

## **New Web Streaming Service Tuned in to Transform Teaching in Australian Classrooms**

**SYDNEY – Wednesday 23 January, 2012** – With the focus of the Digital Education Revolution being to expose Australian students to teaching and learning which will prepare them for further education, training and a life in the digital world<sup>1</sup>, a new web streaming service - recently launched by EnhanceTV - looks set to help transform the way in which broadcast TV is used as an education platform for schools around the country.

Conceptualised and developed by Screenrights and EnhanceTV, the new service – called EnhanceTV Direct (ETVD) – offers educators access to more than 12,000 educational programs (both past and present), with over 100 new programs added to the service each week.

Educators can access the service from wherever they are in Australia – at home, in the classroom or elsewhere - via an internet connection, with the content able to be viewed on computer, iPads or iPhones, offering flexible lesson planning and preparation.

The system also offers educators the capacity to create and store lessons using short clips or entire programs, without the need for onsite storage or specialised equipment.

“EnhanceTV Direct is very much the sort of educational tool that we support. It allows teachers to be autonomous in what they choose to create for the classroom, yet align with the curriculum. It enables them to access material and create lessons as and when they want and it gives them access to a wide range of materials to use for their lessons,” said Susan Mann, Chief Executive Officer of Education Services Australia (ESA).

Students can access and watch the created content from anywhere, giving them the flexibility to study at school or at home. The fact that the system provides educators with access to age appropriate content ensures that their students are exposed to a safe, secure learning environment whenever they access clips and lesson materials. Educators can also upload separate documents into the system which students can then access and download to assist them with their studies.

Ms Mann added, “Visual stimulus supports learning and this resource can be used to complement the ways in which students are learning and help them to gain an understanding of concepts that they may not otherwise grasp.”

“As the service grows in terms of the footage available and the way in which it relates to the curriculum, it will also give teachers the chance to have an influence on the Australian curriculum. So, in this sense, teachers can use visual images in a range of interesting ways to enhance students’ learning and also to have a positive effect on the curriculum.”

Debbie Hunter, Head Librarian of Stevenson Library at The Scots College in NSW was involved in EnhanceTV’s pilot program to test the EnhanceTV Direct service before launch. The Scots College is now using the service for teaching in the classroom and Debbie noted, “The teachers like the currency of the content. They are really impressed by the fact that a program can be on television one day and then usually they can access it in EnhanceTV Direct within two days - all edited up, copyright approved and ready to go.”

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<sup>1</sup> <http://www.deewr.gov.au/Schooling/DigitalEducationRevolution/Pages/default.aspx>



“As a Teacher Librarian, I like the fact that all the material offered in EnhanceTV Direct is Screenrights approved. So, I know that our teachers are all using material that has copyright clearance and I don't have to chase them up and check on what they're using.”

In a nutshell, EnhanceTV Direct offers educators:

- Access to over 12,000 curated educational programs, with over 100 new programs added weekly
- Immediate and indefinite access to content – anywhere in Australia – via an internet connection.
- Content viewable on computer, or iPad or iPhone
- Quality age appropriate broadcast TV content
- A safe environment for students to view content
- Easy search and advanced search options (including captions)
- 19 learning areas
- The ability to create and store lesson plans and edited clips to use later
- No additional hardware or software required
- Closed captions – view with or without
- Free study guides
- No advertisements
- Full copyright compliance – all reporting is done by the system
- Secure login
- Technical and customer support

“We feel confident that being able to edit television programs, add the teacher's own notes, then email to students for their own work – all in a matter of a couple of clicks - will go a long way to helping transform the day-to-day learning experience for Australian students,” concluded Screenrights Licensing and New Business Executive, James Dickinson.

For more information, visit [www.enhancetv.com.au/direct](http://www.enhancetv.com.au/direct)

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### **About EnhanceTV**

EnhanceTV helps educators teach with television and film in the classroom. It is an online service providing information on educational broadcasts, a store for purchasing copied programs and a web streaming service – EnhanceTV Direct.

Purchases from EnhanceTV can only be made by institutions with a Screenrights licence. [www.enhancetv.com.au](http://www.enhancetv.com.au)

EnhanceTV is a subsidiary of Screenrights, which is a not-for-profit organisation that licenses the use of educational audiovisual content in Australian schools, universities and TAFEs.

**For media enquiries or to arrange an interview with an EnhanceTV representative, please contact:**

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### **Pricing:**

Access to EnhanceTV Direct is \$280 for a three month trial, or \$3.65 per FTE school student of annual subscription. For information and pricing for EnhanceTV Direct access by universities and TAFEs, please contact Informit EduTV via [support@rmitpublishing.com.au](mailto:support@rmitpublishing.com.au)