

SUNDANCE INSTITUTE

- FILM FESTIVAL
- FEATURE FILM
- DOCUMENTARY
- FILM MUSIC
- THEATRE

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“LIVE!@SUNDANCE” EPISODES WIN WEBBY AWARD FOR INTERNET FILM AND VIDEO

Online Coverage Brings Film Festival Experience To Global Audiences at [www.sundance.org /live](http://www.sundance.org/live)

Park City, Utah – The Webby Awards, the leading international honor for websites, has launched a new awards section for “Online Film and Video” and bestowed the inaugural award for “Events & Live Broadcasts” to “Live!@Sundance” episodes on the 2007 Sundance Film Festival website. This marks the second year in a row the Webby Awards has honored and acknowledging the Sundance Film Festival and its online initiatives. In 2006, the website swept both the Juried and Audience Award for “Best Movie & Film Website.” Filmed and produced in real-time during the 2007 Sundance Film Festival, “Live!@Sundance” brought online viewers exclusive behind-the-scenes footage that captured the unique energy and excitement of the world-famous 10 day event. Now in its third season, “Live!@Sundance” includes profiles of renowned astronaut Buzz Aldrin and David Sington, director of the space documentary *IN THE SHADOW OF THE MOON*; an interview with director Brett Morgen prior to the Opening Night screening and world premiere of *CHICAGO 10*; and an exclusive look into the question and answer session following the world premiere screening of Mike White’s directorial debut *YEAR OF THE DOG* starring Molly Shannon and John C. Reilly. “Live!@Sundance” content is viewable and available to a global audience through June 15, 2007 at www.sundance.org/live.

“Live!@Sundance” is a series of 21 exclusive video episodes produced in Park City, Utah during the 2007 Sundance Film Festival, including the streaming of highlights from the Sundance Film Festival Awards Ceremony. The programming has been syndicated to YouTube, AOL Video, iTunes, and Sprint Mobile networks. The broadcasts were produced with Adobe’s Creative Suite of software applications as well as Flash Video technology, “Live!@Sundance” strives to inspire a whole new generation of independent film fans. Many of the episodes are also available at www.sundance.org/BAM to coincide with the annual *Sundance Institute at BAM* series which opens today and runs until June 10, 2007.

“This award has capped off an amazing season for our online initiatives. Our goal has been to make the Festival and the work we support more accessible and relevant to all audiences including the IPTV generation,” said John Cooper, Director of Programming, Sundance Film Festival. “Seven years ago when Sundance Institute first started exploring online content, there was no clear indication that there would be a future for it. We have learned that online delivery of films and original broadcasts is the future and has opened up the Sundance Film Festival experience to a wider international audience. We are striving to expand the Festival beyond the limits of Park City and producing “Live!@Sundance”, syndicating short films through iTunes, providing free Podcasts and content for mobile phones are just the beginning.”

Other online programming available through the website included the streaming of 46 short films from the Festival, exclusive “Meet the Artists” interviews with directors of films screening during the 2007 Festival, and a selection of video/audio Podcasts of events and panel discussions from the Festival in Park City, Utah. All of the content—other than the short films—is still available free of charge at www.sundance.org/live and will remain live through June 15, 2007 at www.sundance.org.

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This year, in addition to the short films being showcased on the Festival website, the Festival has collaborated with iTunes. For the first time, a selection of 29 short films from the Festival are available for downloading, online at iTunes (www.itunes.com/sundance) including free Podcasts of 10 panel discussions. Currently, a selection of panel discussions and events from previous Sundance Film Festivals is also available through iTunes – search “Sundance” in the store, then click “Podcasts”. This initiative reinforces Sundance Institute’s commitment to leveraging technology and new platforms to help filmmakers build audiences for their work far beyond the streets of the Festival in Park City.

Hailed as the “Oscars of the Internet” by the New York Times, The Webby Awards is presented by the International Academy of Digital Arts & Sciences, a 500 –person judging academy and global organization with a membership that includes musician David Bowie, Viinton Cerf, R/GA’s Chief Bob Greenberg, “Simpsons” creator Matt Groening, Arianna Huffington, and Harvey Weinstein. The 11th Annual Webby Awards received a record 8,000 entries from over 60 countries and all 50 states. Founded in 1996, The Webby Awards is known worldwide for its famous five-word speeches.

Sundance Film Festival

The Sundance Film Festival is the premier showcase for U.S. and international independent film. Held each January in Park City, Sundance Resort, Salt Lake City, and Ogden, Utah, the Festival is a core program of the Sundance Institute, a nonprofit cultural organization founded by Robert Redford in 1981. Presenting 125 dramatic and documentary feature length films in nine distinct categories and over 70 short films each year, the Sundance Film Festival has introduced American audiences to some of the most innovative films of the past two decades. The official website of the Sundance Film Festival, www.sundance.org shares the Festival experience beyond the streets of Park City with a global audience through the streaming of short films, filmmaker interviews, and current news and box office information.

Sundance Institute

Dedicated year-round to the development of artists of independent vision and to the exhibition of their new work, Sundance Institute celebrated its 25th anniversary in 2006. Since its inception, the Institute has grown into an internationally recognized resource for thousands of independent artists through its Sundance Film Festival and artistic development programs which provide a range of concentrated creative and financial support for filmmakers, screenwriters, composers, writers, playwrights and theatre artists. The original values of independence, creative risk-taking, and discovery continue to define and guide the work of Sundance Institute, both with US artists and, increasingly, with artists from other regions of the world.

About The Webby Awards:

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 11th Annual Webby Awards received a record 8,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; The Barbarian Group; CondeNast|CondeNet; Level3; Adweek; Fortune; Reuters; Variety; Wired; Brightcove; Roundpoint; IDG; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of the Moving Image.

About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as Virgin Group founder Richard Branson, Internet inventor and Google Chief Internet Evangelist Vinton Cerf, "Simpsons" creator Matt Groening, Real Networks CEO Rob Glaser, and fashion designer Max Azria. For more information, visit www.iadas.net.