

THE NEW YORK TELEVISION FESTIVAL ANNOUNCES FIRST- EVER DIGITAL DAY

*Fourth annual TV Fest presents free panels, screenings and seminars
featuring top digital content names, including EQAL,
Sony Pictures Television and Adobe*

[NEW YORK, NY, Aug. 20, 2008] – The New York Television Festival (NYTVF) today announced the launch of its first Digital Day, a day-long event featuring free screenings, panels, and seminars designed to recognize the producers and content creators making their mark on emerging digital platforms. This year’s inaugural event will feature experts from well-known digital entities **EQAL**, **Sony Pictures Television** and **Adobe**, among others. Digital Day, sponsored by **MSN**, will take place on Tuesday, September 16 during the fourth annual NYTVF. The Festival runs September 12 – 17 at New World Stages in Midtown Manhattan.

“The NYTVF is thrilled to be working with MSN to present its first ever Digital Day,” said NYTVF founder Terence Gray. “Digital platforms are providing producers with unique and innovative ways to present their stories, and the Festival is proud to be able to recognize the artists who are pioneering these technologies as a new storytelling medium.”

Returning for its third year as an NYTVF sponsor, MSN will power the day of free screenings, seminars, and discussions, examining how new media are changing how serialized content can be created and presented to interactive audiences. MSN Video Executive Editor, Reed Price, will lead a Development Talk for independent producers on how to create content for online platforms.

Digital Day will allow some of the top content creators in the business to discuss the creative contributions they are making in new media video content. Special events at Digital Day include:

- **EQAL Premiere and Discussion – “The Resistance”**

Miles Beckett and Greg Goodfried, founders of EQAL and creators of lonelygirl15 and KateModern, will speak about the creation of their newest highly anticipated online series “The Resistance” which will make its world debut live for the Festival audience.

- **Sony Pictures Television Premiere and Talkback**

Sony Pictures Television will preview the new online series, "Michael Stahl-David: Behind the Star (A Video Biography)." The mockumentary, which premieres Sept. 15th on Crackle, Hulu, Verizon Mobile and YouTube, follows Mr. Stahl-David in his quest to become an A-list movie star following his leading role in the hit movie, “Cloverfield.” The event features a screening of the pilot plus the premieres of episodes two and three, followed by a talkback with creators Jeremy Beiler and Michael Stahl-David.

- **Adobe Tutorial and Demonstration**

Adobe will offer free tutorials to established and aspiring Web producers and content creators on Adobe Production Premium and Adobe Flash Media Interactive Server. The first will demonstrate how Adobe Production Premium software can improve workflow and optimize productions, while the second seminar will highlight the advantages of Adobe

Flash Media Interactive Server as a content delivery platform. Adobe will raffle off free versions of its software to members of the audience at each session.

In addition to the special events, the NYTVF Digital Day will also offer a series of panel discussions featuring top digital and television names. The panels will address multiplatform content creation, monetization and marketing. These panels include:

The New Storytellers: What Works on the Web

Confirmed panelists:

- Marc Chamlin – Partner, Loeb & Loeb
- Craig Parks - Vice President of Digital Media, IFC
- Reed Price - Executive Editor, MSN Entertainment, Video & Sports
- Quinn Taylor - Executive Vice President of Motion Pictures for Television and Miniseries, ABC Entertainment; EVP of Creative, Stage 9

The Web Effect: How the Internet Has Shaped Television

Confirmed panelists:

- Dan Manu – Director, Television Without Pity
- Craig Engler – Senior Vice President, SCIFI.com and *SCIFI Magazine*
- Joe Michaels - Senior Director of Business Development, MSN Entertainment, Video & Sports
- Dalton Ross – Senior Editor, *Entertainment Weekly*
- Douglas Rushkoff – Author, “Siberia”

Sponsorship and Monetization of Digital Content

Confirmed panelists:

- Shelly Palmer – President, National Academy of Television Arts & Sciences, NY
- Peter Hoskins – CEO, ManiaTV
- Jim Louderback – CEO, Revision3
- Kevin Wassong – President, Minyanville

Promoting Your Web Series

Confirmed panelists:

- Jonathan Block-Verk - President, Promax|BDA
- Blake Calloway - VP of Marketing, SciFi
- Dina Kaplan - Co-founder and COO, blip.tv

Additional partners for Digital Day include ABC Studios’s Stage 9, For Your Imagination, Hungryman, ManiaTV, blip.tv, Mint Digital, Promax/BDA, NY Comic Con, AFI Digital Content Lab, Independent Comedy Network, Web 2.0 Expo, Big Screen/Little Screen and Channel 101. The C21 publication “FutureMedia” has joined as an official media partner of Digital Day.

Premium Passes and Industry Packages for other NYTVF events are currently on sale over the Festival Web site. To order, visit <http://www.newyorktelevisionfestival.com> and click on “Box Office.”

The NYTVF is supported by sponsors such as Procter & Gamble Productions, People's Choice, and the William Morris Agency. Official Network Sponsors for the 2008 NYTVF include NBC Universal, FOX, ABC, A&E, History, Bravo, AMC, IFC, Sundance Channel, We Entertainment, Lifetime, and E!. The NYTVF works in conjunction with the Mayor's Office of New York City.

For more information on the NYTVF, please visit www.newyorktelevisionfestival.com.

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About the New York Television Festival

The NYTVF was founded in 2005 as the industry's first recognized independent television festival, providing a platform to elevate the work of artists creating for the small screen. Held annually each fall in New York City, the birthplace of modern television, the Festival unites artists, executives, industry figures, and fans together in one forum to celebrate the medium and to help shape its future. Along with the Independent Pilot Competition, the Festival features panel discussions, network premiere screenings, and other special events designed to honor television as an institution and as an art form.