

FREE LOCAL VOD - CACHED BROADCAST AT-A-GLANCE

What is Cached Broadcast?

The Cached Broadcast service provides member stations with the opportunity to offer free, high-quality public television programming on cable operators' video-on-demand (VOD) platform. Using a combination of national and local programs, member stations can expand their reach while forging relationships with their local cable companies.

How does Cached Broadcast work?

As the name suggests, a member station gives permission to the cable operator to record and capture select programs from the local station broadcast. The cable operator then encodes the programs and makes them freely available on VOD shortly after broadcast.

How long are the programs available on VOD?

With some notable exceptions, Cable operators can offer programs for up to seven (7) days immediately following the NPS release. As a general rule, caching windows are as follows:

- Weekly series: 7 days
- Daily series: 48 hours

You can find respective caching windows for all available programs on PBS Connect.

What NPS programming can I make available?

The producers of the following programs have granted cached broadcast rights:*

- NewsHour
- Frontline
- Antiques Roadshow
- Nature
- POV
- Nightly Business Report
- Washington Week
- NOW
- Wide Angle
- select titles from NOVA, Masterpiece Theater, Mystery

** Due to rights issues, certain episodes of the series above may not be available. It is important to check PBS Connect for an updated list of available programs.*

Can I include locally-produced content?

Yes. You may include any local programming to which you hold the necessary rights and clearances.

How do I get started?

The first step is to secure a carriage agreement with your local cable operator. Please review the station terms and conditions, as well as the suggested guidelines below. These documents provide the information you need as you work toward an agreement. If you already work with your local cable operator, please communicate the availability of the additional programs, as well as the change to the caching window and review your existing agreement to ensure that it reflects the station terms and conditions. If it doesn't, you'll need to amend it. And while you're at it, see if you can amend it further to secure some of the marketing support outlined in suggested guidelines.

Where can I get more information?

For updated information on the Cached Broadcast service, please visit PBS Connect at the following location: PBS Resources (top navigation) > PBS Interactive > Cached Broadcast, or email John Suydam, PBS's Director of On Demand, at jrsuydam@pbs.org.

STATION TERMS AND CONDITIONS

The following Terms and Conditions shall apply to all PBS member stations that participate in the Cached Broadcast service. Terms appearing in initial capital letters, but not defined herein shall have the meanings assigned to them in the *Terms and Conditions for Use of PBS Programs* (the "Terms").

In addition to the rights conveyed in the Terms, Members shall have certain "Cached Broadcast" rights for a limited number of programs that are specifically identified by PBS. "Cached Broadcast" is defined as the Member permitting a cable operator to record and capture select programs from the local broadcast, store them on a server and make them accessible to cable subscribers on a free on-demand basis (such that a subscriber can start such programming upon the subscriber's selection and thereafter control the playback of such programming in a manner similar to that of a VCR) during a limited window of time immediately following each NPS release of the programming.

PBS shall identify all programs for which there are associated Cached Broadcast Rights through the Program Offers that are posted by PBS Program Operations on PBS Connect, and will maintain a current, comprehensive list of eligible programs on PBS Connect under the PBS Resources>PBS Interactive link. If a program is not present on this list, it is not available for Cached Broadcast.

Member understands and agrees that its license to use Cached Broadcast Rights is subject in all respects to its compliance with the following requirements:

1. Member shall grant the cable company a license to the programming on a non-exclusive basis only. Licenses shall be granted only to cable companies that have an authorization to carry the member's analog and digital signals;
2. Member shall not charge or authorize another party to charge subscribers a fee for access to a Cached Broadcast;
3. Member shall provide on-going, up-to-date written notice to the cable company of program titles and the available window to ensure the correct programming is being made available;
4. PBS, in its sole discretion, may withdraw Cached Broadcast rights for any or all programs. PBS shall provide ten (10) business days advanced notice of such withdrawals;
5. Member shall use commercially practicable efforts to collect usage data on the Cached Broadcast service from the cable company, including but not limited to views per program and comparative ranking with other Video On Demand services, and shall submit all collected usage data to PBS on a monthly basis (PBS will share such data with the producers of the Cached Broadcast content), and;
6. Member shall ensure that cable operators make Cached Broadcast programs accessible in their entirety, including but not limited to, show open, closing credits and all underwriting credits.
7. Member shall ensure that cable operators agree not to edit the programs in any way, including but not limited to the insertion of advertisements.

SECURING YOUR CARRIAGE AGREEMENT: SUGGESTED GUIDELINES

In addition to the required terms and conditions on the previous page, below are suggested guidelines and business terms you should strive to include in a Carriage Agreement with your local cable operator. Note that these are not requirements; they are guidelines developed to assist you during negotiations.

Getting Started

Before you reach out to your local cable company, you should be prepared to communicate what you are seeking and why it's beneficial to the cable company. The most important thing you should know is this: the programming you provide makes the cable operator's VOD line-up more attractive to its subscribers. The more subscribers the cable company attracts, the more money it makes. Therefore, making your programming available on the VOD line-up makes good business sense for the cable company. So when you approach the cable company to seek VOD carriage, you can rest assured that this is a mutually beneficial arrangement.

Negotiating Deal Terms

The three topics below are among the most common deal points encountered by stations during conversations with their local cable company about VOD carriage.

Marketing Support

Although you will not likely derive a monetary benefit from the cable operator, you are in a position to request a commitment from your cable operator to provide a guaranteed level of marketing value. Below is a list of tactics that cable operators have in their arsenal. This should serve as a starting point of your negotiations.

Marketing Support Tactics		
Stations should seek a combination of tactics whose monthly media value equates to .025 per subscriber.		
Tactic	Units/Specs	Value Per Sub (Monthly)
Cross-Channel Spots	100 spots across the linear cable line-up	0.025
Pre-roll Spot	:30 spot in front of all PBS hours	0.025
Barker Channel	1:00 video feature on the program guide	0.0125
Email Blast	25% of messaging area	0.0125
Website Promotion	"above the fold" placement	0.01
Direct Mail / Paid Media	25% of messaging area	0.01
Bill Inserts	front panel feature	0.005

The chart above might seem like overkill to some. The take-away here is that promotional support can come in many forms, and you should seek what you feel is acceptable in exchange for making your programming available to the cable operator.

Electronic Program Guide (EPG) Placement

As you and your cable company discuss how your offering is featured on the electronic program guide (i.e. – the VOD menu), keep in mind that location has a big impact on viewership. We suggest you consider these factors when securing placement on the EPG:

- Don't get buried: the more clicks it takes to get to your offering, the lower the usage. Try to secure placement as close to the top-level menu as possible.
- Stay in familiar territory: usage tends to increase when your offering is adjacent to similar genres or channels. Programming in the "Local" category does not perform as well.

Term of Agreement

Because of the ever-evolving VOD landscape, we recommend the term of your agreement should be no longer than one year. You can include a clause that triggers automatic annual renewal, but we encourage you to examine the agreement on an annual basis to determine what adjustments should be made in order to yield more favorable terms.

Getting Informed

Are you hitting roadblocks that are preventing you from completing a deal? You can benefit from other stations' experience. Below is a list of stations with local VOD deals in place*. Feel free to reach out to them to find out things like:

- Does a sample VOD agreement exist that I can use in my market?
- What if the cable company cannot record my shows from the broadcast? Do alternatives exist?
- What do I do if the cable company is asking me to pay for VOD carriage?

STATION	LOCATION
WNET	New York, NY
WTTW	Chicago, IL
WHYY	Philadelphia, PA
WGBH	Boston, MA
KQED	San Francisco, CA
KERA	Dallas
WETA	Washington DC
WTVS	Detroit, MI
KCTS	Seattle, WA
KBTC	Tacoma, WA
KVIE	Sacramento, CA
WQED	Pittsburgh, PA
KOPB	Portland, OR
Maryland	Baltimore, MD
WEDH	Hartford, CT
WUNC	Res. Triangle Pk, NC
WNPT	Nashville, TN
KCPT	Kansas City, MO
WOSU	Columbus, OH
WMVS	Milwaukee, WI
WCET	Cincinnati, OH
KBYU	Provo, UT
KNME	Albuquerque, NM
KLRU	Austin, TX
WPTD	Dayton, OH
WGTE	Toledo, OH
Nebraska	Lincoln, NE
WGBY	Springfield, MA
KVPT	Fresno, CA
WFSU	Tallahassee, FL

* - based on self-selected responses to a WGBH survey, 7/06