

FOR IMMEDIATE RELEASE:

PBS AND ITVS TO OFFER INDIE CONTENT ON iTunes STORE

Award-winning and Acclaimed Episodes from Independent Lens and Global Voices Available for Purchase

(Arlington, VA/San Francisco, CA)—Independent Television Service (ITVS) and PBS announce the availability of more than 20 independent films at the iTunes Store (www.itunes.com/movies/pbs). Curated specifically for iTunes, the collection offers a diverse perspective from filmmakers pursuing stories not normally seen through mainstream channels. This initiative by ITVS and PBS is part of the Independent Digital Distribution Lab, a project to expand distribution vehicles to broadband-connected audiences while exploring revenue-generating partnership models for independent filmmakers and public television.

“By offering content on iTunes, we are helping producers who want to experiment with online content gain access to PBS’s digital distribution outlets,” said Sally Jo Fifer, president and CEO of ITVS.

“Reaching broader audiences is core to the PBS mission,” said Andrew Russell, Senior Vice President, PBS Ventures. “iTunes enables us—and our participating producers—to bring these films to new viewers, and to spur discussions about these documentaries.”

Some of the groundbreaking films from *Independent Lens* now available on iTunes include **ADJUST YOUR COLOR: The Truth of Petey Green**, **THE ATOM SMASHERS**, **BANISHED**, the Oscar®-nominated **DAUGHTER FROM DANANG**, **A DREAM IN DOUBT**, **LAKSHMI AND ME**, **THE LOSS OF NAMELESS THINGS**, **MAPPING STEM CELL RESEARCH: TERRA INCOGNITA**, **MARCH POINT**, **MILKING THE RHINO**, **OPERATION FILMMAKER**, **POWER TRIP**, **RED WHITE BLACK & BLUE**, **A SON’S SACRIFICE**, **STRANDED: The Andes Plane Crash Survivors**, and **ESTILO HIP HOP**, which premiered on the PBS WORLD series *Global Voices*. Each film is available for purchase at \$9.99.

The iTunes Store has quickly become the world’s most popular video download store, selling over one million videos per week. The iTunes Store began selling TV shows with five shows from ABC/Disney in October 2005, and rapidly expanded its library to over 220 television shows from over 40 networks today. The iTunes Store now features over 3.5 million songs, 65,000 podcasts, 20,000 audiobooks, over 5,000 music videos, more than 75 feature films and 220 television shows.

About PBS

PBS, with its 356 member stations, offers all Americans—from every walk of life—the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches more than 115 million people on air and online, inviting them to experience the worlds of science, history, nature and public affairs; hear diverse viewpoints; and take front row seats to world-class drama and performances. PBS’s broad array of programs has been consistently honored by the industry’s most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS’s premier children’s TV programming and website (pbskids.org) are parents’ and teachers’ most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet.

-More-

ABOUT ITVS

The Independent Television Service (ITVS) funds and presents award-winning documentaries and dramas on public television, innovative new media projects on the Web and the Emmy® Award-winning weekly series *Independent Lens* on Tuesday nights at 10 PM on PBS. ITVS is a miracle of public policy, created by media activists, citizens and politicians seeking to foster plurality and diversity in public television. ITVS was established by a historic mandate of Congress to champion independently produced programs that take creative risks, spark public dialogue and serve underserved audiences. Since its inception in 1991, ITVS programs have revitalized the relationship between the public and public television, bringing TV audiences face to face with the lives and concerns of their fellow Americans. More information about ITVS can be obtained by visiting itvs.org. ITVS is funded by the Corporation for Public Broadcasting, a private corporation funded by the American people.

ABOUT *INDEPENDENT LENS*

Independent Lens is an Emmy® Award-winning weekly series airing on PBS. The acclaimed anthology series features documentaries and a limited number of fiction films united by the creative freedom, artistic achievement and unflinching visions of their independent producers. *Independent Lens* features unforgettable stories about unique individuals, communities and moments in history. Presented by ITVS, the series is supported by interactive companion websites and national publicity and community engagement campaigns. *Independent Lens* is jointly curated by ITVS and PBS and is funded by the Corporation for Public Broadcasting, a private corporation funded by the American people, with additional funding provided by PBS and the National Endowment for the Arts. The series producer is Lois Vossen. Further information about the series is available at www.pbs.org/independentlens.

###

Contact:

Voleine Amilcar, ITVS

Voleine_amilcar@itvs.org

415-356-8383 x244