



NEWS RELEASE

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SAMSUNG CHALLENGES NYTVF'S INDEPENDENT CREATIVE COMMUNITY TO DEVELOP ORIGINAL, MULTI-SCREEN TELEVISION SERIES

Free The TV Challenge III – “Second Screen Storytellers” guarantees \$300,000 for production of winning series to be distributed via Samsung Smart TVs and Galaxy devices

New York, NY, July 25, 2012 - Samsung Electronics America, a leader in digital media and digital convergence technologies, and the NYTVF, a pioneer of the independent television movement, today announced they will collaborate on a landmark initiative that will provide indie producers and production companies the opportunity to compete for a production budget of \$300,000 to create an original short series with accompanying second screen material.

Free the TV Challenge III – “Second Screen Storytellers” is Samsung’s third Free the TV Challenge, following successful competitions in 2010 and 2011. This latest challenge represents the first time Samsung will be working with NYTVF and the indie storytelling community to push the boundaries of the Samsung consumer experience.

The NYTVF will be accepting entries from August 6, 2012 through September 24, 2012. The winning selection will be announced at the 8th annual New York Television Festival, taking place from October 22-27, 2012, in lower Manhattan. The subsequently-created series will then debut at the Consumer Electronics Show in 2013 after which it will be exclusively distributed via Samsung Smart TVs and Galaxy devices.

This partnership – with the winner receiving a production budget that is three times higher than ever offered through the NYTVF – marks the first NYTVF development initiative conceived to specifically solicit

content intended to be experienced across multiple devices. It is also the first time an NYTVF partner will enable the winning project to be picked up as a series. It challenges the creative expansion of storytelling norms by maximizing the viewing experiences enabled by Samsung's unique second screen technology.

“This is an incredibly cool and truly unprecedented opportunity for artists to explore the potential of second screen storytelling with the tangible promise of series production at the end of the process,” said NYTVF Founder Terence Gray. “We're grateful for Samsung's willingness to share its vision for the future of Smart TV's with us and our community, and look forward to seeing what our creators will deliver . Recently, there have been a number of comparisons of the second screen to the Wild West of television. If you take that metaphor a step further, this is the first land grant, with Samsung offering pioneering content creators guaranteed distribution for their fresh approach to storytelling.”

What is "Second Screen" Material?

Samsung's powerful portfolio of connected screens enables storytellers to integrate multiple screens into their overall narrative, providing a comprehensive entertainment experience for fans and viewers.

For example, at the completion of an episode, an enabled tablet or phone could immediately receive an additional element of the story via a signal sent from a corresponding Smart TV. Perhaps the second screen material is an additional scene that elaborates on the story just experienced or a shift in the point of view from one character to another. Alternatively, because the technology can be activated at a specific moment during an episode, in the course of a scene the second screen could be activated to show the current scene from an alternative camera angle or vantage point. The second screen material should complement the story and provide viewers with greater access to characters and settings, though it shouldn't interfere with or replace the arc of the episode.

“Samsung is always exploring new ways to bridge the gap between multi-screen content delivery capabilities and the today's new generation of storytellers,” said Eric Anderson, Vice President of Content and Product Solutions for Samsung Electronics America, Inc. “This is a great opportunity to introduce and help creators understand the possibilities of developing programs that take advantage of the way people are interacting with multiple screens in a relevant and compelling way. Working with NYTVF marks the first step in engaging with the next generation of storytelling innovators to create programs that enhance the Samsung SmartTV consumer experience.”

Competition Details

The initiative is open to US-based residents age 18 and over who do not have any contractual commitments preventing them from entering into a production deal with Samsung. Narrative concepts not currently under development at a network, studio or major production company and meeting all other criteria in the Official Rules are eligible for the competition.

Completed entries will include an original short pilot or excerpt scene that is six to ten minutes in length, along with one piece of corresponding second screen content that is a maximum of two minutes in length and a series treatment outlining the show concept and second screen extension opportunities. Official contest rules and dates can be accessed through the contest Web site located at www.nytvf.com/2012_samsung.html. The NYTVF will be accepting entries from August 6, 2012 through September 24, 2012.

A screening committee of NYTVF officials will narrow the pool of entrants down to five (5) finalists. These finalists will be invited to present their concepts live during the 2012 New York Television Festival before panel of Samsung executives.

The winning selection will be announced at the NYTVF Awards Show on October 27, 2012 and the winning producer will then receive a production budget of \$300,000 to produce the next three ten- (10) minute episodes, along with accompanying second screen material.

A First For Independent Television

The NYTVF's partnership with Samsung marks a number of firsts for the indie television organization. While the NYTVF has long partnered with networks and studios to offer guaranteed development opportunities to its community of over 10,000 indie producers, this is the first brand to utilize the organization directly for specific platform development as well as the first initiative yielding a guaranteed production and series of the winning selection.

With the addition of the Samsung development initiative, the NYTVF has announced partnerships offering a record 25 guaranteed development deals from 17 partners, including the fifth annual [FOX Comedy Script Contest](#) and the first-ever [Comedy Central Short Pilot Competition](#) as well as Unscripted Development Pipelines with [A&E](#) and [Lifetime](#). Additionally, the NYTVF just completed the submission period for its annual [Independent Pilot Competition](#), with guaranteed deals from partners IFC, MTV, Syfy and VH1 as well as the partnered [NYTVF-Just for Laughs Sitcom Search](#). Semi-finalists and finalists in these and all NYTVF initiatives will be invited to participate in the 2012 New York Television Festival as Official Artists, where they will enjoy the exclusive benefits associated with [NYTVF Connect](#), including [NYTVF Pitch](#) which is currently offering guaranteed deals from Sundance Channel, BIO Channel, Logo, Hasbro Studios, SevenOne International and Channel 4.

For the rules to the Contest visit www.nytvf.com/2012_samsung.html.

Information for these and all NYTVF submission opportunities can be found at <http://www.nytvf.com/submit.html>.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, digital consumer electronics, IT and home appliance products, including HDTVs, home theater systems, digital imaging products, notebook PCs, tablets, refrigerators and washing machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the market leader for HDTVs in the U.S. Please visit www.samsung.com for more information.

About the NYTVF

Established in 2005, the NYTVF is a pioneer of the independent television movement, constructing new and innovative paths of development and talent identification, while simultaneously complementing the traditional television development model. Its annual New York Television Festival – held each fall in New York City – is recognized as the industry’s first independent television festival, which provides a platform to elevate the work of artists creating for the small screen. Through the Festival and other year-round activities – including NYTVF London, which launched in 2011 – the NYTVF’s mission is to connect its community of over 10,000 independent creative artists with leading networks, studios and brands by cultivating relationships that lead to new opportunities. For more information on the NYTVF, the annual Festival and these competitions, visit www.nytvf.com.

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