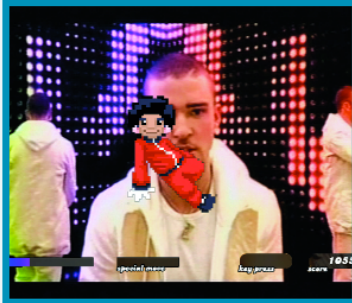


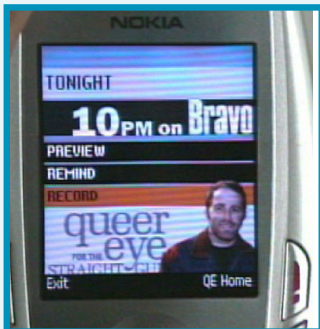
Entertainment Properties *Create for a Digital Audience*

The job of creating and distributing programming for the digital world is a lot more difficult. The AFI Digital Content Lab trains working media professionals to envision and produce programming that suits the needs of today's viewers.



With eight years of digital production under our belt, the AFI DCL has helped create digital properties for ABC and The Disney Channel, MTV, Nickelodeon and Showtime, PBS, Scripps, Discovery, Bravo and many others.

Media producers and owners apply with an existing property to develop a digital prototype or write a business plan for a digital roll-out. Or, apply with an entirely new idea to flesh out and storyboard your interactive concept. If selected, the AFI DCL pairs media properties with design and technology experts in an R&D environment.



Appropriate media applicants include, but are not limited to, TV networks or producers, broadband and mobile content creators, filmmakers and game developers.

Apply any time for production beginning quarterly. Productions run three or six months, depending on the expected outcome. Participating media properties commit to a weekly phone meeting and several in-person events. Visit www.AFI.com/dcl to learn more and apply.

Mentors *Build Your Digital Business*

Once selected for participation in the AFI DCL, AFI pairs media properties with experts in digital creative, storytelling and production. These experts are called "mentors." AFI DCL mentors have proven track records, and are the backbone of the US digital entertainment landscape.

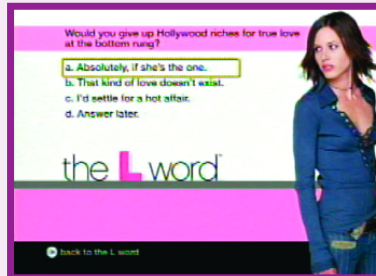
Mentors provide development, design and consulting services to scope a new concept or build an interactive prototype. In exchange, AFI DCL Mentors receive a host of benefits, including, but not limited to, new business development opportunities, networking, close



association with AFI, acknowledgement as an AFI DCL sponsor, AFI Corporate Circle membership and recognition as a key player in the digital content space.

The AFI DCL has helped establish many of the field's most respected companies. If you or your company would like a profile in the digital arena, consider becoming an AFI DCL mentor.

Apply now to join an innovative team in the only US R&D lab of its kind. Production assignments begin quarterly and run three or six months, depending on the expected outcome. Mentors commit to a weekly phone meeting and several in-person events. Visit www.AFI.com/dcl for a list of current AFI DCL mentors, or to learn more and apply.



Sponsors *Support Digital Innovation*

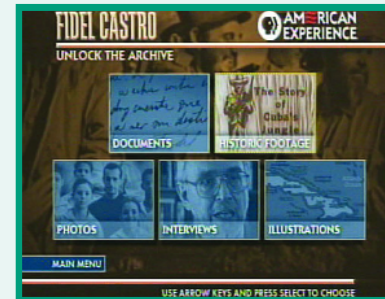
Few organizations command Hollywood's respect like AFI. The AFI Digital Content Lab extends AFI's long and storied reach to the digital realm. AFI DCL



sponsors benefit from a unique bridge between entertainment past, present and future.

The AFI DCL helps Microsoft realize working content for their products, like Reuters and Scripps Networks for MSN Video, ABC and Bravo for Windows Media Center, Bloomberg for Microsoft TV and Sci-Fi Channel for Xbox.

The AFI DCL helps the Corporation for Public Broadcasting educate public television producers and

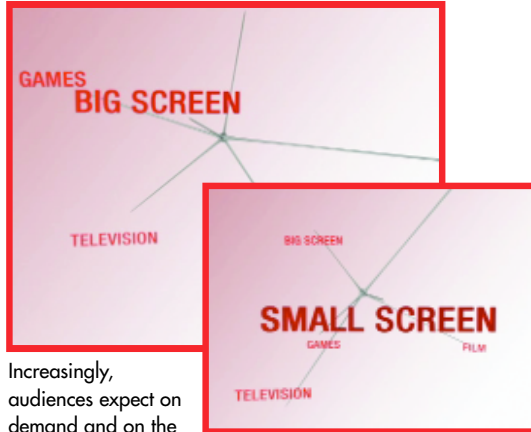


station executives in digital thinking and production with a variety of targeted professional training programs.

Promote your brand to the field's top decision makers, and influence the direction of digital entertainment in the US. To learn more about how the AFI DCL can help you build critical business and production relationships, try out new ideas and collaborate with the best minds in the field as an AFI DCL sponsor, please see www.AFI.com/dcl or call 323.856.7816.



About the AFI Digital Content Lab



Increasingly, audiences expect on demand and on the go programming that is personalized and shareable by multiple devices—programming that satisfies both passive and interactive lifestyles. From games to wireless, broadband, TV and film, media as we know it is crossing boundaries to create new forms of entertainment. The AFI Digital Content Lab (AFI DCL) prepares working media professionals for the digital evolution.

The AFI DCL is America's premiere R&D center for digital content, leading the way through high-level collaboration between entertainment and technology. **No matter where you find yourself in the ecology of digital content, you belong at the AFI Digital Content Lab.**

Unique in its approach, the AFI DCL is a hands-on production environment. The AFI DCL sets the standard for innovation in digital media, with a focus on real programming that is deployable now or in the near future.

An AFI DCL production team awaits entertainment executives with a vision for the future, and digital entertainment experts who can take them there. In addition, the AFI DCL offers production teams a variety of training events throughout the year, some of which are open to the public.

To learn more about the AFI DCL visit www.AFI.com/dcl or contact digitalcontent@AFI.com or call 323.856.7816.

"What AFI has got is this opportunity to really push the boundaries and do it in a way that actually will manifest in success and new business."

Channing Dawson,
SVP Emerging Media,
Scripps Networks

"The AFI program offers a really unique opportunity to actually build a prototype as well as interact and collaborate with the smartest folks in the interactive industry."

Kyra Reppen,
Vice President/GM,
NickJr.com

"The AFI plays a critical role in advancing digital media technologies."

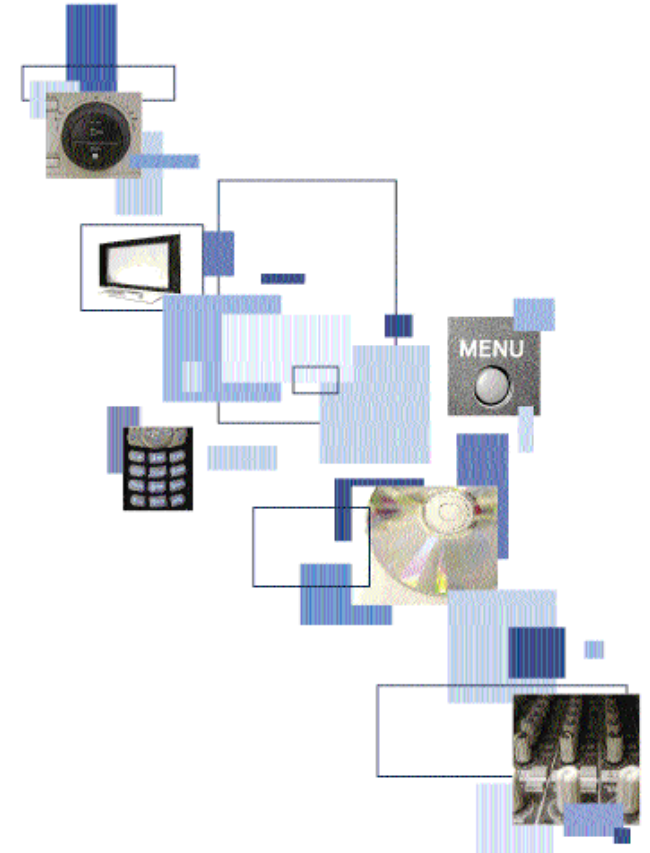
Christopher S. Lucas,
VP/Executive Producer,
Digital Media, Showtime Networks Inc.

The AFI DCL gratefully acknowledges the contributions of our annual sponsors.

AFI DCL Platinum Sponsor



AFI DCL Sustaining Sponsor



**Are you
a digital innovator?**