

Adobe and MTV Launch BOOM! to British School Kids

Submitted by: Firefly Communications UK (London)

Thursday, 27 May 2004

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David Miliband, School Standards Minister, Announces New Music and Technology Project

LONDON - 27th May 2004 - Adobe and MTV, supported by the Department for Education and Skills (DfES), launched a new education initiative for British school kids. The BOOM! Music Video Academy brings popular culture, creativity and inspiration into the classroom by challenging British school kids to create their own music videos as part of the national curriculum. The project runs from June until the end of 2004.

Speaking at the House of Commons' launch, School Standards Minister, David Miliband, said: "Creativity spurs higher standards - creativity in teaching, creativity in the curriculum, creativity in staffing. I want to put music at the heart of this drive for higher standards. BOOM! is an exciting and innovative example of this creativity and I have no doubt that the 750 secondary schools involved will benefit enormously from this unique learning experience."

Michiel Bakker, Managing Director MTV Networks UK & Ireland, said at the launch: "With the help of recording artists' tracks and software used by the music and production industry, BOOM! gives young people the chance to make their own music videos in IT and music lessons. We are providing the next generation of talented film and music video makers with the chance to acquire invaluable core skills in an engaging, exciting and relevant way. I can't wait to see the final results and look forward to some of the best videos showing on our channels."

International recording artist, Jamelia also lent her support to the event via a video message to explain why she and Parlophone are donating music tracks to British schools for the project.

BOOM! was created to help teachers bring the national curriculum alive with music video production. The programme is relevant for a wide range of subjects including ICT, music, drama and art and design. Uptake has been tremendous with over 750 schools signing up to take part. The schools will all be battling it out to submit the best music video to the BOOM! Music Video Academy for some top prizes.

Teachers will be invited to attend interactive seminars to learn how BOOM! can drive pupils' desire to learn and engage in technology, improving motivation for better results. Adobe's UK Managing Director, Mike Higgins said: "Adobe is delighted to be working with MTV on this exciting project. BOOM! enables kids to leave school equipped with the technology skills and knowledge required for vocational careers. Learning these skills and thinking about career opportunities at this stage in a child's development is sure to give BOOM! participants a distinct advantage over their peers when making career and further education choices."

MTV will broadcast its famous 'Making the Video' series at the same time daily throughout the summer holidays to give kids inspiration and an insight into how their favourite artists' music videos are made.

For more information about the BOOM! Music Video Academy education programme, please contact Greg

Morrison or Emma Shore at Firefly Communications on 0207 386 1569 or boom@fireflycomms.com

About Adobe

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About MTV Networks

MTV can be seen in 330 million households in 140 countries.

MTV Networks Europe, is Europe's most widely distributed cable and satellite network, and the continent's number one music television network, encompassing 16 individual music channels, including MTV (9 regionalised services; MTV UK & Ireland, MTV Central, MTV South, MTV Spain, MTV Nordic, MTVF, MTV NL, MTV European and MTV Polska), VH1 (3 services), MTV2, MTV Extra, MTV Base and VH1 Classic. MTV reaches more than 90 million households in Europe via a combination of satellite, cable, and terrestrial distribution.

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