

Austin City Limits App Now Available

March 1, 2012: [KLRU-TV](#), Austin PBS - the producing station of [Austin City Limits](#) (ACL) - announces the launch of the ACL Archive app.

The ACL Archive app features both new and classic performances from the influential artists who have graced the Austin City Limits stage. A must have for any music lover.

KLRU has partnered with Austin-based company, Rockify, as the technology platform for the ACL Archive app. Rockify provides the platform and services that make it easy for content makers and providers to easily distribute their content to their fans through mobile apps. <http://rockify.com/>

"We are excited to launch the ACL Archive app, giving our fans anywhere access to their favorite ACL episodes, all in beautiful HD-quality video," says Tom Gimbel, General Manager of ACL. "By downloading the app, our fans and supporters not only get access to some of the best performances from our archive, but they also support KLRU and public television."

The app is available for \$2.99 per month or \$29.99 per year. Proceeds go to support KLRU and the production of Austin City Limits. Initially the app is available on iTunes [store](#) with future releases planned for other platforms. Download the app today: <http://aclarchive.com/>

The ACL Archive app includes access to an initial content library of HD-Quality videos, full-length interviews, and high-res photos. With an annual subscription, fans can unlock even more ACL content, including unlimited streaming access to behind-the-scenes videos, full-length interviews, high-res photos and more released from the archive each month.

About KLRU

KLRU-TV, Austin PBS, presents quality multimedia content that engages people in the thoughtful exchange of ideas, the expression of the arts, and enjoyable lifelong learning opportunities, resulting in a more vibrant community and a higher quality of life. In addition to providing locally produced and quality national television programming, KLRU is also a non-profit organization helping to build a stronger community through educational workshops, community engagement projects and public events. Known as the producing station of the longest-running live music television show *Austin City Limits*, KLRU has also worked on several other national productions including *Overheard with Evan Smith* and documentaries like *Citizen Architect* and *Last Best Hope*. Get more information about KLRU at klu.org

About Austin City Limits

Austin City Limits (ACL) is a public television series that records and broadcasts original musical performances from exciting new talent and legendary artists of all genres.

Austin City Limits is the longest-running music series in American television history and remains the only TV series to ever be awarded the National Medal of Arts. The historic KLRU Studio 6A, home to 36 years of ACL concerts, has been designated an official Rock & Roll Hall of Fame Landmark. In 2011, ACL moved to the new venue ACL Live at The Moody Theater in downtown Austin. The show continues to air weekly on PBS stations nationwide and episodes are made available online.

ACL is produced by KLRU-TV and funding is provided in part by AMD, Budweiser, the Austin Convention Center Department and its newest supporter, Dell. Additional funding is provided by the Friends of Austin City Limits.

Learn more about Austin City Limits, programming and history at acltv.com

About Rockify:

Rockify, an Austin-based startup, powers cross-platform mobile apps that enable video content owners to directly monetize their content, while growing their audience through social discovery.

Rockify's platform enables quick and cost-effective distribution and discovery of apps across many platforms and devices. Rockify provides tools and solutions that enable end-to-end media management, transcoding, optimization, security, analytics, and monetization.

Rockify's proprietary technology ensures that video and audio content look and sound the absolute best while being delivered quickly and securely.

To learn more about Rockify, visit rockify.com or email joel@rockify.com