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ARTS ENGINE LAUNCHES *UPSTREAM*: AN ONLINE NEWS COLUMN ON DIGITAL DISTRIBUTION

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NEW YORK, NY (June 12, 2007)—Arts Engine, the organization behind the Media That Matters Film Festival and MediaRights.org, **will launch an online news column that will comment on developments in digital distribution on Friday, June 15, 2007.** The announcement coincides with the DocAgora debate on multi-platform distribution this Friday afternoon at SILVERDOCS: AFI/Discovery Channel Documentary Festival. Katy Chevigny, Executive Director of Arts Engine, will take part in the debate.

Upstream, hosted on MediaRights.org, will help filmmakers, producers, broadcasters and the general public navigate the dizzying array of online platforms and distribution models. Upstream will capture the breadth and depth of what has become a race to the finish for companies wishing to become the first full-fledged internet broadcaster. Upstream will focus our attention on how changes in digital distribution affect independent media makers and what indies need to know to use these changes to their full advantage.

“**Upstream** is not just about the business story behind digital distribution,” said Chevigny. “We are also interested in the effects of the new world order on creative expression, copyright law and the independent filmmaker’s ability to create social impact.”

“Our challenge as a community of media makers, distributors, funders and exhibitors is to ensure the relevancy and integrity of the documentary form and to champion the role of the independent media maker, not to tread water in the digital wave of new media creation and distribution opportunities,” said Patricia Finneran, SILVERDOCS Festival Director.

On a regular basis you will hear from Arts Engine’s staff and other knowledgeable experts in the fields of public media, activism and internet technologies discuss the latest developments in public media and action online, including:

- Reviews of the latest web video distribution platforms
- Case studies on the effective use of existing distribution platforms
- Case studies on integrated web and offline distribution strategies
- Insight on increasing organizing capacity and creating social change using online media
- Information about copyright and fair use as they apply to web video
- Coverage of key convenings of web media innovators

For the first **Upstream**, please go to: www.mediarights.org.

For SILVERDOCS information, please go to: www.silverdocs.com.

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