

SPOTLIGHT MEDIA PRODUCTIONS



VIRGIN PRODUCED AND ACTV8.ME FORM MAJOR INTERACTIVE TV PARTNERSHIP

ENTERTAINMENT PRODUCTION ARM OF SIR RICHARD BRANSON'S VIRGIN GROUP PARTNERS WITH TECH COMPANY TO CREATE INTERACTIVE PROGRAMMING FOR TV DEPLOYMENT

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By Adrienne Papp

ACTV8.ME and Virgin Produced have inked a partnership alliance in which together they will create new-era TV shows that are completely interactive. Virgin known for creating unique consumer experiences through a long history of innovation and technological firsts continues this legacy through it's entertainment arm launched in 2010.

In addition to "ACTV8"ing current hit TV shows, ACTV8.ME is also working with TV production partners and TV networks to create new interactive TV programming. ACTV8.ME has already formed major alliances to be the second-screen interactive partner with Mark Burnett Productions, Fox Broadcasting, The Oxygen Network and others.



"Our exciting new relationship with ACTV8.ME marks a pioneering step into the unscripted television business for Virgin Produced. We share a similar philosophy with the ACTV8 team and together we are poised to lead the path in forming a REAL interactive relationship with our TV audiences." said Virgin Produced Co-Founder and CEO Jason Felts.

The Virgin Produced / Actv8 partnership focuses on creating unique television properties built for organic distribution and integration using multi-screen interactivity with Facebook and Twitter. These new-era technologies will serve to create an über network whereby the television content will leverage key social media platforms and ultimately the global Virgin Produced television distribution network thus enabling real-time interactivity with the content. Earlier this month, Virgin launched their own channel onboard Virgin America providing a variety of fresh content to passengers.

"We are excited to be working with the talented creative team at Virgin Produced. Their creative vision coupled with the support of their various sister companies' across the transportation, mobile and retail sectors offer a unique platform to develop and launch high-quality interactive content to the domestic and international marketplace. Having just flown Virgin America and watched their channel, Actv8 look forward to increasing their collective consumer brand experience." said ACTV8.ME CEO Brian Shuster.

He added, *"With a number of high-profile projects already released and more currently in various stages of production, Virgin Produced has quickly established itself a formidable player within the industry. This alignment fits perfectly with our strategy at ACTV8.ME in partnering with innovative content creators, with a clear trajectory, and a real vertical integration philosophy."*

"We are really excited to soon unveil some of the properties we are developing with ACTV8. The technology they have built is a game changer, and combined with our newly launched content channel will prove to only increase the Virgin consumer experience which is our top priority at Virgin Produced." concluded Virgin's Chief Creative Officer Justin Berfield and Barrick Prince, EVP of Unscripted Television in a joint statement.

ABOUT ACTV8.ME:

ACTV8 is empowering current hit TV shows with its technology, and is also working with major TV production partners and TV



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networks to create new interactive TV programming. ACTV8 and its major network and production partners/clients are bringing amazing new user experiences to life in next-generation TV connectivity. ACTV8 leads the way in developing and designing new 2nd Screen interactive TV interfaces and mobile applications that facilitate discovery of content and deepen the user's relationship with it. The system is a complete "Global Media Integration Platform" With its proprietary technology; ACTV8 has married broadcast and cable television to the two largest social media platforms on the planet, and then made this all interactive, thus creating the ultimate **Uber**-platform.



ACTV8.ME enterprise second-screen platform was built with a vision and focus to empower viewers to interact with TV content, while integrating social channel engagements, along with a new digital ad model that creates a first of its kind, one-to-one relationship with the consumer. Their deployments enrich the TV viewing experience – real-time or time-shifted – and provides interactivity, social game mechanics, community sharing, and e-offers in the form of real-time digital coupons.

ABOUT VIRGIN PRODUCED:

Virgin Produced serves as the film and television development, packaging and production arm of the Virgin Group. Led by co-founders, CEO Jason Felts and CCO Justin Berfield, Virgin Produced is breaking the corrosive mold of Old Hollywood by providing a collaborative environment that embraces talent so they can best create and inspire. With an equal focus on television and film, Virgin Produced in it's inaugural year, gained swift traction on the film front with their multi-year first look deal with Relativity Media, claiming two back to back #1 box-office successes with LIMITLESS and IMMORTALS. Unique only to Virgin Produced, it's content is cross -marketed to consumers across the brand's transportation, mobile, health club, hotel, retail, and social media platforms which allows Virgin Produced to reach up to 60 million loyal Virgin brand fans worldwide. Virgin Produced also has a multi-year first look deal with Entertainment One for all scripted television development. In April 2012, Virgin Produced launched it's own television network onboard it's sister airline Virgin America with the very accurate tagline: *Your Cure for Boredom*. Virgin Produced's upcoming film releases include The Farrelly Bros' raunchy laffer, MOVIE 43 and 21 & OVER directed by Lucas & Moore (The Hangover).



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Eve
Apr 18, 2012, 23:15

This man has done more than anyone else.....amazing! He is really into the future!



Rating: 5.0/5 (1 vote cast)

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Brian Shuster
Apr 19, 2012, 12:53

Very exciting



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January 2011

December 2010

November 2010

October 2010

September 2010

August 2010

July 2010

June 2010

May 2010

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May 2008

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Anne

Apr 19, 2012, 17:39

I am amazed and excited to have this type of technology in my lifetime! Good job Actv8!



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