



# PRODUCTION IN REVIEW

Official newsletter of the eTV Workshop

## CALL FOR PRODUCERS!

This year's AFI Enhanced TV Workshop is now accepting applications. Forward-thinking TV producers and creators come to the AFI Enhanced TV lab to prototype the digital, interactive future of their shows. Don't miss this opportunity to master the production skills you'll need for the future.

*TV producers and network executives are invited to learn more about the eTV Workshop at a private cocktail reception on April 22, 2003 in Los Angeles. Join fellow producers and eTV experts for further information about the Workshop and the application process. If you would like to attend, please R.S.V.P. to [AFIeTVrsvp@yahoo.com](mailto:AFIeTVrsvp@yahoo.com) with your name, mailing address, phone number and e-mail address. Please note that this is an invitation-only event.*

If you would like more information about the Workshop but cannot attend the cocktail reception, please contact us at 323.856.7816 or [enhancedtv@AFI.com](mailto:enhancedtv@AFI.com). Applications and information are also available online at [www.AFI.com/etv](http://www.AFI.com/etv). Applications are due on May 23.

## IN THEIR OWN WORDS

Barry and Jennifer Gribbon participated in the 2002 eTV Workshop with their show, **THE BEST OF**, which airs on Food Network. As television professionals with a traditional production background, they were eager to learn new skills for creating an enhanced broadcast of their show.

### Why did you apply to the AFI eTV Workshop?

Television is about solid storytelling, but the technologies to capture and deliver that story are constantly changing. We entered the AFI workshop to learn about interactive television. Once accepted, we realized that this was going to be more than education; we were actually going to build a prototype that could be functional, deployable and engaging.

(continued on back)

## 2003 KEY DATES

**May 23:** TV show applications due

**June 2:** Mentor company applications due

**June 16:** Participants selected and notified

**June 30:** Producer/Mentor production teams assembled

**July 23-25:** 2003 Orientation Event, AFI Campus, Hollywood

**December 2:** 2003 Final Prototype Presentations, AFI Campus, Hollywood



2002 Prototype: THE BEST OF (Food Network)



# PRODUCTION IN REVIEW

Official newsletter of the eTV Workshop

## eTV WORKSHOP ALUMNI

### ZETOOLS AND TV LAND (2002):

Zetools and TV Land met when they were paired on the I LOVE LUCY production team in the 2002 AFI eTV Workshop. TV Land subsequently hired Zetools to design and build their TV LAND AWARDS applications.

Wednesday March 12th was the first annual TV LAND AWARDS broadcast on both TV Land and Nick-at-Nite. The eTV experience featured Zetools' unique enhanced television two-Screen application, along with synchronized video-on-demand content produced with Zetools' MediaModeler software.

The "Online Companion" consisted of eTV enhancements such as real-time polling and trivia with carry-forward scoring, as well as dual-speed, user preset, video-on-demand streaming available in Real Video, Windows Media and QuickTime, enabled by MediaModeler. The Speedera edge-cache system handled all requests, including a peak of 4000 requests-per-second.

The Companion was synchronized to multiple broadcasts, locking individual user experiences to different timelines (TV Land and Nickelodeon) as well as different time zones. The Flash-based non-video content included animated slide shows, background facts and information on the stars and shows, along with several games related directly to the broadcast content.

### FACE TO FACE:

Rob Mikuriya, a 1999 participant with THE EDDIE FILES, is receiving well-deserved recognition for his latest creation for Electric Shadows Independent Television Services, FACE TO FACE. An interactive documentary comparing the experiences of Japanese Americans during WWII with those of Arab Americans after September 11, FACE TO FACE won the Web Award for Best Educational Resource at the 2003 South By Southwest Interactive Festival. It appeared in the New Forms exhibit at the Sundance Online Film Festival and has received a nomination for the People's Choice Award in the FLASH FILM FESTIVAL 2003, part of the FLASHFORWARD 2003 conference in San Francisco on March 26-28. Check out FACE TO FACE online at <http://www.itvs.org/facetoface>.

## LISTEN UP

### IMPORTANT NEWS: EVENT POSTPONEMENT

**Interaction 2003:** Due to current international uncertainties, AFI, BAFTA and the BBC have postponed our London-based joint event, "Interaction '03." This event, a forum for producers from both sides of the Atlantic to share their experiences and challenges of creating interactive television, is rescheduled for September 2003 and is timed to coincide with IBC in Amsterdam. Stay tuned to Production In Review for further details in the coming months.

**Look for AFI eTV at the CTAM Digital Conference:** The Cable Center and AFI eTV will host a panel entitled "The American Film Institute's Enhanced Television Workshop... Making the Case for Interactive TV" on April 10, 2003, 4:30 pm - 5:30 pm, at the CTAM Digital Conference at the Hilton New Orleans Riverside.

## In Their Own Words (continued from front)

**What are the most important points you learned over the course of the production cycle that have impacted the way you produce your shows now?**

Our prototype was designed by retrofitting existing episodes to become interactive/enhanced. We were surprised at how relatively simple it was to create an enhanced application with existing material. Going forward with productions, we are now thinking about ITV applications while capturing footage or simply developing a show. The networks eventually will be looking for TV shows that have enhanced or interactive dimensions to them.

**What do you feel is the best reason for a producer to get involved in the Workshop?**

You can read articles and attend seminars on enhanced TV, but until you roll up your sleeves, design an application and work one-on-one with the top technology and design companies to implement an application, you do not truly understand this new medium.

**What are the future plans for building out of your prototype?**

We are still working with our technology partners to polish the prototype. Since we created an application that is actually deployable with the technology in the market, we are eager to get it finished and present it to the executives at the Food Network.

## CALL FOR ENTRIES

### InFACT™ FILM SERIES:

Qualify your film for Academy® consideration

Are you in the final editing stages of your doc? The International Documentary Association is looking for an exciting collection of documentaries for their 7th annual InFACT™ Film Series, formerly DOCTober. The InFACT film showcase will take place in Los Angeles on August 15-21, 2003. InFACT qualifies your short or feature for ACADEMY AWARD® consideration. (Please contact the Academy of Motion Picture Arts and Sciences for complete rules and deadline information, 310-247-3000).

### Entry requirements:

- Only individual documentaries may be submitted
- Film may not broadcast on television or stream over the Internet prior to October 2004 (includes international broadcast)
- Theatrical screening format of 16mm or 35mm must exist for projection.
- Rough-cuts are welcome
- Submissions and \$20 entry fee are due to IDA by April 25, 2003.
- Visit [www.documentary.org](http://www.documentary.org) to enter online or send to:  
IDA InFact Film Series Submissions  
1201 West 5th Street, Suite M320, Los Angeles, CA 90017  
213-534-3600 ext. 7438 or [Tracie@documentary.org](mailto:Tracie@documentary.org)