



MEDIA RELEASE

October 23, 2006

EnhanceTV: ad-free from history to hip-hop

Teachers can request ad-free copies of any television program - on subjects covering anything from history to hip-hop - through a new service offered by EnhanceTV's online store.

Enhancetv.com.au is a unique service for educators, providing resources to help them teach using television in class. It was developed by Screenrights, the audiovisual copyright society that licences Australian schools, TAFE colleges and universities to copy educational programs from television.

Since the online store's opening in July, the site has had more than 160,000 visits. Television programs with an educational application are copied for the store, but with all advertising removed. Reacting to teachers' feedback, the site has expanded to include a new service that allows educators to request that specific programs be copied.

EnhanceTV's manager Jamie LeHuray said: "Recently we started getting requests for more eclectic programming; for example particular programs about hip-hop and cooking. We realised we could deliver programs on request and meet educators' specific needs," Mr LeHuray said.

"All teachers need to do is complete an online request form. Once the program is copied, it will be available in the store to purchase. There is no obligation to buy and no extra charges for using the request service," he said.

All copied programs are advertisement-free and despatched within seven days on either DVD or VHS. Building on its catalogue, EnhanceTV has now released 20 complete series available for order. Educators can also download more than 450 free study guides and feature articles as well as receiving a free online guide to upcoming television programs relevant to their curriculum areas.

According to Barbara Aitchison, who teaches at Nhulunbuy on the Gove Peninsula in the Northern Territory: "Being a very remote high school, EnhanceTV keeps us up-to-date with latest events and resources so the distance factor is minimised and our students are not limited in any way," she said. "The fact that you can look up what is on in your particular region is excellent and the wealth of info in the various learning areas is great."

EnhanceTV delivers

About Screenrights and EnhanceTV:

EnhanceTV Pty Ltd is a subsidiary of Screenrights, which is a not-for-profit organisation committed to the use of educational audiovisual content in Australian schools, universities and TAFE colleges. Screenrights licenses educational institutions to copy from TV and radio. Only institutions with a Screenrights licence can purchase programs from the online store at www.enhancetv.com.au The majority of schools and all TAFE colleges and universities have a Screenrights licence, making EnhanceTV an invaluable and accessible resource.

For further information: Kym Druitt at eckfactor 02 9552 3811 / 0418 272 018 kym@eckfactor.com