



PRODUCTION IN REVIEW

March 1, 2004
Issue #10

Official newsletter of the AFI eTV Workshop

MARK YOUR CALENDAR

Look for AFI eTV at these upcoming events:

March 9: Get Real: Reality TV Becomes Interactive

Los Angeles

Presented by [iM] and the Producers Guild of America

Speaker: Nick DeMartino, Director, New Media Ventures

March 10: CTAM Digital Summit

Los Angeles

What is Happening in iTV? Real Examples from AFI

Presenter: Marcia Zellers, Director of Enhanced TV

March 30: Digital Hollywood

Los Angeles

TV Networks and Interactivity: Evolving Content & Business Models

Presenter: Marcia Zellers, Director of Enhanced TV

April 1: MILIA/MIP-TV

Cannes, France

New U.S. Productions from AFI eTV

Presenter: Nick DeMartino, Director, New Media Ventures

April 20: NAB

Las Vegas

The Changing Face of Broadcasting: How the Digital Infrastructure is Driving New Types of Programming

Presenter: Marcia Zellers, Director of Enhanced TV

May 2-5: NCTA

New Orleans

AFI eTV demos

CABLENet '04

CALL FOR PRODUCERS!

This year's AFI Enhanced TV Workshop is now accepting applications. The eTV Workshop is a hands-on production environment where TV producers and network executives create digital, interactive pilots of their shows and acquire the skills they'll need to bring their productions into a new era of programming.

There's no doubt that when interactivity is accessible and relevant to the programming, viewers want it. Evolving digital technologies make an ever-increasing range of interactivity possible. These possibilities mean new ways of storytelling and potentially an entirely new art form. Additionally, there is enormous potential impact to every TV producer's big concern: the bottom line. New ways to monetize current programming, new forms of advertising, and new uses for program inventory are looming. Smart producers and TV execs are looking at what this means to their art and their business.

TV producers and network executives are invited to learn more about the eTV Workshop at an event the evening of Thursday, April 15 in New York

City. Join AFI, fellow producers and eTV experts for further information about the Workshop and the application process. Keep reading *Production in Review* for details on how to attend this invitation-only event. Don't miss your opportunity to master the production skills you'll need for the future. For more information, contact us at 323.856.7816 or enhancedtv@AFI.com. Applications and information also available at AFI.com/etv.

AFI eTV WORKSHOP 2004 KEY DATES:

May 21: Producer Applications Due

May 28: Mentor Applications Due

June 11: Finalists Notified

June 16: Participants Selected

June 30: Production Teams Assembled

July - December: Prototype Production

July 21 - 23: Orientation on AFI Campus

December 9: Prototype Debut on AFI Campus



Join members of AFI's eTV Workshop community at this year's MILIA/MIP-TV in Cannes, France, March 29 - April 2.

Past AFI eTV mentors appear in sessions throughout the event.

REGISTER ONLINE AT WWW.MILIA.COM

MHP: Your Global Content Platform

March 31, 2pm

Vidioms' Jeff Bonin joins a panel of speakers on the emerging MHP and OCAP platforms

Cool Tools & Technologies for Interactive Television

March 31, 4pm

Ensequence will demonstrate their authoring, publishing and play-out tools

March 31, 5pm

David Jensen will present the latest enabling technology from Zetools

New TV Creative Seminar

April 1, 10:30am

AFI's Director of New Media Ventures Nick DeMartino and Schematic's Dale Herigstad will showcase examples of 2003 eTV Workshop prototypes

eTV Award Winners' Showcase

April 1, 11:00am

Brian Seth Hurst of The Opportunity Management Company presents the 2003 Interactive Emmy Winners

The Emerging World of PVRs

April 1, 11:30am

NDS demonstrates new creative possibilities enabled by PVRs

The Interactive Producers' Workshop

April 2, 9am

Brian Seth Hurst chairs this workshop presented by the MILIA and the International Academy of Television Arts and Sciences. Presenters include Schematic, Microsoft Windows eHome and Ascent Media.

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TALK TO US

Questions? Comments? Suggestions? E-mail us at enhancedtv@AFI.com.