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CURRENT TV AIRS FIRST VIEWER-CREATED AD, “TRANSFORMATION,” FOR SONY

Sony Allocates Half of Ad Time to Viewer-Created Spots

San Francisco, CA (May 11, 2006) – “Transformation” may aptly describe the mission of Current TV in seeking to morph passive viewers into active participants (or creators), but it’s also the name of the first viewer created ad message (V-CAM) to be broadcast on the network. The spot for Sony, created by 19-year-old Tyson Ibele from Minneapolis, will hit the air on May 11. Concurrently, Sony Electronics will allow viewers to create at least half of its ads to run on Current, the only network that features viewer created advertising as a permanent and regular feature. In addition, Sony announced that it would add another V-CAM to its inventory in the next few weeks. All spots are produced exclusively for Current through the network’s V-CAM assignment page at www.current.tv/vcam.

The 24-second spot, driven by a bass-and-snare groove with synthesizer trills, is a montage of 3D computer animation featuring several of Sony’s products transforming from one into another. The stylized and seamless animation is hyper-realistic, and after the products robotically morph into each other, the spot ends with the line, “like.no.other.” Viewers can watch the spot on Current’s broadcast, and via the network’s Online Studio: (www.current.tv/studio/screening?searchType=assignmentCategory&searchParam=4).

“Tyson’s creative execution was very fun to watch, as it conveyed an impressive and fresh perspective. Allowing the very people we want to connect with access to our brand enables us to connect on a more intimate level,” stated Mike Fasulo, chief marketing officer for Sony Electronics, a division of Sony Corp. Ibele presently works as a lead animator at MAKE in Minneapolis, where he produced the spot.

With viewer created content (VC²) already comprising about a third of its programming, Current TV launched its V-CAM program two months ago, encouraging young and aspiring filmmakers to produce some of the advertising that runs on the network. V-CAM producers receive \$1,000 for every ad that makes it on the air. If a sponsor wants to distribute it beyond Current TV’s broadcast, the producer will earn more money, between \$5,000 to \$50,000 depending where it’s used. V-CAM ads can be seen on the Current Online Studio at www.current.tv/v-cam.

Anne Zehren, president of sales and marketing at Current, commented, “This is just the beginning. The smartest marketers are realizing that to win they have to relinquish some control to the consumer because technology is challenging many tried-and-true marketing practices. Current’s mission is to unleash the creativity of our viewers, and V-CAMs give them another groundbreaking outlet to showcase their talent.”

(more)

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. Its award-winning, short-form programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Through a partnership with Google, programming is anchored each half-hour by "Google Current," which offers news without a traditional news desk by reporting on topics that people are searching for on the web. As of June 1st, Current will add nearly all of Comcast's digital subscribers to its distribution, expanding its penetration to 28 million U.S. households. Current can be seen on Comcast (Channel 107), DirecTV (Channel 366) and Time Warner Cable. For more information, please visit the website: www.current.tv.

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