AFI eTV
AFI ENHANCED TV WORKSHOP

PRODUCTION
IN REVIEW

A WORD FROM AFI

AFI's eTV Workshop holds its closing event this year on December 3, coinciding with *BroadbandPlus*, the New Western Show, in Anaheim, CA on December 3 – 6. While you are in Los Angeles for the prototype presentations, visit *BroadbandPlus* and take advantage of a special discounted registration rate for eTV Workshop participants. Register online with the member rate at www.broadbandplus.org. To get the best member discount, sign up with early bird registration before October 11.

THE LATEST NEWS

NoMOHR SPORTS, Part II: Re-deployed!

In our last issue, we told you about the unfortunate cancellation of the MOHR SPORTS project. We also told you that we had some new ideas for this team.

And now, the eTV Workshop is pleased to announce a new project for this group: to produce an enhanced prototype of AFI's 30th annual LIFE ACHIEVEMENT AWARD (LAA).

Each fall, AFI selects a new LAA recipient for a show that airs in June. The team will use the 2002 show, honoring Tom Hanks, as the basis for a template-style prototype that could be implemented for the 2003 broadcast. The show, which aired last June, has the unique style of all LAA shows, combining celebrity anecdotes with film and television clips to create a "roast" feel. This award, which airs on USA Network, is one of AFI's most prestigious television events.

Both AFI and the team are very excited about this new project. AFI has always wanted to prototype one of our own TV productions in the Workshop, but did not want to allocate the resources in lieu of a high-profile applicant. The team looks forward to sharing this new project at the Design Roundtable in New York next week.

COMING SOON...

eTV Workshop Design Roundtable Events

New York: October 3 at The Kitchen
512 W. 19th St., www.thekitchen.org

Los Angeles: October 10 at AFI
2021 N. Western Ave., www.AFI.com/etv

FOCUS ON: THE BEST OF

Interactive advertising is a hot topic for the business of eTV. While this year's Workshop does not have a specific advertiser participant, THE BEST OF team is working to integrate an advertising component into their prototype.

THE BEST OF has developed a three-pronged approach to their prototype, encompassing a virtual channel, single-screen and wireless. Jennifer Gribbon of Homerun Entertainment explains that the team would like to seamlessly integrate an advertising component across the three platforms. The team has proposed numerous advertising ideas. One solution for the single-screen application involves a sponsorship, incorporating logo presence and a trivia game featuring questions relevant to the sponsor. A wireless implementation might involve a trivia quiz in which the winner is rewarded with a sample product from the advertiser. Upon winning, players are automatically connected to the prize fulfillment center via their wireless phones.

Ideally, the team would like to incorporate a specific advertising partner. However, because the priority is to demonstrate advertising capability, the team may opt to insert mock advertisers until they find the most desirable partner.

TEAM FAST FACTS

I LOVE LUCY: One of the team's current proposals involves extending TV LAND'S broadcast brand to an interactive programming block that could be promoted on air. Billed as *Interactive Thursdays*, TV LAND will deliver this primetime block once a week to introduce viewers to the channel's enhanced offerings. Maintaining TV LAND's value, promise and brand consistency is one of the team's greatest challenges.

MATTERS OF RACE: After an insightful creative session last week, the team has decided upon the structure for an identity quest gaming application. The game is based on the experiences of the main character in the MATTERS OF RACE film, EveryOther. To succeed, players must challenge the personal identities with which they are "born" through inquisitive interactions with characters throughout the game.

SESAME STREET Animation Dynamics confronts the challenge of puppet animation in their efforts to create a three dimensional Cookie Monster. A puppet such as Cookie Monster operates with two puppeteers using three hands, creating different animation requirements than those for a human with a biped skeleton.

ARTHUR: The team is exploring ways to incorporate the "Make a Face" element of the original eARTHUR demo, which allows kids to photograph themselves with an animated camera and insert that photo into the show. While early testing showed this to be one of the kids' favorite applications, it may be a technical challenge on both the Digeo box and the iVast platform for which the team is developing. The team may address this issue by giving the viewer the opportunity to import an already-existing digital photo file.

TURNER CLASSIC MOVIES: The challenge of creating elegant yet simple functionality is especially important for TCM. Unlike synchronous eTV applications that use the storyline itself as a cue for interactivity, TCM's Movie Mogul application is a template that works with all the channel's classic movies and must therefore elicit interaction independent of the show. The team is currently working on reducing a complex game concept to an intuitive, streamlined interface.

P.O.V.: On September 30, P.O.V. will assemble a thinktank of experts on the topic of race relations in America, as well as members of the local community, to discuss the film TWO TOWNS OF JASPER. The AFI eTV team will participate in this event to gain insights that will contribute to the development of their prototype.

TALK TO US! Questions? Comments? Suggestions? E-mail Amy Knobler at aknobler@AFI.com.