



PBS IS NOW AVAILABLE ON XBOX 360

**New PBS App Provides On-Demand Access to WFYI Public Television's Programs and PBS Favorites
Including AUSTIN CITY LIMITS, FRONTLINE and MASTERPIECE**

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Have you heard? Full-length episodes and clips from your favorite [PBS](#) and WFYI Public Television programs are now available for Xbox Live Gold members in the U.S. on Xbox 360.

The PBS app includes hundreds of videos from PBS stations, including full-length episodes from new primetime programs as well as the PBS archives, with new national and local content updated daily. PBS programming includes full-length episodes from programs such as AMERICAN EXPERIENCE, AUSTIN CITY LIMITS, FRONTLINE, MASTERPIECE, NOVA and SECRETS OF THE DEAD, as well as web-original video from [PBS Digital Studios](#), winner of five 2013 Webby Awards. WFYI Public Television programs available via the app include ***The Art of the Matter***, ***Indiana Week in Review*** and ***Indiana Lawmakers***, in addition to such acclaimed documentaries as ***Naptown to Super City***, ***The John Wooden: They Call Him Coach*** and ***The Super Bowl Legacy*** series.

Xbox 360 users will access and personalize their PBS experiences by identifying their local PBS station, providing them access to locally produced content along with signature PBS programs.

"The timing of this innovative partnership with Xbox 360 couldn't be better," said Lloyd Wright, President and CEO of WFYI Public Media. "With the approaching launch of the new [wfyi.org](#), our online program archive is brimming with award-winning local documentaries and public affairs programs."

"This launch is an important next step in our strategy to make PBS content available through a variety of platforms, while maintaining the connection between the viewer and their local PBS station," said Jon Brendsel, Vice President of Product Development, PBS Digital. "While PBS member stations will always be the first place to find high-quality PBS programming, the launch of our Xbox offering recognizes that viewers are looking to engage with their local station in the time and manner they choose."

"As one of America's favorite destinations for high-quality content on television and online, PBS is a great addition to our expansive lineup of entertainment experiences on Xbox 360," said Kathy Styponias, General Manager, Interactive Entertainment Business. "The addition of PBS is another example of how we're continuing to expand our catalog of entertainment so that Xbox Live members can find all of their favorite experiences in one place."

The app was developed by PBS and [Digiflare](#). More information can be found at [pbs.org/xbox](#).

About WFYI Public Media

For more than four decades, WFYI Public Media has served as a center of discovery for all ages. WFYI's diverse public radio and television programs and services provide a foundation for early learning, inspire curiosity and serve as a catalyst for lifelong learning. To learn more about WFYI Public Media's programs and educational services, visit the station's Website — www.wfyi.org , "like" us on Facebook, or follow along on Twitter (via @wfyi and @wfyinews).

About PBS

[PBS](http://pbs.org), with its over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 120 million people through television and nearly 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile devices](#). Specific program information and updates for press are available at pbs.org/pressroom or by following [PBS Pressroom on Twitter](#).

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