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Colorado Channel Takes Part In Pilot Program To Increase Government Transparency

Denver, CO, February 4, 2011 - On Monday, February 7, 2011 the Colorado Channel will begin its part in a pilot program to increase government transparency. The Open Media Foundation, the nonprofit partner responsible for the Colorado Channel website (and overall management of the channel), is working with Granicus Inc., a streaming media provider to modernize the streaming architecture in a way that will make sessions of the Colorado State Senate and House easier to view.

Since the launch of the Colorado Channel in 2008, visitors to www.coloradochannel.net have been able to view live and archived coverage of the State House, and beginning in 2010 the State Senate. However, most users needed to download Microsoft's Silverlight software in order to view the videos. Beginning Monday, the video will be available in multiple players – Flash, HTML5, and Silverlight – to ensure that it reaches all audiences, regardless of the computer, browser, or mobile device they are using to access it.

Working with partners like the Open Media Foundation and Granicus, the Colorado Channel aims to accurately convey the business of the General Assembly's proceedings without editing, interpreting, or distorting the proceedings. "We're excited to announce that beginning on Monday, visitors to the Colorado Channel website should be able to view the entire archive of content from the House and Senate without needing to install any software," said Tony Shawcross, Executive Director of the Open Media Foundation.

"The Colorado Channel is helping Granicus be on the cutting-edge of open government technology. By using our new streaming architecture, they will be able to maximize the transparency and accessibility of their videos and content across the web, through social media sites, and over all mobile devices," said Javier Muniz, CTO, Granicus

About the Open Media Foundation:
The Open Media Foundation (OMF) is an innovative media and technology nonprofit organization dedicated to putting the power of the media in the hands of the people, enabling everyone to engage in their community and bring about the change they wish to see in the world. To accomplish our mission, we begin with providing affordable, high-end media and technology services. We follow up by offering

training and tools that enable everyone to represent their own voice in the media conversation. For more information, visit www.openmediafoundation.org.

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