

PBS DIGITAL STUDIOS AND MAGNET MEDIA ORIGINALS
UNVEIL ORIGINAL SERIES AT NYC EVENT

FOR IMMEDIATE RELEASE

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NEW YORK (December 13, 2013)—PBS Digital Studios and Magnet Media’s Originals division held an official launch party to unveil two new original video series Wednesday night, December 11, 2013 at Magnet Media’s midtown Manhattan headquarters.

Both new series are geared toward PBS Digital Studios’ growing online audience of smart millennials seeking content that’s both entertaining and educational. The two series will join the PBS Digital Studios network of more than 30 Web-original series on YouTube.

“Bongo Bongo”—named after the linguistics term for imaginary languages—takes a look at the history of English-language words. Each episode focuses on one word, which is dissected by a fun and knowledgeable host who digs up the word’s unique and oftentimes humorous origins.

“Food Buzz” is a fast and funny look at the latest news in the food blogosphere, exploring food memes and getting to the bottom of the history, science, and psychology behind them.

Both shows will be exclusive to PBS Digital Studios and will be distributed on YouTube. The series are expected to launch by early 2014.

Senior Director of PBS Digital Studios Matthew Graham, Magnet Media CEO and Founder Megan Cunningham, and Magnet Media Originals’ Director of Content Development Drea Bernardi, will unveil the series.

Magnet Media and PBS Digital Studios recently co-hosted an interactive panel discussion, titled “Creating Smart Content Informed By Data,” at the 2013 Pivot Conference in October, sharing how the insights gleaned from an audit of PBS’s 16 YouTube channels led to the development of the two series. Graham, Cunningham, and Bernardi led the discussion.

“The next generation of storytelling demands smarter content decisions that are driven not by gut instinct, but by real data gleaned from audiences themselves,” said Cunningham.

“We’re honored to be producing fresh and exciting original video with PBS Digital Studios, one of the world’s most respected content creators,” said Cunningham. “We share a passion for creating compelling content for the Web, and are thrilled to share the first fruits of our collaboration.”

Added Graham, "We are excited to be collaborating with Magnet Media on these new series, which we think will be excellent additions to the PBS Digital Studios network. They promise to offer the same kind of intelligent and entertaining content that has come to be the hallmark of the PBS Digital Studios brand."

A recap of the launch event, including photos and teaser trailers for both shows can be viewed at: <http://www.magnetmediafilms.com/blog/pbs-digital-studios-and-magnet-media-originals-launch-two-original-shows-at-nyc-event/>

About PBS Digital Studios

The PBS Digital Studios network on YouTube includes more than 30 Web-original series designed to engage, enlighten and entertain online audiences. Combining an Internet sensibility with a PBS commitment to quality, the PBS Digital Studios network has more than 750,000 subscribers and has generated more than 50 million views. Series include the Webby Award-winning [PBS Idea Channel](#), as well as popular series such as [PBS Off Book](#), [It's Okay to be Smart](#), [Blank on Blank](#) and others, including several series produced by local PBS stations.

About Magnet Media and Magnet Media Originals:

[Magnet Media Originals](#) is a next-generation digital content studio founded in 2012 to develop and produce high-quality original programming packaged with talent, influencers, audience, and distribution—backed by data.

[Magnet Media](#) is the market leader in providing strategic and creative content solutions for brands. We specialize in telling brands' stories by producing and syndicating compelling video and interactive content through social platforms to share their stories, reach and engage their target audiences, and ultimately drive actions that deliver business results. Our strategic and creative capabilities have kept us at the forefront of digital media for over 13 years, working with top worldwide brands to help them derive true business value from content solutions.

Magnet's clients include Google, NBC, DreamWorks Animation, Amazon, Xbox, Showtime, Microsoft, ABC, The Associated Press, and many other world-class brands.

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