



# *Does Your Content Do This?*



**BroadView**<sup>™</sup>  
SOFTWARE

TRAFFIC • PROGRAMMING • UNDERWRITING • VOD



## The New World of Content on Demand

VOD and PVR, Podcasts and Videocasts, streaming and downloading. If your content doesn't do all of these, you're not keeping up with what your viewers want.

What do these terms have in common? They're all part the new viewing paradigm that's shifting the world of broadcasting off its linear-delivery foundation to a new world of content on demand.

They also represent the merging of what today's technology is capable of, and what today's consumer demands, ie. What to watch, when to watch and how to watch.

When viewers can choose to have local news content sent directly to their mobile phone or PDA, when programming can be seen on TV or over the Internet and when serial programs can be ordered, stored and viewed at will.. that's a world of Content-on-Demand.

**And it's taking broadcasters by storm. Consider the following facts:**

- Comcast delivered more than one billion VOD transactions last year.
- Over 80% of households with digital set-tops access VOD services each month.
- 39% of Americans "tune in" to podcasts.
- One in ten online consumers use the Internet to watch TV programming.
- HBO currently has 17 million subscribers to their On Demand service.

### The Shifting Paradigm of Public Broadcasting

In the world of Public Broadcasting, content is key. It's what brings in members, keeps them watching and encourages them to donate. When it comes to underwriting, your sponsors support specific content based on viewing patterns – ie. what members tune into and when. This is the disappearing world of linear

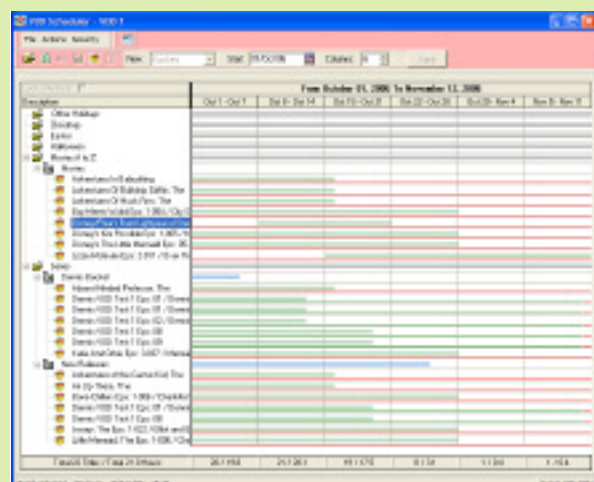
broadcasting, based on viewers tuning in to scheduled programs that you have selected to air at specific times.

You could sum this up by saying that in the world of linear broadcasting, your members support your content.

**The world of Content-on-Demand changes everything by letting you now use content to support your members. How?**

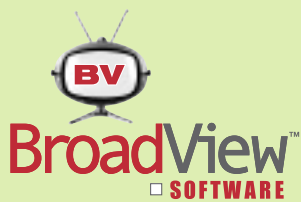
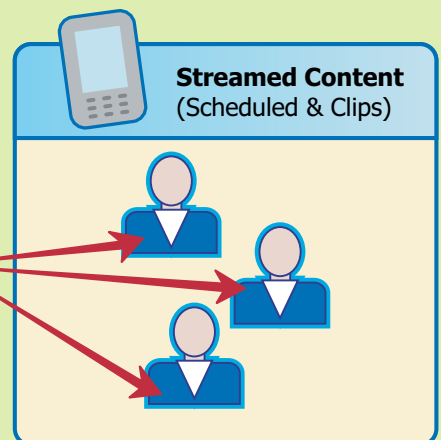
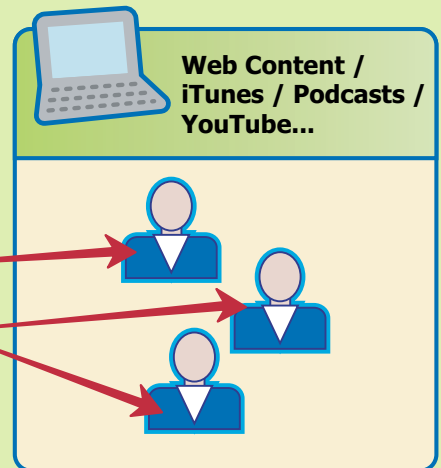
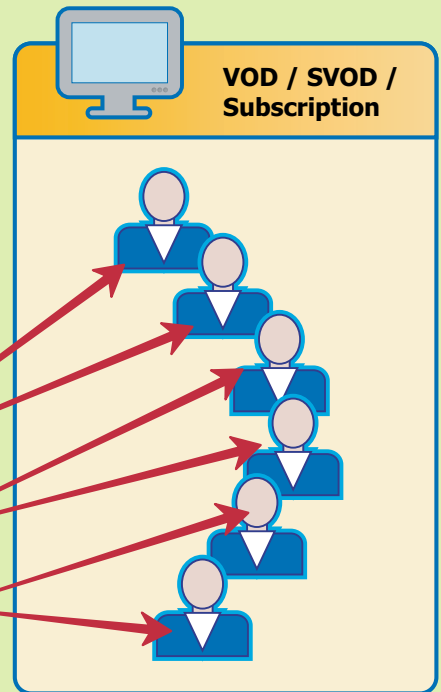
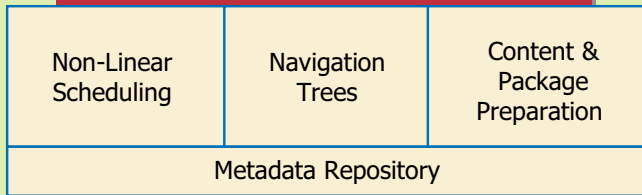
- You can offer your members customized viewing with a combination of scheduled programs, streaming to a computer, downloading podcasts, or pre-ordering shows to create their own schedule.
- You can reward your members with more of what they really want – flexibility and content – as a way to support your different membership levels.
- You can give your underwriters new opportunities to reach more eyeballs in different and measurable ways.

**What this could mean – for your viewers, for your underwriting opportunities and for your station, truly is a new paradigm... a whole new way to think about the "more" of public broadcasting.**



VOD scheduler

# BroadView™ SOFTWARE



## Content-on-Demand Flowchart



## *Introducing Video-On-Demand for PBS Member Stations...*

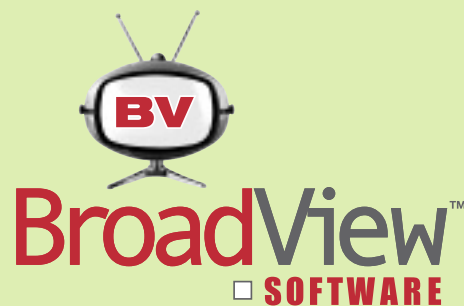
**BroadView VOD for PBS Member Stations can help you offer more programming to more viewers and give you new revenue-generating opportunities.**

- **VOD Scheduling.** This unique tool allows you to plan out what content will be available and when. It helps you optimize the storage hours provided by your cable company or Internet site so that you can get the most VOD programming from your inventory.
- **Analytics.** Distributors and producers generally provide very specific limits on how their content can play out on VOD. BroadView VOD ensures that you stay within and manage the various contractual obligations.
- **Navigation Trees.** A VOD system is more than just a collection of content that can be played out, it also includes the navigational tree that consumers see presented on their cable settops or VOD web site. You can easily change these navigational trees, or have several different ones that support different distribution sites.
- **Complex Program Metadata.** BroadView supports additional program metadata including specific VOD programming rights, custom titles, per title override pricing and chapter definitions for advanced on-screen navigation.
- **Multiple System Support.** Whether you are in a regional or local market, dealing with multiple cable systems with differing requirements or Internet-based delivery, can be a headache. BroadView's VOD offering supports an unlimited number of VOD schedules (provisioning lists) and navigational trees.
- **Cablelabs VOD Metadata.** BroadView provides industry standard VOD Metadata exports to support your cable companies.

**BroadView VOD can be used either:**

- As a stand alone system
- With our programming, traffic and underwriting solution
- With any other software

**For more information about how BroadView VOD can help you take advantage of the opportunities of the new world of Content-on-Demand, email or call for a product demo.**



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