

# THE ASSOCIATED PRESS TEAMS UP WITH LIVESTREAM TO LAUNCH AP LIVE 'OSCARS RED CARPET' FOR WEB FANS



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**NEW YORK** - The Associated Press plans to capture celebrity arrivals at the 82nd Annual Academy Awards by teaming up with Livestream to deliver "Oscars Red Carpet" coverage through AP Live. The newly launched embeddable video widget features live feeds, social media elements, on-demand clips, photos and news of major entertainment events. AP Live is distributed on [www.livestream.com/aplive](http://www.livestream.com/aplive), [Facebook.com/aplive](http://Facebook.com/aplive) and syndicated to AP publishers and other distribution channels, including AT&T Entertainment, <http://entertainment.att.net>.

On March 7, AP Global Entertainment Editor Alicia Quarles will be on camera in Hollywood, reporting live from the red carpet, from 6 to 8 p.m. ET. During the awards show and throughout the after-parties, AP reporters will also post updates to the interactive chats via Twitter and Facebook.

"This is the biggest Hollywood event of the year, and we are excited to introduce a new way for breaking news and entertainment fans to experience the Oscars," said AP Global Director of Entertainment Products Michael Dutton. "We're thrilled to team up with Livestream, as AP continues to pioneer the distribution of packaged news and event content using emerging technologies."

"Through this strategic content and platform deal, we have launched the AP Live player which will feature year-round entertainment events coverage and daily live celebrity interviews," said Livestream CEO Max



Haot. "We look forward to supporting AP as they move forward to cultivate their events-based reporting for millions of fans across all screens and platforms."

AT&T will also deliver Sunday's "Oscars Red Carpet" coverage on the AT&T Entertainment Website, <http://entertainment.att.net>. The site is open to any user. You do not have to be an AT&T customer to watch AP's coverage or other shows on the site.

"AP Live is an exciting new service that will help us deliver real-time, compelling events to AT&T Entertainment visitors," said Dan York, senior vice president of content and programming, AT&T Converged Services. "This is another example of how



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we continue to bring popular content to consumers in more places."

After the Oscars, AP Live will continue to feature daily and weekly celebrity interviews and packaged content, for example, movie previews and a look at upcoming summer blockbusters.

## **ABOUT THE AP**

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

On the Net: [www.ap.org](http://www.ap.org)

## **ABOUT LIVESTREAM**

Livestream (formerly Mogulus) provides everything needed to easily live stream video and engage an audience. Producers can use Livestream to stream live, linear and on-demand Internet television to multiple devices through a single, highly customizable player. The service is available in both Free (ad-supported) and Premium (ad-free, white-label, higher-quality) packages. Unique features include the ability to mix multiple live cameras, overlay graphics, desktop streaming with 3D effects, and social chat. Founded in 2007, the Livestream is based in New York and

includes Gannett Co. as a minority shareholder and investor. and includes Gannett Co. as a minority shareholder and investor.

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