

# ZOOM CULTURE Goes to the Extreme With Premiere of Playground Earth on Fox Sports Net

Business Editors, High Tech Writers

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Show is First Offering From Global Network

of Directors Developing Digital TV and Web Content

The `Net and television entertainment converged today as ZOOM CULTURE(TM)

([www.zc.tv](http://www.zc.tv)), a new media company which produces and distributes digital entertainment over TV and the Web, announced that it has signed a deal with Fox Sports Net to air Playground Earth(TM), a reality-based television series that focuses on the world of extreme sports.

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- [Fox Sports to Air Show Produced by North Carolina's Zoom Culture.](#)

Unlike most sports entertainment, however, the show is unique in that it was created by ZOOM CULTURE's "Zoom Director" network, comprised of young, independent filmmakers who are creating digitally-produced programming for today's young adult audience that will run over various channels, including cable TV and the Web.

Playground Earth will take viewers to the highest mountain peaks, the tallest waves, and the most dangerous extremes - all seen through the digital camerawork of young sports enthusiasts. Zoom Directors, already strategically based in areas around the world, have captured the essence of sports ranging from skateboarding, to rock climbing and beyond. The program is scheduled to begin airing Wednesday, April 4, at 3:30 p.m. EST.

ZOOM CULTURE's future plans include the launch of Playground Earth's "Web Channel," which will consist of downloadable segments from the program, interactive content, and will serve as yet another revenue stream opportunity for advertisers seeking to reach the coveted 18 - 24 year old market.

Online "Z-School" Helps Directors Sharpen Their Skills

The Zoom Director network is designed to hone the talents and creative visions of over 200 members across the U.S. and Canada, each of whom are developing content that ZOOM CULTURE packages into compelling, reality-based shows.