

**NATIONAL TV ACADEMY TO AWARD NEW EMMY
FOR VIDEO CONTENT ON NEW DELIVERY PLATFORMS**

*The New Emmy To Be First Presented
At the 27th Annual Sports Emmy Awards*

New York, NY – November 12, 2006 -- The National Academy of Television Arts & Sciences will award a new category of the Emmy for original programming created specifically for non-traditional viewing platforms, including computers, mobile phones, PDAs and similar devices, it was announced today by Peter Price, President & CEO of the National TV Academy.

The Emmy for Outstanding Achievement in Content for Non-Traditional Delivery Platforms will be judged by a blue ribbon panel of media professionals selected by the National TV Academy. It will be given in recognition of creativity in editorial content and video production.

The new Emmy will first be presented at the 27th Annual Sports Emmy Awards on May 1, 2006, and will also be awarded in 2006 during the Daytime Emmy, News & Documentary Emmy, Business & Financial Reporting Emmy presentations.

This will mark the first time the National Television Academy has recognized original programming first aired on new media platforms. For the past 57 years, the National Television Academy has rewarded innovation in technology through its annual Technology and Engineering Emmy Awards. In recent years, the Technology and Engineering Emmy presentation has included awards for Advanced Media Technology, recognizing such important developments as SONY Playstation, the Xbox and other enhancements of interactive television.

“Consumers have the capability of seeing television anywhere, anytime,” says Price. “And as the technology continues to develop, it will be content – news, sports and entertainment programming -- that drive consumer demand. The National TV Academy wants to take a leadership position in encouraging and recognizing creativity in editorial content and video production for these emerging media.”

The National Television Academy's National Awards Committee designed the entry rules for The Emmy for Outstanding Achievement in Content for Non-Traditional Delivery Platforms. Entries for this award must be original material made-for-broadband or made-for-mobile. These platforms include video blogs, website programs including journalistic reporting, event coverage or event analysis, mobisodes (short episodics created for mobile devices), video-on-demand and other video delivered over an IP network or platform such as wireless, broadband or VOD. Entries can not be material originally produced for television viewing and then repurposed for the new media. Entries will only be accepted on DVD and must not exceed 20 minutes in length.

The new Emmy was proposed by the Academy's National Awards Committee at its October meeting, and approved by its Board of Trustees, in response to the burgeoning number of individuals and companies announcing plans to produce original programming for these media. The Sports Emmy Awards at Frederick P. Rose Hall, home of Jazz at Lincoln Center will be the first time the new Emmy will be presented; the Academy's Call for Entries for the Sports Emmy Awards is being issued this week.

According to Ross Greenburg, President of HBO Sports, who also serves as Chairman of the Academy's Sports Programming Committee, "Sports television generally leads technological change, in response to the unique demands of accurately reporting the action and the immediacy of sports."

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, Creative Arts, Public & Community Service, Technology & Engineering/Advanced Media and Business & Financial Reporting**. 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 Academy has extensive educational programs including National Student Television and its Student Award of 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.

Contact: Cheryl Daly

cdaly@emmyonline.tv

212-484-9446