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ITVS' INDEPENDENT LENS ACQUIRES TELEVISION AND DIGITAL RIGHTS TO FEATURE NFT DOCUMENTARY "MINTED"



The artist Bleep in Minted, ©People's Television Inc.

(San Francisco, CA) September 12, 2024—ITVS' INDEPENDENT LENS, the Emmy® Award-winning series on PBS and public media's leading showcase of independent documentaries, has acquired television and digital rights for the feature documentary "Minted," which will be slated for an upcoming season.

An official selection of the Tribeca Film Festival and CPH:DOX Festival, "Minted" masterfully delves into the intricate and often perplexing world of the \$40 billion NFT (non-fungible token) digital art sphere, chronicling its meteoric rise and eventual fall. Filmed around the world through a combination of candid interviews, vérité footage, and powerful archival film, filmmaker Nicholas Bruckman expertly weaves together the multifaceted story of this groundbreaking and controversial phenomenon. Bruckman previously directed acclaimed feature documentaries including the Emmy-nominated "Not Going Quietly" (PBS POV, Hulu) and "La Americana" (PBS America Reframed, Nat Geo).

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"INDEPENDENT LENS explores the world of digital artwork and capitalism in 'Minted,'" said Lois Vossen, executive producer. "'Minted' helps us understand how a digital work that anyone can download for free can be worth a delirious amount of money in the unpredictable relationship between technology, artistic value, and investment bubbles that can burst."

Bruckman added, "I'm psyched to be working with Lois and her incredible team to bring the wild, often misunderstood world of NFTs and the artists behind them to audiences nationwide on INDEPENDENT LENS."

The latest season of INDEPENDENT LENS premieres this month on September 16 and can be seen on local linear PBS channels (check local listings) and is available to stream on the [PBS app](#).

INDEPENDENT LENS has a legacy of acquiring critically acclaimed and high-profile documentaries from major festivals and markets. Past acquisitions include the highly acclaimed and award-winning Morgan Neville doc "Won't You Be My Neighbor," Academy Award-nominated and Peabody-winning "Writing with Fire," Academy Award-nominated "Hale County This Morning, This Evening," and Peabody Award-winning "Dolores" by Peter Bratt. In addition to its acquisitions, INDEPENDENT LENS releases ITVS-funded documentaries.

This weekend, the News & Documentary Emmy Awards will take place, and ITVS has received an impressive six nominations. Notably, "Free Chol Soo Lee" co-directed by Julie Ha and Eugene Yi and "Hidden Letters" co-directed by Violet Du Feng and Zhao Qing have been nominated for Best Documentary, Bernardo Ruiz's "El Equipo" is nominated for Outstanding Crime and Justice Documentary, and Colin Askey's "Love in the Time of Fentanyl" is nominated for Outstanding Current Affairs Documentary.

"Minted" is directed, written, and produced by Nicholas Bruckam, produced and executive produced by Rahilla Zafar, and written and produced by Shawn Hazelett. The film is a production of Bruckman's award-winning film, TV, and branded content studio, People's Television, Inc.

ABOUT INDEPENDENT LENS

INDEPENDENT LENS is an Emmy® Award-winning PBS documentary series. With founding executive producer Lois Vossen, the series has been honored with 10 Academy Award nominations and features documentaries united by the creative freedom, artistic achievement, and unflinching visions of independent filmmakers. Presented by ITVS, INDEPENDENT LENS is funded by the Corporation for Public Broadcasting, Acton Family Giving, John D. and Catherine T. MacArthur Foundation, Ford Foundation, Park Foundation, Wyncote Foundation, and National Endowment for the Arts. Stream anytime on the PBS app. For more visit pbs.org/independentlens

ABOUT ITVS

Independent Television Services (ITVS) is the largest co-producer of independent documentaries in the United States. For more than 30 years the San Francisco non-profit has funded and partnered with documentary filmmakers to produce and distribute untold stories. ITVS incubates and co-produces these award-winning titles and premieres them on our Emmy® Award-winning PBS series, INDEPENDENT LENS. ITVS titles appear on PBS, WORLD, NETA, and can be streamed on various digital platforms including the PBS app. ITVS is funded by the Corporation for Public Broadcasting, Acton Family Giving, John D. and Catherine T. MacArthur Foundation, Ford Foundation, The Park Foundation, Wyncote Foundation. For more information, visit itvs.org

ABOUT PEOPLE'S TELEVISION

People's Television is an award-winning creative storytelling studio and production company whose films have been acquired by Hulu, Netflix, PBS, HBO, Nat Geo, and Vice Media. Their documentary "Not Going Quietly," received two Emmy and three IDA nominations, and won the SXSW Audience Award and Special Jury Prize. Their narrative feature "Valley of Saints" won the Sundance Audience Award and was nominated for an Independent Spirit Award. Their branded films for Fortune 500 companies and global foundations have received numerous industry recognitions, including those from the Webby, Telly, Reed, and Anthem awards.

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