

ONLINE VIDEO "DASHBOARD"

Format	Content: Video Podcasts & Free Downloads	Promotion: Video Podcasts	Content: Streaming Video Clips	Promotion: Streaming Video Clips	Content: Streaming Video Collections	Content: Full-Length Program Streams	Premium Content: Full-Length Download-to-Own	Premium Content: Video Clip Libraries	Premium Content: Subscription Video
Free / Fee	Free to users	Free to users	Free to users	Free to users	Free to users	Free to users	Fee-based: \$1.99 per download (\$7.99 for NOVA)	Fee-based: subscription by education institutions	Fee-based: subscription Pricing TBD
Distribution Partners and Outlets	Hosted on PBS.org, also available through iTunes	Hosted on PBS.org, also available through iTunes	On PBS.org	YouTube, iFILM, Google Video. Leverages sites' large audiences to drive tune-in and promotion for PBS programming.	On PBS.org, some program sites (see below) offer searchable archives of streaming video (clips and full-length). Broadband channels for GO! and primetime programming are also in planning stages. Additionally, PBS will soon be offering a searchable database of many of the video clips hosted on PBS.org, catalogued for educator use.	On PBS.org; also limited NOVA available on Google Video as part of Google's NOVA sponsorship package.	Google Video, Amazon, iTunes, OMN; soon to be available through Shop PBS site as a product option.	Discovery Education, Library Video	Planned PBS KIDS premium service on pbskids.org (games and video)
Sample Titles Featured (not comprehensive)	DragonflyTV, NOW, NerdTV. Additional podcasts in audio-only format. See pbs.org/podcasts for complete listing.	American Experience, NOVA, Ocean Adventures, Victory Garden, PBS KIDS preschool block music videos. See pbs.org/podcasts for complete listing.	Curious George, Between the Lions, Cyberchase, P.O.V., Independent Lens	POV, Frontline, Independent Lens, Jean-Michel Cousteau Ocean Adventures, Dragon Tales	Julia Child; Nature; NewsHour; Scientific American Frontiers; American Field Guide; Washington Week; Evolution.	Frontline, Frontline/World, NewsHour, Nightly Business Report, NOVA ScienceNow. Select episodes of NOVA, Wide Angle, Fetch! (one-time full-episode special)	Pilot series: NOVA, Antiques Roadshow, Scientific American Frontiers, NOW, Arthur, Cyberchase.	Broad collection of PBS series, including: Cyberchase, American Experience, Ken Burns, SAF, Freedom: A History of US, Empires series	TBD
PBS Contact	Kevin Dando, Mary Kadera	Kevin Dando, Mary Kadera	Mary Kadera	Kevin Dando	Mary Kadera, John Suydam	Mary Kadera, John Suydam	John Suydam	Andrea Downing	Ben Grimley
Opportunity for Local Stations	Stations can use available RSS feeds to incorporate podcasts on local Web sites.	Stations can use available RSS feeds to incorporate podcasts on local Web sites.	Stations will be able to integrate broadband content into local Web sites through a plug-and-play, customizable video player coming free to stations from PBS.org this winter.	Stations will be able to integrate broadband content into local Web sites through a plug-and-play, customizable video player coming free to stations from PBS.org this winter.	Stations can link to searchable libraries on program sites. Re: PBS Teachers and broadband channels, coming this winter PBS will be offering a plug-and-play module and/or metadata export to stations interested in the offering the video collections.	Stations will be able to integrate broadband content into local Web sites through a plug-and-play, customizable video player coming free to stations from PBS.org this winter.	As PBS adds download-to-own functionality to the Shop PBS site, stations will be able to participate and offer local download-to-own e-commerce options through the Shop PBS Affiliate Program.	Stations may participate with DSC or Library Video as a distributor of these K-12 VOD services to schools in their area; may also contribute local content in many cases.	Stations will be able to participate in revenue sharing through an Affiliate Program.
Notes, Rules Governing (length limits, etc.)	Generally full programs, and allowable for "perishable" content only. PBS must grant producer a waiver to the exclusivity clause. Must ensure this is consistent with PBS's overall windowing plans and revenue strategy re: digital video (see Full-Length Program Streams).	Generally 7 minutes or less for promotional or "non-perishable" content. Producers retain the right to exploit "promotional" assets themselves, as a coexclusive with PBS. Must ensure this is consistent with PBS's overall windowing plans and revenue strategy re: digital video (see Full-Length Program Streams).	Generally 7 minutes or less. Download not available. Generally conveys to PBS for exclusive distribution, as part of overall companion Web site on PBS.org.	Generally 7 minutes or less. Generally, producer and PBS both retain the right to exploit "promotional" assets as a co-exclusive.	Generally no length limits for "perishable" content, and 7 minutes or less for promotional or "non-perishable" content. Full-length streams subject to proposed windowing strategy referenced to the right. Download not available.	Generally allowable for "perishable" content only. PBS must grant producer a waiver to the exclusivity clause. Adopting new "content windowing strategy" which may limit access to free, full-length digital video to some TBD time period after broadcast--except for "perishable" content like news. Strategy will be developed in concert with producer VOD Working Group and reflecting recommendations from CPB Digital Rights Working Group.	Part of recently-announced pilot program to test the digital download market.	PBS is also selling direct, in addition to distribution partners above.	Anticipating a 3Q07 launch

The tactics outlined above represent both currently available assets as well as planned services and initiatives (as of Sept 06)