



PRODUCTION IN REVIEW

Official newsletter of the AFIeTV Workshop

MARK YOUR CALENDAR

AFI eTV will appear at various speaking engagements throughout 2004.

Look for us at these upcoming events:

CES, Las Vegas

Networks and Interactivity: Evolving Content & Business Models

January 9, 12:00 PM

Panelist: Marcia Zellers, Director of AFI Enhanced TV

NATPE, Las Vegas

How to Produce Emmy-Caliber Interactive Programming

January 20, 12:00 PM

Presenter: Erin Flood, AFI eTV Production Manager

Digital Independence 2004, San Francisco

February 1, 12:30 PM

Panelist: Erin Flood, AFI eTV Production Manager

Real Screen Summit, Arlington, VA

Enhanced TV: Someday We'll Just Call It Television

February 5, 2:50 PM

Presenter: Marcia Zellers, Director of AFI Enhanced TV

McGraw-Hill/Business Week Summit, New York City

Transforming Television: From Reality TV, HDTV & Interactive TV to PVR TV & VOD TV, Pt. 1

February 10, 9:00 AM

Panelist: Marcia Zellers, Director of AFI Enhanced TV

CTAM Digital Summit, Los Angeles

What is Happening in iTV? Real Examples from AFI

March 10, time TBD

Presenter: Marcia Zellers, Director of AFI Enhanced TV

NAB, Las Vegas

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

April 20, 4:15 PM

Presenter: Marcia Zellers, Director of AFI Enhanced TV

National Association of Latino Independent Producers Conference, Santa Barbara, CA

February 27, 2:00 PM

Presenter: Marcia Zellers, Director of AFI Enhanced TV

CALL FOR PRODUCERS!

As a member of AFI's eTV production community, you know that evolving TV technologies are changing the way we produce for TV - and the way that audiences view our shows. And you know that each year, the eTV Workshop selects eight producers to prototype the digital, interactive future of their shows. If you are a TV producer or network executive with a vision for the next generation of your own show, don't miss this opportunity to master the production skills you'll need for the future. Soon, we'll be sending out a call for entries to the 2004 AFI eTV Workshop, so keep reading Production in Review for application details and deadlines. More info at www.AFI.com/etv.

AFI ENHANCED TV DEBUTS 2003 eTV PROTOTYPES

December 2 marked the culmination of the 2003 AFI Enhanced TV Workshop with a day-long event debuting eight new enhanced TV prototypes. The highly anticipated gathering at AFI's Hollywood campus, attended by over 120 invited guests, unveiled the efforts of eight teams of broadcast and interactive professionals exploring the evolving possibilities for digital, interactive TV programming.

AFI's Director of Enhanced TV, Marcia Zellers, kicked off the day with a brief overview of the AFI eTV Workshop and its central position within the eTV community. Zellers' introduction of the 2003 prototypes reminded everyone of AFI eTV's mantra, "someday, we'll just call it television."

Rod Nenner of the **Washington Redskins** and team member Jaspal Bhasin of **itaas, inc.** began with their team's prototype for **REDSKINS GAME DAY**, running on a Scientific Atlanta set-top box. **GAME DAY** is a locally produced show for fans of the team. The enhanced **GAME DAY** features varying user interfaces, one for die-hard fans and one for kids, allowing different types of Redskins fans to customize their enhanced content. The prototype sets an example of a scalable, modular application that could be implemented for other NFL teams or even expanded to other professional sports, as well as localized programming like news or weather. (Production Team: The Washington Redskins, PeopleSpace Inc., itaas, inc., Cricket Moon Media, Brilliant Media, Microsoft TV, AFI eTV.)

Lois Vossen of **ITVS (Independent Television Service)** and Bob Holmes of **Sudden Industries** presented their team's prototype for the PBS independent film anthology series **INDEPENDENT LENS**. The application, built for the OpenTV platform, offers viewers interested in single episodes the ability to access deeper information about the community of **INDEPENDENT LENS** filmmakers as a whole. With a virtual channel featuring director Q&A available after the broadcast, the prototype shows how it is possible to give viewers a deeper viewing experience without detracting from of the films themselves. Jackie Kain of KCET, one of the stations on the PBS Pledge

team, posed a question to the team regarding how to offer enhanced programming on the virtual channel without pulling viewers away from PBS' next scheduled program, such as **CHARLIE ROSE**. Vossen acknowledged that this is a larger issue for PBS as a whole and that her team's goal for their prototype was to "figure out how to create programming that will keep people with PBS." (Production Team: ITVS, Sudden Industries, Ensequence, ANIMAX, USC Cinema-TV Interactive Media Program, LeTo Entertainment, Microsoft TV, AFI eTV.)



David Watson of ABC Cable Networks presents his team's prototype for an enhanced **DISNEY'S KIM POSSIBLE**.



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Director of AFI Enhanced TV Marcia Zellers presents individual long-time eTV Workshop mentors with special AFI memberships. (Left to right: Steve Tobenkin, Brian Seth Hurst, Brian Chamberlin, Mike Der, Tracy Fullerton.)

AFI HONORS LONG-TIME eTV WORKSHOP MENTORS

AFI eTV is extraordinarily grateful to all of our mentor companies, many of whom have participated in the eTV Workshop for multiple production cycles. We honored long-time members of our mentor community at our Closing Event on December 2. Current individual mentors who have donated their time and services for three or more eTV Workshop production cycles were presented with special memberships to AFI. We thank these individuals once again for their dedication and support!

DUNCAN CAMPBELL, GOLDSOCKET INTERACTIVE
BRIAN CHAMBERLIN, NDS
TERRENCE COLES
MIKE DER, AUTONOMY
TRACY FULLERTON, USC CINEMA-TV INTERACTIVE MEDIA PROGRAM
DALE HERIGSTAD, SCHEMATIC
BRIAN SETH HURST, THE OPPORTUNITY MANAGEMENT COMPANY
DAVID JENSEN, ZETOOLS
KAREN LENNON, BEYOND Z
DR. JANET MURRAY, GEORGIA TECH
MARY ROTH
SUZANNE STEFANAC
STEVE TOBENKIN, LETO ENTERTAINMENT

PROTOTYPE DEBUTS (continued)

Two PBS stations, **KCET** and **KQED**, teamed up to create their own individual versions of **next-generation fundraising**. Each worked with their own designers but utilized a single backend application, running on an OCAP simulator developed by technology provider **Vidiom**. KCET's Jackie Kain presented her station's prototype for program-based fundraising, featuring a 24/7 pledge paradigm available during KCET programming, outside the traditional pledge drive format. KQED's Bud Gundy presented his station's prototype that rewards eTV viewers by offering pledge opportunities through the set-top box, then sending viewers to a virtual, pledge-free programming channel. (**Production Team:** KCET, KQED, Tractor, Vidiom Systems, Suzanne Stefanac, Concrete Pictures, Microsoft TV, Metro Encoding, CPB, AFI New Media Ventures, AFI eTV.)

David Watson of **ABC Cable Networks** presented his team's prototype for Disney Channel's animated series, **KIM POSSIBLE**. Running on a Scientific Atlanta set-top box, the application gives young fans the chance to collect trading cards embedded within episodes of the show, providing incentives for repeat viewing within an enhanced SVOD offering. The prototype, featuring photo quality graphics, animation and sound effects, is ready to be deployed. Says Watson, "I now have something I can show the cable operators." (**Production Team:** ABC Cable Networks, Autonomy, NDS, The Opportunity Management Company, Fraunhofer Institut Medienkommunikation, GermanyCentral Inc., Starz Encore Group, AFI eTV.)

Mike Goldstein of **Fuse Networks** presented his team's eTV prototype for **IMX (Interactive Music Exchange)**, a stock-trading simulation where viewers can buy and sell artist "stocks." As a show with integrated online capabilities, the enhanced IMX take interactivity further by offering viewers interactive opportunities through their TVs and wireless phones. The prototype runs on a Scientific Atlanta set-top box. The audience at the event enjoyed a special opportunity during this team's presentation - for the first time in AFI eTV history, guests used their wireless



Washington Redskins' Rod Nenner presents his team's prototype for an enhanced REDSKINS GAME DAY.



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THANK YOU!

The AFI Enhanced TV Workshop would like to express our gratitude to our 2003 sponsors for their generous annual funding and professional mentoring support. Their contributions make our work possible.

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DIVISION
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PUBLIC BROADCASTING
*LIBERATE TECHNOLOGIES
*COMCAST MEDIA CENTER

PROTOTYPE DEBUTS (continued)

phones to participate live in the team's enhanced prototype. **Telenor's** Reagan Ramsey led the audience through a stock purchase transaction, and those participating with wireless internet received confirmations on their phones. (Production Team: **FUSE Networks, Hollywood Stock Exchange, TAG, NDS, ICTV, Telenor, Game Show Network, Comcast Media Center, AFI eTV.**)

Rose Karpel of **BLOOMBERG** and Richard Cardran of **Zetools** presented the **BLOOMBERG TELEVISION** prototype, running on a DCT 2000 set-top box with Microsoft TV Foundation Edition software. The application is designed to give **BLOOMBERG's** early adopter audience a progressive viewing experience featuring customized and localized financial news on an enhanced channel during the broadcast. Viewers can select personalized stock tickers and news headline feeds on **BLOOMBERG's** main data screen interface, then submit their preferences with one click of the remote. Linking to **BLOOMBERG's** existing virtual channel, viewers can also watch VOD clips from **BLOOMBERG's** vast archive of on-demand content. (Production Team: **Bloomberg, Zetools, Microsoft TV, AFI eTV.**)

Rick Mandler, J.R. Grant and Shelly Palmer of **ABC Enhanced TV** presented the team's **CELEBRITY MOLE II** prototype, developed for the Microsoft Windows XP Media Center Edition PC. The application engages **CELEBRITY MOLE** fans to participate in the "who dunnit" theme of the show. Viewers can vote on the Mole's identity using features like the "Mole-o-Meter" and check out how their peers are voting as well. This application is entirely controlled with a remote control, giving a TV-like experience within the MCE PC platform.

According to Mandler, **ABC Enhanced TV** already has an array of enhanced shows within a two-screen environment "because it encourages live TV and live commercial viewing." The team hopes to deploy their **CELEBRITY MOLE II** MCE single-screen experience when the series airs in January 2004. (Production Team: **ABC Enhanced TV, Funny Garbage, Zetools, Microsoft Windows eHome Division, BeyondZ, Microsoft TV, Georgia Institute of Technology, Convergous, Patton Design, AFI eTV.**)

The **BATTLESTAR GALACTICA** team closed the day's presentations, lead by Dale Herigstad of **Schematic**, Bill Kendall of **Vivendi Universal Games** and Craig Engler of **Sci Fi Channel**. This team's vision piece shows the potential of the next-generation Xbox as a platform for a hybrid eTV/game experience, with components that viewers participate in synchronous to the broadcast. The prototype's interface concept features three-dimensional spatial navigation that lives and moves synchronously with **Sci Fi's** **BATTLESTAR GALACTICA** miniseries broadcast. Viewers navigate the experience using a DVD remote, moving above, below and to the sides of the broadcast stream, revealing a virtual 3D environment. The interface features directional mapping composed of four quadrants, each offering a different interactive opportunity for the viewer, including the chance to actually participate in the story through interactive game play, flying aircrafts in battle in real time along with the show's characters. (Production Team: **Vivendi Universal Games, SciFi Channel, Schematic, GoldPocket Interactive, Terrence Coles, Jin Kang, Microsoft Xbox, AFI eTV.**)

Marcia Zellers closed the day with an eye towards the future for AFI's 2003 prototypes. "Up until two years ago, the focus was very experimental. This year, more than ever, they are deployable," she said.

AFI's 2003 Enhanced TV Workshop prototypes push the boundaries of their platforms and showcase the creative power of the AFI eTV community. AFI looks forward to supporting all the teams as many of them work towards build-out and deployment of their prototypes in 2004.

JOIN AFI

For as little as \$50, enjoy a host of AFI member benefits including access to the online AFI Catalog of Feature Films, ticket discounts, AFI's online newsletter and more.

Visit www.AFI.com/membership today and help support the advancement and preservation of the moving image.

TALK TO US!

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

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