



www.DFDTV.com

New Media, New Network, New Shows.

## **DFDTV.com: A Uniquely Innovative Web-Based Entertainment Network**

### ***TV Hybrid Business Model – The Present Continues the Trajectory of the Past***

NEW YORK, Sept. 17 /PRNewswire/ -- DFDTV.com will premiere the world's first web-based entertainment network on September 20 across multiple virtual channels, presenting all original, professionally-produced entertainment with a cache of talent across cabaret/jazz, comedy and independent film genres.

"DFDTV.com will initially launch three virtual channels, each dedicated to a particular form of entertainment," said Joseph J. Nicholson, founder of DFDTV.com. Every week – for 22 weeks, each virtual channel will premiere a new program on a given day and a time. "This scheduling feature will actually allow people – especially those new to this form of entertainment, to easily find and watch programming they enjoy without spending time searching the web."

Marlon Schulman, an entertainment executive and respected industry visionary said, "DFDTV.com is a hybrid business model capable of modification and adjustment – in that each virtual channel can be demographically targeted with both content and advertising. This carries with it the possibility of new and unique advertising outlets and reach." DFDTV.com (<http://www.dfdtv.com>) channels include:

- **DigitalRicks.com:** This weekly show takes viewers into Manhattan's intimate cabaret/jazz clubs for live performances - captured exclusively for DFDTV.com. Industry veteran Scott Barbarino is executive producer.  
The premiere show will feature the legendary **Jose Feliciano** backed by The Les Paul Trio.  
**Premieres: Sunday, September 20th at 8:00 PM/edt**
- **Live-Laughs.com:** See a range of comedic performances including the best in improvisation, sketch and stand-up from clubs across the country, all taped exclusively for DFDTV.com. Eric Robinson and Jay Painter – founders of Face-Off Unlimited, are executive producers.  
**Premieres: Tuesday, September 22nd at 9:00 PM/edt**
- **The "Really" Independent Film Channel:** DFDTV.com viewers are offered exclusive access to many wonderful independent films. Kevin Kennison, a respected master acting teacher and independent casting director is executive producer.  
**Premieres: Friday, September 25th at 8:00 PM/edt**

DFDTV.com monetizes web-based entertainment in the same way that broadcast television has since its origin – through advertiser sponsorship of its shows. According to Nicholson, "DFDTV.com does away with muddled and obtrusive banner and keyword advertisements and offers advertisers 30-second and one-minute live commercial slots in an uncluttered environment." Schulman adds, "Each DFDTV.com channel targets a different demographic and is designed to attract a range of sponsors and advertisers from a variety of product and service categories."

Audience demographics and viewership metrics will be collected and measured through both direct user input gathered when a viewer registers to provide comments, participate in ongoing incentive programs, as well as through periodic surveys. In addition, DFDTV.com will gather web site statistics through tools such as Google Analytics and provide sponsors with virtually real-time information about its viewing audience.

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Schulman adds, "This model allows for unlimited and exciting offers to advertisers to choose the exact type of content they wish to sponsor – much like dedicated TV network programming of old –without the enormous overhead costs factored into productions by network or even cable producers." DFDTV.com will feature innovative, interactive components designed for viewers to comment on, participate in, or shop the advertiser's showcased product.

Recognizing different viewing preferences, each DFDTV.com channel allow the user to watch shows in a traditional 30 minute or longer "television" style, or to "Go Express" and view the same content as a series of 3-8 minute clips. DFDTV.com's content is available to stream on demand at any time following its premier.

For more information: <http://www.dfdtv.com>

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