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CURRENT LAUNCHES FULLY INTEGRATED ONLINE AND ON TV EXPERIENCE WITH CURRENT.COM

*Giving Viewers More of a Voice in Shaping the News and Information that
Matters to them, Site Invites Participation on all Levels and in Multiple
Mediums*

SAN FRANCISCO, CA — Oct 15, 2007 — Current, the world's peer-to-peer news and information network, today announced the launch of Current.com. Current.com is the first fully integrated online and television network that helps users determine the news and information that is relevant to them. Key to the new site are simplified collaboration features that further extend Current's open source TV format, giving viewers an even greater voice in media through citizen journalism, as well as the most comprehensive, multi-media electronic programming guide available.

"For years, the attempt to unite television and the Internet has basically been one of duplication of the content on another medium," said Joel Hyatt, CEO of Current. "With the new Current.com site, what viewers watch on either platform is not only unique, but also finally enriches the experience of the other platform. Through the new features on Current.com, we're also furthering our goal of opening up TV so the audience can decide what news and information matters to them."

Current.com's new Multimedia Wiki brings a unique element to community social networking by giving users an editorial voice. For example, the wiki topic "[Sputnik Changes the World!](#)", features clips from the film, "[Sputnik Mania](#)", and is a rich media conversation triggered by a stylish retro Current pod looking back at how the secret launch of Sputnik in October 1957 set the space race in motion and spawned a scientific, political and cultural revolution. The pod triggered postings including still imagery, animation, embedded YouTube video, cartoons, text comments and a web cam response.

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Current.com takes new steps towards enabling anyone to be a citizen journalist, with open invites to participate in “assignments” and support for a grass-roots community that promotes story collaboration. For example, a local San Francisco community recently participated by contributing twenty different angles on [PARK\(ing\) Day 2007](#), a one-day, global event centered in San Francisco on September 21. During the event, artists, activists, and citizens collaborated to temporarily transform parking spots into “PARK(ing)” spaces: temporary public parks. Users posted live coverage of events happening simultaneously all over the city, complete with maps to the PARKs, commentary, photos and video, raising awareness of the events as they happened, resulting in more participation from those nearby.

In Current.com’s new On TV section, viewers now have access to the richest real-time electronic programming guide available. Transcending a simple listing of what’s on air, the new programming guide offers in-depth background on a story and how it was produced. The guide also includes playable video and allows viewers to blog, vlog, comment, post links or pictures about the topic. True to the participatory roots of Current, the live On TV programming guide even gives viewers a voice in deciding what will air on the network through feedback and comments, as well as taking part in assignments or opinions on future stories.

“Our research has shown that more than 70 percent of our viewers watch TV with their computers already engaged,” said Joanna Drake Earl, Current’s president, New Media. “By understanding how young adults prefer to get information and the kind of stories they’re interested in, we’ve created a real two-way conversation with our community that will flow between TV and the web in a continuous circle of participation.”

Other key new features of Current.com include:

- A front page news feed that combines Current content with the best of the web every day
- Tools for users to collect rich media — video, images, blog posts, news articles, and more — from around the web with just a few clicks
- Social news networking features so users can share media with their friends and build a personal view of the site
- Daily opportunities to participate in the creation of media, with something for people at every skill level

Co-founded by Al Gore and Hyatt, the Current network is a pioneer of a non-traditional television model that incorporates both online and broadcast elements into its programming. Validating its vision and achievements, the network was awarded an Emmy® in September for its work in interactive television service.

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About Current

Launched August 1, 2005, Current, the world's peer-to-peer news and information network, is the only 24/7 cable and satellite television network and Internet site produced and programmed in collaboration with its audience. Current connects young adults with what's going on in their world, in their own voice, offering programming and content that's authentic, often surprising and consistently compelling. Aiming to open up TV by providing viewers with editorial control, Current pioneered the television industry's leading model of interactive viewer created content (VC²).

Comprising roughly one-third of Current's on-air broadcast, this content is submitted via short-form, non-fiction video "pods". Current has also created an innovation in advertising via Viewer Created Ad Messages (VCAMS).

Current's award-winning programming ranges from daily pop culture coverage to political satires as featured in "SuperNews" to unprecedented music journalism in "The Current Fix" to unique insights into global stories through Vanguard and Citizen Journalism. Current is now seen in the U.S. and U.K. in more than 51 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), BSkyB (channel 193) and Virgin Media Cable (channel 155). For more information, please visit the website: www.current.tv.

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