



MEDIA ALERT
July 28, 2003

**AFI, BBC, AND BAFTA
LAUNCH ENHANCED TV FORUM IN LONDON**

INTERACTION '03: A Transatlantic Producers' Forum
Held in September

- WHAT:** In an effort to stimulate trans-Atlantic dialogue among interactive television producers, the American Film Institute (AFI), BBC Training and Development, and the British Academy of Film and Television Arts (BAFTA) are teaming up to launch the first-ever "INTERACTION '03: A Transatlantic Producers' Forum."
- WHEN:** September 18, 2003, from 8:30 a.m. to 6:00 p.m. Cocktail reception follows.
- WHERE:** BAFTA's headquarters at 195 Piccadilly, London, W1J 9LN.
- HOW:** Tickets are £30 to BAFTA Members and £50 to Non-Members. Ticket price includes coffee breaks, lunch and cocktail reception. To purchase tickets contact Nikki Charlwood, BAFTA Events and Membership Assistant, events@bafta.org, 020 7292 5808.

The goal of INTERACTION '03 is to 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. Producers from commercial and public broadcasting television in the UK and North America have been invited to lead discussions about regional variations in program markets and how they affect creative and business opportunities.

After a morning of discussions and case studies, lunch will be followed by breakout groups discussing a vision for the future development of iTV. These discussions will be written up and put into a document stating the vision of Interactive Television Producers. This day will provide a vital opportunity for producers to make their voices heard and raise issues such as the need for longer lead-in times, better tools and greater investment.

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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 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.

About BBC Training and Development

BBC Training & Development is the world's largest broadcast training organization, 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.

About BAFTA:

The British Academy of Film & Television Arts is the UK's leading organization promoting and rewarding the best in film, television and interactive media. Renowned for its high-profile Award ceremonies covering Film, Television, Children's and Interactive Entertainment the Academy does much more than this... A membership-led organization, it runs a wide range of events covering topical issues on all areas, which are not only open to Academy members but non-members as well. Based in the center of London, the Academy provides a central meeting place for members as well as being a unique venue which hosts many prestigious events organized through its Corporate Events department. With a history that spans more than 50 years, the Academy is proud of its past and looking forward to its future.

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