

FOR IMMEDIATE RELEASE

**THE NATIONAL TELEVISION ACADEMY ANNOUNCES THE NOMINEES  
FOR THE ADVANCED MEDIA TECHNOLOGY EMMY AWARDS**

**Awards To Be Presented as Part of the Annual Technology & Engineering Emmy  
Awards**

NEW YORK, NY – October 15, 2004 – The National Television Academy announced today the nominees for the **Advanced Media Technology Emmy Awards** which will be presented as part of the annual **Technology & Engineering Emmy Awards**. The ceremony will take place at the Marriot Marquis Hotel on November 15th. Portions of the ceremony will be broadcast on “Pulse,” the G4techTV cable network news program, on November 19<sup>th</sup> at 10 PM ET/PT. It is the first time the event will be telecast.

This is the second year that the Academy has honored the work being done in Interactive Television, New Media and related programming and technology. This year’s competition has been extended to also include video games.

“Emerging Technology continues to reshape the consumer’s experiences and expectations of the delivery and consumptions of television in all its forms,” said Charles H. Jablonski, Chair of the Technology and Engineering Awards Committee, “The enthusiasm and support of the Advanced Media Awards demonstrates the significance impact these merging technologies have made on the mainstream media”.

The nominees for Outstanding Achievement in **Advanced Media Technology for the Enhancement of Original Television Content** are:

- ABC “Celebrity Mole”  
ABC Enhanced TV and Zetools
- DIRECTV NFL Sunday Ticket Enhanced Service  
DIRECTV
- GSN Interactive on Oceanic Time Warner Cable  
GSN, Oceanic Time Warner Cable and GoldPocket
- JETIX Cards Live! Enhanced TV  
ABC Family, Toon Disney
- Zed “Uncut” Episode  
CBC Television Network & Web

The nominees for Outstanding Achievement in **Advanced Media Technology for the Non-Synchronous Enhancement of Original Television Content**

- iO Dashboard  
Cablevision

- iO Games Channel  
Cablevision
- Showtime Interactive  
Showtime Networks
- Survivor: All-Stars Interactive  
CBS Television Network
- You Do The Toons  
Discovery Kids

The nominees for Outstanding Achievement in **Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms** are:

- DIRECTV NFL Sunday Ticket Enhanced Service  
DIRECTV
- GoldPocket's EventMatrix iTV System  
DirecTV, Time Warner Cable, CNN, CBS, NBC, TBS, The History Channel,  
SpikeTV, GSN, ABC Family, Speed
- Moxi Media Center  
Charter Communications, Inc., Adelphia
- Ted Chicago Launch  
Comcast Cable Networks
- The Jetix Cards Live Platform  
Toon Disney & ABC Family

The nominees for Outstanding Achievement in **Advanced Media Technology for the Creation of Video Games** are:

- Buzztime Trivia Channel - 1.5 Launch  
Buzztime Trivia Channel on Time Warner (of Maine)
- Jetix Cards Live! Enhanced TV  
ABC Family, Toon Disney
- Sesame Street Play and Learn Channel  
Time Warner Cable
- Zodiac Gaming Arcade Package at Cablevision

Cablevision Corporation, New York Tri-State Area

Launched in 1948, Technology and Engineering Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that have a significant effect on television engineering.

Winners of the 2004 Technology & Engineering Emmy Awards will be recognized for excellence in the following categories.

- **Development of Direct View Liquid Crystal Display Screens**
- **Development of UHP Lamps**
- **Pioneering efforts in the invention of the Telestrator**
- **Pioneering Efforts in the Development of Spot Beam Satellites for Distribution of Local Broadcast Channels Directly to Home Receivers**
- **Development, productization, and commercialization of video server technology leading to large scale VOD implementations**

The National Academy of Television Arts & Sciences, whose mission is to recognize excellence, is a professional service organization for all aspects of the Television, Cable and Satellite industries. Its symbol of excellence, the Emmy, is awarded in Sports, News/Documentary, Daytime, Technology, and Public/Community Service. Regional Emmys are given in nineteen regions across the United States. Beyond awards, the Academy has extensive educational projects, scholarships, publications, and major activities of impact to both industry professionals and the viewing public. For more information, please visit the website at [www.emmyonline.com](http://www.emmyonline.com).

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