

TVNZ Online Drama Gains New Zealand's First Nomination In The International Digital Emmy Awards

Reservoir Hill was a New Zealand trail-blazer – an exclusively online drama where viewers could interact with the main character. Now, it's also earned another national first: a nomination in the International Digital Emmy Awards.

General Manager of Content & Delivery Tom Cotter is delighted with *Reservoir Hill's* nomination in the prestigious awards.

"As TVNZ is New Zealand's leading television and digital media company, TVNZ OnDemand is a crucial part of our digital offering," says Cotter. "TVNZ could not have been happier with *Reservoir Hill*, and we're stoked that the international digital community share our enthusiasm."

The President and CEO of The International Academy, Bruce L Paisner, says, "The 2010 nominees showcase global excellence in programming on digital platforms, and we congratulate them for their outstanding achievements."

David Stubbs and Thomas Robins, the production masterminds behind the concept, are elated with the achievement.

"We're thrilled for the team here at KHF Media: the cast, crew and writing team who worked tirelessly on a project we were all proud of," Stubbs says. "It's also awesome for TVNZ and New Zealand On Air who backed the unusual and innovative project."

The series was consistently one of the most viewed shows on TVNZ OnDemand during its eight-week run, and followed 16-year-old Beth Connolly (played by Beth Chote) as she arrived in a mysterious new town where nothing was quite as it seemed.

Comments on social networking site Bebo helped to drive the story forward, as well as viewers who sent text messages to Beth offering her advice after each episode. The messages were then reflected in the weekly drama, as well as in Beth's video blogs.

"Allowing the audience to see their input reflected back at them is the Holy Grail for broadcasters, and *Reservoir Hill* nailed it. It demonstrates that TVNZ, with its content partners, has the ability to inspire not only on New Zealand screens, but around the world," Cotter says.

The other nominees in the category hail from countries including China, Canada, Finland, Brazil, Germany and the United Kingdom.

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