FORUM***

Event To Be Held In London on April 1

Los Angeles, California, March 13, 2003 — To stimulate trans-Atlantic dialogue among interactive television producers, the American Film Institute, BBC Training and Development, and the British Academy of Film and Television Arts are teaming up to launch the first-ever "INTERACTION '03: A Transatlantic Producers' Forum" on April 1 at BAFTA's London headquarters in Piccadilly.

INTERACTION '03 will encourage interactive television producers from both sides of the Atlantic to exchange insights into the achievements and challenges of creating in this relatively new medium. The event will follow the annual MIP-TV and MILIA trade shows a week earlier in Cannes. Producers from public service and commercial television in the UK and North America have been invited to lead discussions focused on particular program types and methods.

Tickets are £15 to BAFTA Members and £30 to all others, including coffee breaks, lunch, and a drinks reception. Contact: BAFTA Events, 195 Piccadilly, London, W1J 9LN, e-mail events@bafta.org. Registration questions to Amy Minyard on +44 207 292 5802 or email at amy@bafta.org.

"AFI has featured pioneering producers from around the world in its annual overview of the interactive television field in Los Angeles for many years," notes Nick DeMartino, AFI Associate Director—and founder of AFI's Enhanced Television Workshop. "We wanted to heighten the learning curve, and encourage the leaders in America to recognize that interactive TV is not a distant future medium, but a lively contemporary production experience in millions of UK homes and hundreds of editing suites in Great Britain."

"Interactive TV is transforming the way BBC and other UK production organizations are dealing with all types of programming," says Frank Boyd, BBC Training and Development and founding member of BAFTA's Interactive Entertainment Committee. "As our country makes this historic transition, we can only benefit by seeing examples from our American cousins. We are very pleased that the AFI is so eager to help bridge the gap that still exists in the worldwide television marketplace when it comes to interactivity."

"BAFTA has played an important role in fostering excellence in traditional film and television in the UK, and for a number of years has held a dedicated awards ceremony for interactive entertainment. This event with AFI and BBC is a perfect companion to BAFTA's regular forums for members involved in interactive television, games and educational applications," notes Amy Minyard, events director for BAFTA.

About AFI

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, coordinates nationwide film preservation efforts and explores new technologies in moviemaking. AFI also presents the best of film through 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; the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland (opening April 11, 2003); and the AFI Life Achievement Award, the highest honor given for a career in film. AFI's annual almanac for the 21st century, AFI AWARDS, honors the most outstanding motion pictures and television programs of the year. In addition, AFI's 100 Years . . . 100 Movies, 100 Stars, 100 Laughs, 100 Thrills, 100 Passions and 100 Heroes & Villains (airing June 2003) have ignited extraordinary public interest in classic American movies. More information about AFI can be found by visiting its Web site, located at www.AFI.com.

About BBC Training & Development

BBC Training & Development is the world's largest broadcast training organisation, training BBC staff as well as the international production and broadcast industry. BBC Training & Development provides a wide range of training to over 25,000 people per year. It offers over 4,000 courses plus tailored packages. It has been supporting the development of concepts for Interactive Television since 1999 with a series of Creative Labs which have included independent producers as well as BBC staff. In London, BBC Training & Development centres are situated at Marylebone High Street, Elstree, Bush House (for the World Service) Television Centre and White City. Outside London there are facilities in Bristol and a residential training centre at Wood Norton in Worcestershire. World Service Trust schools are based in Bucharest, Sarajevo and Ekaterinburg.

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