

## **NET Debuts New "NET On Demand" Online Service**

LINCOLN, Neb. (Aug. 2, 2010) - - Thanks to new and sophisticated technology, anyone with a computer can now view current NET produced programs and the best of PBS shows online and at their own schedule.

“The new NET Video On Demand player gives our viewers instant access to popular Nebraska productions from NET Television, along with the best of PBS' national programs from an attractive, easy-to-use web page,” said David Feingold, assistant general manager of Content at NET. “You can share your favorite programs with your friends through social media sites like Facebook or by e-mail, and the new player offers appreciative viewers a direct opportunity to support NET. Our viewers' favorite NET and PBS programs, in high quality video and audio, are easier to watch on-line than ever before.”

“This new benefit is like Hulu for NET,” explains Melanie Eirich, executive web producer, Interactive Media Group at NET. “Now we have over 20 hours of local programs such as “Backyard Farmer,” “Big Red Wrap-Up,” "Nebraska Stories" and “Mind Over Murder” available from our archives to be viewed online.”

Eirich said that this new content service went through months of testing. Now, select PBS and NET content will be available for viewing online within 48 hours of its broadcast premiere.

“This is really exciting news for any viewers who want to watch any of our quality programs on-demand,” Eirich said.

To access “NET on Demand” go to [www.netnebraska.org](http://www.netnebraska.org) and click on the link “Watch NET and PBS Programs On Demand” at the top of the web page. It is also available at [video.netnebraska.org](http://video.netnebraska.org).

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