



WARNER BROS. TECHNICAL OPERATIONS AND THE WB 100+ STATION GROUP HONORED WITH TECHNOLOGY AND ENGINEERING EMMY AWARD

Burbank, California (September 14, 2005) – The National Academy of Television Arts & Sciences has honored Warner Bros. Technical Operations and The WB 100+ Station Group with its distinguished Technology and Engineering Emmy Award for 2004-2005.

The award recognizes the creation of an all-new, state-of-the-art television distribution developed by Warner Bros. Technical Operations that helped The WB make television history in 1998 when 80 new cable-delivered television stations in the 100+ markets signed on, making The WB 100+ Station Group the biggest-ever simultaneous launch of a station group. This feat was made possible by using an integrated technology, commonly referred to as “station-in-a-box” (SIB) and a business model unique in the industry.

“The initial challenge was to use technology to create a local TV station presence in those markets where no broadcast frequencies were available. The station-in-a-box, digitally connected to other units and the TV network origination center created just such a look and feel. I am very pleased that this technology is being recognized for its innovation,” said Chris Cookson, President, Technical Operations, Warner Bros. Entertainment Inc.

Warner Bros. was cited specifically for its excellence in creativity in the area of Pioneering Development of Locally Integrated and Branded Content Using IP Store and Forward Technology. Each year, a group of judges, industry experts and peers participate in selecting work to be honored from scores of entries. The Emmy will be presented at the National Television Academy’s banquet on September 29 at Bristol-Myers Squibb in Princeton, New Jersey.

“It has been a marvelous ride finding new and innovative ways to do business and deliver quality television. The SIB solution brilliantly pioneered by Chris’s group and The WB 100+ team cuts 90% of the operating cost out of running a television station. That’s fantastic news in today’s competitive environment,” said Russ Myerson, executive vice president and general manager of The WB 100+ Station Group. “We’re thrilled to be receiving this honor. I can’t wait to share it with my wonderfully dedicated staff who keeps this complex project running smoothly 24 hours a day, seven days a week.”

"The recognition of The WB for the innovative use of technology in the success of their network is long overdue. The same innovative spirit that brought and entertained us with ACME over the years has given the industry a breakthrough solution in television engineering," said Charles Jablonski, Chair NATAS Engineering and Technology Awards Committee.

The Warner Bros. SIB technology makes it possible to insert local advertising spots, promotional announcements and branding that is unique to each market into The WB 100+ Station Group's programming from a central site in Los Angeles. This allows the station group to create and maintain a unique, local identity for each of its stations (now numbering 110), regardless of whether they are delivered via cable or are traditional broadcast affiliates. The station group's programming is fed via satellite from a central hub to edge servers (SIB units) located in the cable headends and/or broadcast stations in each market. The servers then insert the local commercial advertising into the feed at the appropriate times, as well as brand the program content with local market station identifications and on-air promotional spots. The media is purged after a spot scheduled has concluded. Currently, there are 760 SIB edge servers covering 1767 headends, including interconnects, positioned across the country. The WB 100+ Station Group remains the largest central telecasting operation in America.

Warner Bros. Technical Operations is responsible for identifying and developing technologies that facilitate business development and growth throughout Warner Bros. Entertainment. The Division also provides technologies and operational support for new ventures.

The WB 100+ Station Group is a mostly cable-delivered local station group that is affiliated with The WB Television Network and is exclusive to markets ranked 100-210.

The National Academy of Television Arts & Sciences, whose mission is to recognize excellence, is a professional service organization for all aspects of the Television, Cable and Satellite industries. Its symbol of excellence, the Emmy, is awarded in Sports, News/Documentary, Daytime, Technology, and Public/Community Service. Regional Emmys are given in nineteen regions across the United States. Beyond awards, the Academy has extensive educational projects, scholarships, publications, and major activities of impact to both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv

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