



## **MYSPACE AND THE NATIONAL ACADEMY OF TELEVISION PARTNER ON THE BROADBAND EMMY AWARDS**

*MySpace Creates Unique Community Empowering Users to Submit Content for Consideration in the 2007 Broadband Emmy Awards*

**LOS ANGELES – January 8, 2007** – MySpace, the world’s leading lifestyle portal, and the National Academy of Television Arts & Sciences, presenters of the coveted Emmy® Awards, today announced they have joined forces to honor premium broadband content on the Internet. MySpace will serve as the exclusive online partner of the Broadband Emmy Award submissions, empowering video producers and filmmakers to submit self-generated content for consideration through the official MySpace Emmy profile at <http://myspace.com/MyEmmy>.

“Amazing content is flourishing on the web and enabling submissions through MySpace makes a world of sense. This unique collaboration gives users an accessible platform to recognize the best creative content out there,” said Shawn Gold, SVP of Marketing and Content for MySpace. “We’re inviting all creators of premium broadband content to use the Emmy profile to submit their work for consideration for this highly coveted honor.”

“MySpace will make the Emmy more accessible to aspiring professionals and video creators of all occupations and ages,” said Peter Price, President/ CEO, National Academy of Television Arts & Sciences. “The Emmy community on MySpace and our expansion of the categories eligible for the Broadband Emmy are our next steps in the National Television Academy’s taking a leadership role in encouraging and recognizing premium content on broadband.”

MySpace and the National Television Academy will encourage MySpace users – the next generation of content creators – to enter their work in the Emmy competitions. Beginning February 1, MySpace users will be able to upload their original videos to their personal MySpace profile and submit their video URL to the Emmy profile page (<http://myspace.com/MyEmmy>) for viewing by the MySpace community.

MySpace, with more than 50,000 filmmakers and countless creators of premium video content, and the National Academy are encouraging all artists to enter their videos for consideration through MySpace. MySpace and The National Television Academy will sponsor Emmy scholarships to cover the cost of the entry fees for selected MySpace users. Even those videos not chosen for a scholarship may be entered directly into the Emmy Award competitions at <http://www.myemmy.tv>. The National Academy will judge the Broadband Emmys, following its standard procedures of utilizing expert professionals from related areas of expertise (e.g., sports entries will be judged by experts in the sports field).

The 2007 Broadband Emmy Awards will be presented in each of the existing National Television Academy’s Emmy Award ceremonies for program excellence, which include for Daytime Entertainment, News & Information, Sports, and Public & Community Service. The MySpace Emmy profile will first feature videos for the Entertainment Broadband Emmy Award, and

subsequently throughout the year will feature News & Documentary, Business & Financial, Public & Community Service, and Sports.

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### **2007 Emmy Categories and Awards:**

The National Academy of Television Arts & Sciences debuted its first Emmy Award for content distributed via broadband and portable delivery last year and honored creators in four categories. This year, The Academy will triple the number, honoring creators in 12 categories in four content areas: Entertainment, Sports, News & Information, and Public & Community Service. In addition, high school students are eligible for the National Television Student Awards for Excellence for broadband-delivered content in all seven student categories.

This year, the Broadband Emmys will honor four categories in the Entertainment content area. The Academy will recognize the best in Drama, Comedy, Children's programming, and Variety distributed via broadband and portable media players. These awards will be presented at the 2007 Daytime Creative Arts & Entertainment Emmy Awards in June.

The 2007 Broadband Emmy Awards for News & Information programming will be presented in four categories: Current News Coverage, Long Form/Documentary, Arts, Lifestyle and Cultural reporting, and Business & Financial Reporting. The Broadband Emmy Award for Business & Financial Reporting will be presented at the Business & Financial Emmy Awards in December 2007; the other three will be awarded at the News & Documentary Emmy Awards in September 2007.

At the Sports Emmy Awards in April 2007, Broadband Emmy Awards will recognize three categories: Breaking News (live and/or continuing coverage), Long-form (Profiles/ History) and General Interest Video. In the Public & Community Service Awards, presented in September 2007, public service announcements distributed via broadband and portable delivery will be eligible to compete for an Emmy Award.

In 2006, the first year content via broadband and portable delivery was eligible for the Emmy Awards, the National Academy of Television Arts & Sciences awarded just four Broadband Emmy Awards in these content areas. The first Broadband Emmy Award in the Daytime Emmy Awards was presented to *Live 8 on AOL*, produced by America Online. In May, the Sports Emmy Awards for broadband was presented to *Off Mikes*, a webcast on ESPN.com. In September, the winner of the first Broadband Emmy Award for News & Documentary was *washingtonpost.com: Hurricane Katrina Coverage in New Orleans*. At the Public & Community Service Emmy Awards in October, the Broadband Emmy Award was presented to *found.thetruth.com*, an interactive website sponsored by the American Legacy Foundation/ Truth, which educates children about the dangers of smoking.

### **About MySpace.com**

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, video, mobile communications, instant messaging and more, MySpace has created a global connected community with a wide array of communication choices. As the highest ranked website in terms of page views\*, MySpace is the most widely-used and highly-regarded site of its kind. MySpace's international network includes localized community sites in the United States, the United Kingdom, Japan, France, Germany, Australia, and Ireland.

*\*Among the top 2000 domains comScore Media Metrix, November 2006. For more information on comScore Networks, please go to <http://www.comscore.com>.*

### **About The National Television Academy**

The National Television Academy is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts and Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Beginning in 2006, The National Television Academy began recognizing programming produced for the Internet, cellphones, and portable media players with its new Broadband Emmy Award for Outstanding Achievement in Content for Broadband and Portable Delivery. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmys are given in 19 regions across the United States. Beyond awards, the National Television Academy has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at [www.emmyonline.tv](http://www.emmyonline.tv).

### **Contact:**

#### **MySpace**

Dani Dudeck  
(310) 969-7148

[ddudeck@myspace.com](mailto:ddudeck@myspace.com)

#### **MySpace**

Tracy Akselrud  
(310) 969-2813

[takselrud@myspace.com](mailto:takselrud@myspace.com)

#### **National Academy of Television Arts & Sciences**

Cheryl Daly  
(212) 484-9446

[cdaly@emmyonline.tv](mailto:cdaly@emmyonline.tv)

#### **National Academy of Television Arts & Sciences**

Annmarie Scotto  
(212) 484-9446

[ascotto@emmyonline.tv](mailto:ascotto@emmyonline.tv)