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eDrive At The Emmys



eDrive's Aimee Marcoux interviews Emmy winner Kevin Mambo.

Amid the popping flashbulbs aimed at the arriving stars stepping from stretch limousines onto streets lined with red carpets at the Daytime Emmy Awards, a new medium was recording the moments. Computer screens across the nation filled with the multi-threaded, mingled interplay of images and technology known as cyberspace.

Entertainment Drive — eDrive — the entertainment source on CompuServe and the World Wide Web, was on the scene. Their team of high-tech analysts in gowns and tuxedos were tapping keyboards, flashing images

and talking directly to an audience curious to experience a unique, personal form of Emmy coverage across personal computers.

These online "viewers" don't just sit passively and watch. They ask questions, they "talk" to the stars, they are involved in the action. A growing medium, eDrive — the first online service to cover the Daytime Emmys two years ago — was joined by America Online and the Microsoft Network this year.

Entertainment Drive is the world's largest online entertainment destination, its membership roster on CompuServe recently surpassed the one million mark. It is also available to an in-

ternational audience of 20 million across the Internet. eDrive combines the text and photographic elements of a magazine with the video programming of television and the interactive features of a computer enabling fans to feel truly involved.

"We take our audience everywhere, on stage, back stage, in the press rooms and to the glamorous after-hours parties," said eDrive Program Host Aimee Marcoux.

Resting on a couch with Emmy winners at the marvelous private party in Webster Hall, Aimee flashed her smile live across America's computer screens. Bill Kane, Tonia Raebiger, Marat

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eDrive

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Wisebond, Christa Ryan, Jonathan Reiner and Steve Horowitz were among the "cyber-analysts" on the scene.

"We're glad eDrive's back for a third consecutive year," said NATAS President John Cannon. "They were the first online presence to cover the Daytime Emmy Awards in its 25-year history and we look forward to continuing to bring our awards show to all the daytime fans on CompuServe and the World Wide Web through eDrive."

With more than 100,000 active members, eDrive's Soap Opera Forum on CompuServe extends the thrills of the Emmys to whole new audiences. Here, visitors find files, pictures and messages to keep them up-to-date on all the plots, plans and private lives of the stars they love to love — and hate.

In the days leading up to the gala Daytime Emmys at Radio City, eDrive featured Dan Hamilton, Director of *As The World Turns*, Diego Serrano of *Another World*, and Emmy-winner Kevin Mambo of *Guiding Light*, all live on eDrive. "Kevin had a great time with the fans, we even sang together," said eDrive host Marcoux. "I predicted he'd win, now we're getting calls from other prospective nominees who want to be one of my guests and win as well."

Computer users who desire a back stage, intimate look at the world of Daytime Emmys don't have to wait until the annual awards program. Online services like eDrive are only a few keystrokes away every day — and every night — of the year.