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NEWS RELEASE

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AMAZON'S VIDEO ON DEMAND AND THE FUTURE

Yorkshire independent digital media producer, 2b Acting, has made 'Today & Tomorrow – Going back', the first episode of their online drama, available on Amazon's Video On Demand.

Can video production companies benefit from using Amazon's Video on Demand to financial support their projects and reach a wider audience? That's the question that sparked David Jones, producer at 2b Acting, to release the company's new UK online soap drama series, 'Today & Tomorrow', for inclusion in the Amazon online video store.

Amazon Video on Demand service is an online video store, containing movies and TV shows that are available to rent or buy. The big difference between this video store and most other online video stores is when you order a show on Amazon you can start watching immediately and, with the trends in technology, the viewing platforms can be a Computer, TV, Games Console or Mobile Phone. This important trend of delivering content direct to audience puts small independent producers in a position that has never been previously available and allows content to compete fairly for a market share in terms of audience numbers and financial returns.

"In the not too distant future audiences won't know the difference between broadcast, cable or Video on Demand provided content. Our first episode, 'Today & Tomorrow – Going back' is now available for download from Amazon.com and we are really pleased to be among the first UK online digital media producers to be taking advantage of this opportunity. A new product being delivered in a new way, of course we are excited. It gives us a chance to grow our name in this market place and we see a great future ahead for our show. Our plan is to release more episodes over the coming months", says David Jones.

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More information available at www.2bacting.com or call David on 07811544422