

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## **Discovery Education and NY State Public Television Stations Extend *unitedstreaming* License Agreement**

*Educational video-on-demand provided free to all K-12 schools*

**Silver Spring, MD** (August 30, 2004) – Discovery Education, the leader in digital video and multimedia-based learning, today announced an extension of its licensing agreement with the education departments of New York’s nine public television stations and the New York State Education Department—to provide the award-winning *unitedstreaming* service to all K-12 schools in the state at no charge. Now extended through June 2005, the renewed agreement gives New York educators continued, free access to the only educational video-on-demand application shown through rigorous scientific evaluation to increase student achievement.

“Educators in New York adopted the use of the *unitedstreaming* application very quickly,” said Johnjoe Farragher, vice president, Discovery Education. “We’re excited to be able to continue our relationship with New York’s nine public television stations and support educators throughout the state with *unitedstreaming*.”

Already licensed to more than 26,000 schools across the United States, *unitedstreaming* is the leading educational digital video-on-demand application, and the only service that has been shown to increase student achievement. Two random-assignment, control group studies—conducted in rural Virginia in 2002 and urban Los Angeles, California in 2004—showed significant improvement in Social Studies, Science, and Math performance for students exposed to video content from

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*unitedstreaming* over those students not exposed to the content. With over 2,300 full-length, core-curriculum videos chaptered into over 23,000 content-specific video clips, educators have the ability to augment their lesson plans with rich multimedia content that is correlated to individual state education standards. The service also includes a high-resolution image library, interactive quiz center, black line masters and teachers' guides, and a calendar of events that ties video content to important dates in history. *unitedstreaming* currently benefits over 10.5 million students and their teachers.

"The foundation of our stations' educational efforts has always been to provide quality video content to classrooms across the state," said Peter Repas, Executive Director, New York State Association of Public Broadcasting Stations. "The educators in our state have seen first hand how quality content, delivered by technology that has been proven to positively affect student achievement, can enhance the overall learning experience. We're very pleased to be able to continue to provide the *unitedstreaming* service to them."

For more information about this partnership, additional high-quality content available on *unitedstreaming*, or a 30-day free trial subscription, please visit [www.unitedstreaming.com](http://www.unitedstreaming.com).

#### **About Discovery Education**

Discovery Education, the newly created division of Discovery Communications, Inc., is the leader in digital video and multimedia-based learning. It incorporates the existing Discovery School product line of over 750 DVDs, videos, CD-ROMs, and print resources, the recently acquired United Learning line of health-education and prevention-curriculum programs, the cutting-edge teacher and student resources of [DiscoverySchool.com](http://DiscoverySchool.com), and the *unitedstreaming* digital video-on-demand application—a collection of over 2,300 core-curriculum, standards-based videos—that has been scientifically proven to increase student achievement in two independent evaluations. Discovery Education products reach over 90,000 schools across the United States, serving 1.5 million teachers and their 35 million students each year. For more information, visit [www.discoveryed.com](http://www.discoveryed.com).

#### **About New York Public Television Stations' Instructional Television (ITV) Service**

The educational services departments of New York State's nine public television stations, in collaboration with the New York State Education Department (NYSED), provide Instructional Television programming free of charge to all of New York State's 260,000 K-12 teachers, 3.3 million K-12 students and their parents.

Mountain Lake PBS, Plattsburgh; Thirteen/WNET, New York City; WCNY, Syracuse; WLIW, Long Island; WMHT, Schenectady/Albany; WNED, Buffalo; WPBS, Watertown; WSKG, Binghamton; WXXI, Rochester each provide *unitedstreaming* service via links from their websites, accessible with a basic computer set-up. The stations also offer professional development workshops to help teachers incorporate the digital content into lesson plans.

**Contacts for Video On-Demand Account Requests:**

**WCNY, SYRACUSE**

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Request an account at <http://wxxi.org/education/k12/ondemand.html>

**WLIW, LONG ISLAND**

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**WMHT, SCHENECTADY**

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**WNED, BUFFALO**

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