

MEDIA RELEASE
For immediate distribution

RMIT and EnhanceTV unveil a new collaboration – Informit EduTV

SYDNEY – Wednesday 13 February, 2012 – A new video streaming service tailored for the tertiary sector will offer a world of audiovisual content to Australian Universities and TAFEs.

The collaboration between two trusted organisations in the education sector sees RMIT Publishing develop EnhanceTV Direct technology further to create Informit EduTV – an invaluable resource for the tertiary market.

Informit EduTV digitally streams recorded television content while also offering unique sharing and storing functionalities. It makes integrating licensed multimedia content into the learning environment easy, safe and cost effective.

With Informit EduTV, lecturers can use entire programs, or create short clips, and upload lesson plans, without the need for onsite storage or specialised equipment. Lecturers can also add notes and email a link to students - all in a couple of clicks. The prepared clips and lesson plans can be stored on EduTV, creating a valuable resource library for the institution.

EnhanceTV and RMIT Publishing offer a combined depth of expertise, and Informit EduTV is anticipated to set a new standard in educational media products. By sharing resources, EnhanceTV and RMIT Publishing will continue to create efficiencies for the service, making it an affordable and practical solution for tertiary institutions.

Informit EduTV provides access to over 13,000 educational programs from wherever users are in Australia, and features an effective search function which includes searching for the spoken word. With content streamed straight to a computer, iPad or iPhone, it replaces RMIT's current DVD distribution service, Request TV.

This is an exciting and significant step for RMIT Publishing and Screenrights and we are delighted to be working closely with Screenrights to provide access to media resources and support the education aims of Australian Universities and Institutions." said Rachel Holthouse, CEO of RMIT Training.

"Informit EduTV is going to transform the day-to-day learning experience for Australian tertiary students," said Simon Lake, Chief Executive, Screenrights and EnhanceTV. "We're looking forward to collaborating with RMIT to further develop the system and ensure it provides an innovative solution for educators using AV digital technology".

EnhanceTV is the subsidiary of Screenrights, the not-for-profit organisation that licenses educational institutions to copy from television for teaching and provides royalties to content owners.

For more information about Informit EduTV, contact support@rmitpublishing.com.au or visit www.informit.com.au

Informit EduTV will be demonstrated at the ALIA Information Online conference, 12-15 February, 2013.

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About Informit EduTV

Informit EduTV is a collaboration between RMIT Publishing and EnhanceTV, an initiative by Screenrights, the Audio-Visual Copyright Society. It is strictly available for Australian tertiary institutions including TAFEs with a Screenrights licence from 1st of January 2013. Australian primary and secondary schools can purchase Enhance TV Direct.

For information and pricing for Informit EduTV access by universities and TAFEs, please contact Informit EduTV via support@rmitpublishing.com.au or www.informit.com.au

Informit EduTV offers educators:

- Access to over 11,000 curated educational programs
- Content includes documentaries, drama, series and more – from both broadcast and pay TV channels
- An archive of programs from 2006, with over 80 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
- Instant institutional login – with IP address authentication
- Clip creation and sharing functionality
- A safe environment for students to view content
- Easy search and advanced search options (including captions), with programs classified by subject 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
- Full usage analytics for administration staff
- Free study guides
- No advertisements
- Full copyright compliance – all reporting is done by the system
- Secure login
- Technical and customer support
- No hardware or administration costs

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.

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 more information, visit www.enhancetv.com.au

About RMIT Publishing

RMIT Publishing is the leading provider of online research. Through its Informit brand of online databases and search platform, RMIT Publishing makes it easy for people to search, research and discover the content they need to get better results.

With over 500 content partners and millions of users worldwide, RMIT Publishing has been regarded as the natural home of authoritative content for over twenty years. For the global research community, RMIT Publishing is a trusted source of comparative perspectives, supporting a more inclusive, global research approach.



With a broad range of content across the humanities and applied sciences, RMIT Publishing serves a wide user community – from students, educators and academics to the business, government and health sectors. RMIT Publishing is a business unit of RMIT Training Pty Ltd – a wholly owned subsidiary of RMIT University.

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

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