



DIGITAL SCREEN PARTNERS™

BREAKING NEWS...

***TURNING DIGITAL ADVERTISING DOLLARS INTO CONTENT EQUITY
FOR BRAND ADVERTISERS.***

FOR IMMEDIATE RELEASE - May 6, 2019

(Los Angeles, CA) The Actors Hall of Fame Productions has created an innovative new digital advertising model for brands, which turns the cost of paid media into equity for advertisers while keeping the media buys intact, it was announced today by Rusty Citron, President of The Actors Hall of Fame Foundation.

In making the announcement, Citron said; "It's clear that digital advertising has a new set of expectations...and one of them is acknowledging that advertising support of high quality content is the keystone to creating equity for all genres of digital content."

The format of the fund will function similarly to the Disney originated Silver Screen Partners program.

Advertisers are now clearly early stage investors, and need to be recognized for their role in this new paradigm. Citron continued, "What's old is new again, and brands like Texaco, Colgate, Kraft, Chevrolet, along with emerging new brands are now more important than ever."

The Actors Hall of Fame Productions will launch 10 new digital properties currently in pre production. The content will be streamed globally to mobile devices through the Production's digital distribution service Thumbbox, and mobile streaming partners.

About The Actors Hall of Fame Foundation: The Foundation's nonprofit mission is to restore dramatic arts education in schools. The Foundation was launched with the support of Lionsgate, HBO, Google, Microsoft, NBC and MGM. Over 80 actors have been inducted into The Actors Hall of Fame since its inception in 2008. The Actors Hall of Fame Productions is the Foundation's for profit subsidiary.

For additional information, please visit www.actorshalloffame.org

Contact: Rusty Citron –rustyc@actorshalloffame.org / 425.681.9125

###