



NEWS RELEASE

## **AFI SELECTS TOP TV SHOWS TO PROTOTYPE DIGITAL INTERACTIVE EPISODES FOR 2003 ENHANCED TELEVISION (ETV) WORKSHOP**

**Workshop Launches July 23, 2003 with Annual Enhanced TV Creative Showcase;  
ABC, MTV U.K., Freemantle, FoxSports, BBC To Present in Public Forum**

LOS ANGELES, CA, July 16, 2003—The American Film Institute (AFI) today announced its selections for the 2003 AFI Enhanced TV (eTV) Workshop. This year's lineup includes participants from ABC's CELEBRITY MOLE II, Bloomberg TV, Disney's KIM POSSIBLE and an interactive version of pledge programming from public broadcasters KCET and KQED. (Complete list of participants attached.)

The production cycle kicks off July 23 with a three-day orientation at AFI's Los Angeles Campus, beginning with its annual Enhanced TV Creative Showcase which is open to the public. Tickets for the opening event are \$95 and can be purchased online at [www.AFI.com/etv](http://www.AFI.com/etv).

Designed as a forum for the television, media and technology communities, the AFI Enhanced TV Creative Showcase will feature presentations from ABC, BBC Discovery Network, FoxSports, Fremantle Media, MTV U.K., NASCAR, DirecTV, TV Land, Tech TV, Scott Goldstein Productions and others; and a panel of television producers moderated by Todd Leavitt, President of the Academy of Television Arts and Sciences.

The AFI ETV Workshop, now in its sixth year, is an exclusive production-based environment that provides television producers with the opportunity to work with world-class technology innovators and designers—who serve as mentors—to create a prototype for the next generation of digital television. The AFI program identifies and addresses issues that could influence and accelerate the development of this new medium in the US and internationally. To qualify for the Workshop, participants must be working television professionals with programs on air or slated for distribution for the 2003/2004 season. Selections were based on the strength of the programs and proposed plans for incorporating digital enhancements into future programming.

Major funding for the 2003 AFI eTV Workshop is being provided by media and technology sponsors the Corporation for Public Broadcasting (CPB), Microsoft Corporation, Liberate Technologies, and the Comcast Digital Media Centers. Past programs in the Workshop include Turner Classic Movies, PBS's SESAME STREET, THE ACADEMY AWARDS, BLIND DATE, CNNHEADLINE NEWS, Comedy Central's THE DAILY SHOW WITH JON STEWART, Discovery Channel's EXTREME RIDES and SPACE STATION ODYSSEY, E! Entertainment's TALK SOUP, WGBH's ARTHUR, HBO's ARLISS and PBS' AMERICAN FAMILY.

### **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 21<sup>st</sup> 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](http://AFI.com).

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