



**MEDIA RELEASE**  
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## **New online store delivers access to educational TV**

Australian teachers and students now have access to an unprecedented volume of educational television programs and teaching resources through the new EnhanceTV online store, launched today.

With just the click of a button at [www.enhancetv.com.au](http://www.enhancetv.com.au), educators can order high-quality subscription and free-to-air programs as well as media studies articles. Delivered within seven days in either DVD or VHS format, this unique non-profit service meets the demands of teachers' schedules, and ensures Australian students are well-informed on the issues that shape our world. The online store grows with each new week of educational television.

EnhanceTV was created by Screenrights, the audiovisual copyright society that licences Australian schools, TAFE colleges and universities to copy educational programs from television.

Teachers can download over 450 free study guides for popular programs and films at [www.enhancetv.com.au](http://www.enhancetv.com.au) to complement and expand the existing curriculum. Top downloads include Rolf de Heer's *Ten Canoes*, winner of the Special Jury prize at the 2006 Cannes Film Festival; *Honey We're Killing the Kids*, the popular series examining children's nutrition, and Phillip Noyce's *Rabbit Proof Fence*, the thought-provoking drama based on a true story. Even light entertainment is covered with Hollywood blockbusters such as *Shrek* and *Ice Age*.

Other exclusive free resources on EnhanceTV help cut down the workload in lesson preparation. These include a weekly email newsletter containing educational TV highlights and notice of new study guides and free screenings, an online TV guide, and feature articles. Weekly podcasts and daily RSS feeds\* on the website give educators the most topical information at their fingertips.

Jamie LeHuray, Manager for EnhanceTV, said: "This exciting initiative not only supports Australian students and teachers, but also the local film and television industry. EnhanceTV makes the best educational programs accessible to Australian teachers, whether they're in a remote country town or the heart of the city.

"It also helps to ensure Australian film and television makers reap the benefits that exposure to the education market brings. In some cases, educational copying royalties contribute significantly to the budget of their next documentary."

## **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](http://www.enhancetv.com.au). The majority of schools and tertiary institutions have a Screenrights licence, making EnhanceTV an invaluable and accessible resource.

For further information, images and interviews:

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\*RSS stands for Really Simple Syndication. RSS feeds enable you to get the latest information from your browser, on your screen without having to visit the EnhanceTV website.