



NEWS RELEASE

AMERICAN FILM INSTITUTE TO PRESENT 8TH ANNUAL DIGITAL CONTENT FESTIVAL ON JULY 26TH

Keynote Address by Todd Wagner, CEO of 2929 Entertainment

**Daylong Event Showcases the Best Examples of Groundbreaking Digital
Entertainment from the Past Year**

2005-2006 Interactive Television Emmy Winners to be Announced

LOS ANGELES (July 13, 2006)—AFI announced today its annual AFI Digital Content Festival will be held on July 26, 2006. The daylong event at AFI's Hollywood Campus showcases the best new digital and interactive content created for television (both cable and satellite), mobile devices, games and broadband.

The keynote address for this year's Festival will be given by Todd Wagner, CEO of 2929 Entertainment and founder of the Todd Wagner Foundation. After selling his successful internet company Broadcast.com to Yahoo! for \$5.7 billion in 1999, Wagner headed west to learn the movie business. In just a few short years he became a driving force behind several important social and issue-oriented films, including two that received seven total Oscar nominations in 2005 (GOOD NIGHT AND GOOD LUCK, and ENRON: THE SMARTEST GUYS IN THE ROOM). Wagner also has impacted Hollywood through an innovative day-and-date film distribution strategy.

During the Festival, the Academy of Television Arts & Sciences 2005-06 Interactive Television Emmy winners will be announced. Finalists in this category include AOL Music On Demand, from AOL/Time Warner Cable/Zetools; CNN Enhanced, CNN; DirecTV Interactive Sports, DirecTV; and TiVo Service, TiVo. Immediately following the festival presentations, the New Media Peer Group reception honoring these Emmy Award Winners will be held.

Presentations to include:

- **Bruce Gersh**, Senior Vice President, Business Development, ABC Entertainment and Touchstone Television, will talk on lessons learned and future outlook of ABC's broadband video portal.

- **Joanna Earl**, President, Online Studio and Strategic Partnerships, Current Media, will speak on Current's broadband innovations.
- **Karen Conroe**, Director of Marketing, Ubisoft, presents Peter Jackson's KING KONG (video game), and will highlight the crossover between games and movies.
- **Scott Levine**, Director of Product Marketing, AOL Video, will speak on this summer's launch of In2TV for Windows Media Center.
- **Kevin Cohen**, Senior Vice President, Strategic Planning, Corporate and New Technology, Turner Broadcasting System, Inc., will present CNN Enhanced on Echostar's DISH Network.
- **John Roberts**, Senior Vice President, Interactive & Online Entertainment, Game Show Network, is one of the most prolific producers of innovative interactive TV.
- **Craig J. Shapiro**, Senior Director, Business Development, Helio, LLC, will speak on the future of social networking and MySpace on Helio.
- **Marion Rice**, Executive Producer for National Interactive Content & Education, Oregon Public Broadcasting, will demo the newly launched History Detectives 'HD Roadtrips' video over cell phone.
- **Rebecca Lim**, Senior Director, Advanced Services, Starz Entertainment Group LLC, will show the Vongo video download service.
- **Michael Fisk**, Executive Director of Worldwide Digital Marketing Strategy, Sony Pictures Entertainment, will present multi-platform content for THE DA VINCI CODE and RV.
- **Amy Powell**, SVP Interactive Marketing, Paramount Pictures, to present content surrounding NACHO LIBRE.
- **Michael Tchao**, General Manager, Nike Tech Labs, demos Nike + iPod sports kit.
- **And many more...**

Exhibitors include:

- **Brightcove**
- **ITVT**
- **Maven Networks**
- **Missing Pixel**
- **Pod Design**
- **TANDBERG Television**

The AFI Digital Content Festival is presented by the AFI Digital Content Lab. Now in its ninth year, this collaborative production workshop pairs television and content companies with technology and design innovators to prototype next-generation interactive applications.

2006 AFI Digital Content Festival: Wednesday, July 26, 2006, AFI Campus, Mayer Library, 2021 N. Western Ave, Los Angeles, CA. All Tickets are \$149. To order, or find out more, visit <http://www.afi.com/education/dcl/events.aspx> or call 323.856.7816.

The AFI Digital Content Lab is sponsored by the Corporation for Public Broadcasting, Microsoft Corporation and AOL.

About the American Film Institute

AFI is a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. AFI trains the next generation of filmmakers at its world-renowned Conservatory, maintains America's film heritage through the *AFI Catalog of Feature Films* and explores new digital technologies in entertainment and education through the AFI Digital Content Lab and K-12 Screen Education Center. As the largest nonprofit exhibitor in the US, AFI ON SCREEN encompasses the annual AFI FEST presented by Audi: AFI Los Angeles International Film Festival—as well as year-round programming at ArcLight Hollywood and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland, including SILVERDOCS: AFI/Discovery Channel Documentary Festival. AFI AWARDS, the annual almanac for the 21st century, honors the most outstanding motion pictures and television programs of the year, while **AFI's 100 Years . . .** series has ignited extraordinary public interest in classic American movies. And, during the past 34 years, AFI's Life Achievement Award has become the highest honor for a career in film. Additional information about AFI is available at AFI.com.

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