



Britannica and FORA.tv to Exchange Articles, Video

Content-sharing agreement will help both companies boost customer offerings

CHICAGO, April 28, 2010—[Encyclopaedia Britannica, Inc.](#) and [FORA.tv](#) have reached a marketing and licensing agreement in which they will exchange digital assets for mutual benefit, the companies announced today.

Under the agreement, Britannica will incorporate relevant abridged videos from FORA.tv's collection into its educational Web sites, and FORA.tv will have access to more than 25,000 articles from Britannica Concise Encyclopedia to incorporate in its site as background and additional information for its vast array of videos.

FORA.tv, known as "The Smart Network" among online video providers, is considered unique in its space for the high-quality and intelligence with which it selects topics and covers them. Both companies agreed that Britannica's widely respected, trustworthy reference information and FORA.tv's high-quality videos were a good match.

Encyclopaedia Britannica has a considerable volume of video assets of its own, from the many years in which it produced educational films and videos for schools. Britannica president Jorge Cauz said the agreement gives his company an excellent way to supplement that collection.

"As a digital publisher today, we find that our customers have a need for good video and multimedia," said Cauz. "There's plenty of video in the world, of course, but most of it lacks the depth and quality to meaningfully enhance the written word, say, in science, culture, or history. FORA.tv's videos are different. They have depth. They have ideas. Together, their videos and our editorial content will really help our readers learn and enjoy the experience."

"People come to FORA.tv for provocative, big-idea video content, and to go deeper than the sound bites passed along by most media outlets today," said Blaise Zerega, CEO of

FORA.tv. "By partnering with Britannica, we'll be adding authoritative information and deeper context to our videos, and we'll further delight our intelligent, engaged audience."

About FORA.tv

FORA.tv is the leading destination and distributor for smart videos about the people, issues, and ideas changing the world. The company gathers the web's largest collection of unmediated video drawn from live events, lectures, and debates at the world's top universities, think tanks and conferences. FORA.tv presents these video programs for anyone to watch, interact with, and share --when, where, and how they want. FORA.tv was founded in 2005 and is funded by a select group of investors led by William R. Hearst III. FORA.tv is based in San Francisco and can be found at <http://fora.tv> or on [Facebook](#) and [Twitter](#).

About Encyclopaedia Britannica

Encyclopaedia Britannica, Inc. is a leader in education publishing whose products can be found in many media, from the Internet to wireless devices to books. A pioneer in electronic publishing since the early 1980s, the company markets a variety of encyclopedias and other reference works, curriculum products for schools, language-study courses and other learning products, many of which are available online at <http://store.britannica.com>. Britannica is also active on [Twitter](#) and [Facebook](#). The company makes its headquarters in Chicago.

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