



Current Diggs the Election – Your Election Night Party with Digg, Twitter and Diplo

Election Night Broadcast on Current TV Rejects Punditry in Favor of Viewer Participation
Powered by Leading Social Media Sites Digg, Twitter and Current.com

Live Soundtrack to Election Updates Provided by World Famous DJ Diplo

SAN FRANCISCO — October 30, 2008 — On Nov. 4, Current, with support from Digg and Twitter, will turn TV coverage of election night inside out, replacing pundits with perspectives from users throughout the social media universe. Beginning 7 p.m. ET/4 p.m. PT on election night, “Current Diggs the Election – Your Election Night Party with Digg, Twitter and Diplo” surfaces the best of the Web to TV with a real-time stream of the most important results, facts and information, creating a comprehensive newsfeed that gives viewers a completely new way to experience election night. For the first time, Digg headlines will be streamed live on TV, featured as part of Current’s multimedia dashboard that includes tweets from Twitter, along with video commentary from 12seconds.tv and Current.com.

“Current Diggs the Election” also delivers a one-of-a-kind soundtrack for the night’s festivities. While other network election coverage will rely on the sounds of talking heads, world famous DJ Diplo will be among the DJ’s performing live sets throughout the night, generating a truly distinctive political party.

“‘Current Diggs the Election’ is a celebration of democracy,” says Joel Hyatt, CEO, Current. “By partnering with Digg and Twitter, Current is enabling our young adult viewers to directly influence what they see online and on TV, especially on election night on Current TV.”

“The new pace of democracy is real-time,” says Biz Stone, Twitter Co-founder. “Current is helping Twitter amplify the opinions, news, and trends that matter right now. Together, we’re influencing more than media—we’re evolving conversation.”

“Current Diggs the Election – Your Election Night Party with Digg, Twitter and Diplo” will include:

- **Breaking news and data:** state-by-state projections, Electoral College scoreboard, and popular vote scoreboard. Information will be displayed against an animated map of the United States that adjusts throughout the night according to news and results coming from different places across the country
- **Digg:** a streaming feed from Digg’s election news, aggregating relevant headlines, blog posts and stories that the Digg community is Digging up and discussing real-time. Digg hosts will also provide hourly updates on the latest breaking elections news and commentary. Updates will be broadcast live from an election night party hosted by Digg.
- **Twitter:** real-time tweets from users across the country, showcased state-by-state, will give viewers a sense of up-to-the-minute personal opinions, thoughts and emotions as events unfold locally and nationally. Twitter users can highlight election night comments for broadcast by using “#current” in their tweets. Users can also ask questions about participating via Twitter by directing questions to “@current.”
- **Video:** breaking news including candidate victory and concessions speeches along with webcam commentary from users at 12seconds.tv and Current.com. In addition, the cast

of Current's "infoMania" will provide special commentary regarding the media's response to the night's election news.

More information regarding the ways viewers can participate in the broadcast is available at <http://www.current.com/election>.

About Current

Current is a cross platform media company that works with its young adult audience to create and distribute media that informs, enriches and inspires. The company is comprised of Current TV and Current.com, the first fully integrated online and broadcast platforms that help users determine the news and information that is relevant to them. Current connects young adults with what's going on in their world through its unique blend of citizen journalism and viewer participation, offering programming and content that's authentic, often surprising and consistently compelling. Current pioneered the television industry's leading model of interactive viewer created content (VC2) that comprises roughly one-third of Current's on-air broadcast. The network has also advanced advertising models via Viewer Created Ad Messages (VCAMs).

Current is now viewed in the U.S., U.K., Italy, and Ireland in more than 58 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), Verizon, AT&T, BSKyB (channel 183), Virgin Media (channel 155) and Sky Italia (channel 130). For more information, please visit <http://www.current.com>.

About Twitter

Twitter is a new form of communication growing rapidly around the world. Inspired by the simplicity of an "away message," Twitter is the pulse of what is happening—with the people, organizations, and events you care about—delivered immediately, wherever you are. Visitors to Twitter.com can sign up for free.

###