



## CHANNEL X LAUNCHES NEW FEATURE TO SPUR VIDEO COLLABORATION IN PUBLIC MEDIA

Boulder, CO (September 29, 2015) – Channel X debuts a game-changing new technology feature today to drive more video sharing across public media. The feature, called Media Asset Collections, allows stations and producers to license packages of single videos and related media assets, such as background video, photos, scripts and audio files.

This new feature expands Channel X's reputation as an innovative platform that addresses the changing nature of content development and news flow in public media.

"Channel X's goal is to increase sharing of broadcast and digital video in public media," said Alison Scholly, Executive Director for Channel X. "We're pleased to be able to offer this key service to encourage news collaborations and enable these impactful stories to reach larger audiences."

The Media Asset Collection technology was developed in partnership with the video production units of the Local Journalism Centers (also known as the regional reporting desks EarthFix, Fronteras, Harvest, Innovation Trail and Inside Energy). These reporting desks use Channel X to license and share files with station partners. "Channel X has been instrumental in allowing us to share, license and distribute video news stories throughout public media," said Alison Perkins, project manager of the Local Journalism Center's video initiative. "Now we have a way to aggregate our stories for greater distribution, and to provide materials to customize our reporting for local programming."

Channel X is a video exchange service that enables content providers to submit films, shows, news reports and performances, dynamically managing licensing terms and pricing. Broadcasters can easily browse, watch, license and download broadcast- or digital-quality video to enhance their role as a critical curator of news and information in their local markets.

Channel X was made possible by the generous support of the Wyncote Foundation, the John D. and Catherine T. MacArthur Foundation, and the John S. and James L. Knight Foundation. To register for Channel X, visit [www.channelx.org](http://www.channelx.org).

Channel X is a service of Public Media Company (PMC), a national nonprofit that organizes strategic partnerships and delivers solutions that increase public media's impact in their communities. Over the past 13 years, Public Media Company has worked with more than 275 media organizations in 46 states. In a shared national effort with clients and funders, PMC develops and launches innovative content sharing and discovery platforms such as Channel X and VuHaus. [www.publicmedia.co](http://www.publicmedia.co)

### **Contact:**

Alison Scholly  
Executive Director, Channel X  
[alison@publicmedia.co](mailto:alison@publicmedia.co)  
o: 720-304-7274

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