



MOVES AND SHAKES

Nine airs Nice Shorts in public

In a partnership announced August 3, Nice Shorts, an Australian-based short film website dedicated to filmmakers and enthusiasts has joined forces with the country's number one interactive media company ninemsn to offer free access to the works of emerging film talent. Each month, five new short films will be added, ensuring Australians get to see a wide array of works. Nice Shorts shorts can be viewed at <http://ninemsn.com.au/niceshorts>

SelecTV's sales push

SelecTV has appointed Doug Garske to the role of head of sales and marketing as part of the company's goal to mature as a Pay-TV provider. 'SelecTV's position as a new pay-TV service allows us to take this product to a national market which has been bombarded with the concept of pay-TV for the past ten years,' says Garske of his appointment, promising consumers 'a balanced mix of channel content without a confusing range of up-sells and packages'.

Dangerous new drama from Foxtel

Foxtel's exclusive new Australian eight-part, one-hour action drama series *Dangerous* commences production in September. Described as a '*Romeo and Juliet* tale of forbidden love', set against the culturally diverse backgrounds of eastern and western suburbs, *Dangerous*, being produced in partnership with Southern Star's John (*Love My Way*) Edwards, will premiere on Foxtel's flagship entertainment channel FOX8 late this year.

Downloads enhance TV diet

Australian teachers and students can now access an unprecedented volume of educational TV programs and teaching resources through the new EnhanceTV online store. As of July 26, educational facilities can order subscription and free-to-air programs as well as over 450 free study guides for popular films at www.enhancetv.com.au. Top downloads include *Ten Canoes* and *Rabbit Proof Fence*. EnhanceTV is a subsidiary of not-for-profit audiovisual copyright society Screenrights.

3 cheers for BBC/Vodafone deal

If the 'compu'er says no', 3G phone users across Australia and New Zealand can (as of August 3 and July 26 respectively) download clips from hit BBC titles *Little Britain*, *The Office* and *Doctor Who* after the conclusion of a deal between BBC Worldwide Australasia and Vodafone. The deal marks the first time this content has been licensed for mobile download outside the UK and incorporates more than 250 classic clips. 2G phone users will also be able to purchase ring tones and stills.

Forest/Freehand platform for hand-held

Multimedia production company Forest Interactive and The Freehand Group have announced MobiStax, a new content delivery platform which can be applied to all 2.5 and 3G mobile phones and hand-held devices, to be launched in Australia in late 2006. Australian developed and owned, the platform has received interest from significant brands in the US and Europe and is set for worldwide release in 2007.