

# NEWS

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PENNSTATE



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## COMCAST LAUNCHES PENN STATE ON DEMAND

*Groundbreaking Partnership Gives Customers Access to Wealth of Penn State Programming from History, Health and Home & Gardening to Arts, Education, Research and More*

UNIVERSITY PARK, Pa. — Comcast Cable and Penn State University today announced the launch of Penn State ON DEMAND, a unique, groundbreaking collaboration that delivers the diverse resources of Penn State to 2.4 million Comcast customers throughout Pennsylvania. The service, available at no additional cost to Comcast Digital Cable customers, brings hundreds of hours of interviews, instructional and educational videos, documentaries, and newly uncovered archival material to consumers on their own schedule.

The information featured through Penn State ON DEMAND expands on the University's land-grant mission to "make life better" for Pennsylvanians. The first-of-its-kind agreement gives Comcast customers unprecedented access to an ever-expanding catalog of materials including:

- **Arts** -- Features include "Art of the Audition" with Oscar and Pulitzer Prize winner, Marvin Hamlisch; critical reviews of films; a forum conversation with author, Salman Rushdie and more.
- **PA Stories**, which show the best of the Commonwealth, including a profile of author (and Pennsylvania native) John Updike; a program called "Making Baseball Bats," following a Louisville Slugger baseball bat from the forests of Pennsylvania to a major league ballpark; and "The Grange Fair," an Emmy award-winning documentary by Penn State Public Broadcasting chronicling one of the last remaining agricultural encampment fairs in the country.
- **Education** with content that includes children's books, a special feature on virtual schools, and "Scholastic Scrimmage" game show.
- **Penn State Life**, an ON DEMAND feature of all things Penn State, including annual "State of the University" addresses, overviews of Penn State's colleges, and an in-depth interview with former Nittany Lions men's basketball player, John Amaechi.
- **Health** programs ranging from Penn State studies on the effects of drug advertisements and Alzheimer's care to childhood obesity, AIDS Awareness and more.
- Archival films from pioneering documentary maker P. J. O'Connell, whose projects for Penn State Public Broadcasting spanned from the 1960s to the mid-90s.

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- **Research** with interviews with internationally-renowned experts.
- **Home & Gardening** where viewers can learn about giant tomatoes, growing blueberries, native plants, composting, and more.
- **Outdoors** topics that include wildlife photography, water conservation, and information on wildlife.

“Penn State ON DEMAND harnesses the breadth and depth of PSU’s rich history and heritage, combined with our unique Local Video On Demand platform, to bring an exceptional array of content and benefits to the customers and communities we serve throughout the Commonwealth,” said Michael Doyle, president, Comcast Cable Eastern Division and founder, CN8, The Comcast Network. “Comcast and Penn State University have a strong, deeply-rooted partnership, and this offering embodies our mutual commitment to use our resources to entertain, enrich and enlighten.”

Craig D. Weidemann, vice president for Outreach at Penn State, said the service creates a destination full of in-depth, thoughtful programming.

“Viewers will find content that has never before been made available through television, and will be able to share in our state’s and society’s history,” he said.

New Penn State ON DEMAND programming will be added on a weekly basis. To view programs, Comcast Digital Cable customers can tune to Channel 1 on their Digital Cable lineup or press the ON DEMAND button on their remote control, then click on the “Get Local” section (“Your Town” in the Three Rivers Region) to find the Penn State ON DEMAND category.

Any programs available on Penn State ON DEMAND will also be available online. For those outside the Comcast service area, programs are available through Penn State's video portal at [www.live.psu.edu/vod](http://www.live.psu.edu/vod) and at <http://ondemand.psu.edu/>.

The content will remain archived online and will be available to watch after the program has expired from Penn State ON DEMAND. These sites will also offer related Penn State content.

Penn State ON DEMAND is part of Comcast’s growing ON DEMAND lineup, which offers 9,300 programs a month that can be viewed on a customer’s own schedule with the ability to pause, fast-forward and rewind. All Local Video On Demand content, like 95 percent of ON DEMAND offerings, is free of charge to Comcast Digital Cable customers. For more information about Comcast’s products and services, call 1-800-COMCAST or visit the company’s web site at [www.comcast.com](http://www.comcast.com).

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