

# Self-Serve Programming

Eric Elia, VP, Programming and Design



# Ten years ago



## Producer

thousands of production co's

## Programmer

dozens of networks

## Distributor

2-3 carriers per region

## Viewer

passive, linear viewing



Now, everyone gets to play



## Producer

thousands of production co's

## Programmer

everyone programs

## Distributor

hundreds of BIG distribution points

## Viewer

active participation

# What is a TV channel?



# Haagen-Dazs Scoop



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YOU ARE WATCHING:  
White Chocolate Dulce de Leche...

[top 3](#) [top ten](#) [video entries](#) [inside scoop](#)



**Chocolate Granola & Honey**  
57sec

▶ PLAY



**Rockwell Kids**  
2min 28sec

▶ PLAY



**Salted Caramel and Chocolate Truffle**  
35sec

▶ PLAY



**White Chocolate Dulce de Leche Cruch**  
38sec

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**Caramel Creamee Crunch**  
1min 48sec

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A few examples...





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**Gerard Butler Gets in Shape for "300"** (2:30)  
39,124 Views  
Feb 8 Workout tips from actor Gerard Butler, the star of "300"

00:11 02:30

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39,124 Views
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83,521 Views
- 66 Inch Jump By Adrian Wilson  
12,902 Views
- Miko Performing Behind the Neck Clap-ups  
10,477 Views

## Men's Health Channel on Brightcove.com



## Wine Spectator online

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**Harvey Steiman**  
Editor at Large, Wine Spectator

00:27 05:02

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# Viral Promotion

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**Vino View**

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February 08, 2007

### Ideas for Valentine's Day



Harvey Steiman  
Editor at Large, Wine Spectator

00:20 04:13

Tips on wine and chocolate pairing from Harvey Steiman, Editor at Large, Wine Spectator.

-- via [Wine Spectator](#)

Posted at 06:42 AM in [Wine Video](#) | [Permalink](#)

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Jack on [Winter Whites Bottleshock](#) on [Blushing Bubbly for Valentine's Day](#)  
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March 2007

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Behind the scenes for Project Runway's biggest moment

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- Look High & Low 8 (0:48)
- Trench Coat Challenge (0:57)
- Unstructured Bun (1:36)

Day 1, NY Fall '07  
Added Feb 2

2,821 Views  
22% Finished  
3:31 Duration

More Fashion Week news on ELLE.com

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00:27 ▬ 01:49

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### Gyllenhaal, Sarsgaard at '07 Oscars

Added Feb 26

Maggie Gyllenhaal and Peter Sarsgaard speak to Joan and Melissa, the First Ladies of Fashion, LIVE at the 2007 Academy Awards. Hollywood's biggest night deserves TV's most entertaining coverage.

16 Views  
19% Finished  
1:48 Duration

[Inside Scoop & More Video at TVGuide.com](#)



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[Square Off: David Boreanaz](#)  
(28:21)



[Square Off: Rob Morrow](#) (28:13)

43 Views



[Square Off: Tricia Helfer](#) (28:04)

20 Views

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# Managed Syndication

The screenshot shows the Brightcove Syndication Marketplace interface. At the top, there's a navigation bar with links for Home, Library, Tutorials, Forums, Developers, Affiliates, and Get Support. Below this is a search bar and a status indicator that says "ALL SYSTEMS OPERATIONAL". The main heading is "Syndication Marketplace". A paragraph explains that below is a list of publisher offers available for syndication. A search box contains the text "TV". Below the search box, it says "There are 1774 Offers in All Listings". A table lists offers from "TV Guide".

Publisher Name	Date Created
TV Guide 5 offers available	
Offer name: <b>TV Guide Broadband - US</b> TV Guide Broadband is your online video authority on all things TV. Catch up with the hottest stars and go behind the scenes of your favorite shows. (This player is only available to affiliates based in the US.)	<a href="#">Preview</a> <a href="#">Apply</a>
Offer name: <b>TV Guide Broadband - Main</b> TV Guide Broadband is your online video authority on all things TV. Cut right to the best shows and hidden gems on TV after we sift through every channel for you. Catch up with the hottest stars and go behind the scenes of your favorite shows.	<a href="#">Preview</a> <a href="#">Apply</a>
Offer name: <b>TV Guide Broadband - Interviews</b> TV Guide Broadband is your online video authority for celebrity interviews. Get the inside scoop on all of your favorite shows straight from the stars who appear in them.	<a href="#">Preview</a> <a href="#">Apply</a>
Offer name: <b>TV Guide Broadband - Golden Globes '07</b> Joan and Melissa deliver fair and fashionable coverage LIVE from the 2007 Golden Globes red carpet.	<a href="#">Preview</a>

This screenshot shows a video player interface for "TV Guide Broadband - Interviews". The player area displays the "TV GUIDE BROADBAND" logo. To the right, there's text explaining that the video player is available for syndication and viewing on a website. Below this text is a "Request this Player" button. On the far right, there's a "Player Dimensions" sidebar with details: 790 x 625 Pixels (w x h), "Approval Required" set to "Yes", and a "Preview Video Player" button.

This screenshot shows the TV Guide Broadband video player embedded on a website. The website header includes "BLOCK JAMS ENTERTAINMENT" and navigation for MUSIC, MOVIES, and BLOCK JAMS TV. The video player is displaying a clip of Joan Rivers. Below the video, there's a title "2007 Oscar Fashion Wrap" and a description "Inside Scoop & More Video at TVGuide.com". To the right of the video, there's a sidebar with related content like "2007 Oscar Fashion...", "2007 Oscar Best an...", "Kate Winslet at the ...", and "Etheridge, Michaels a...". The website also features various advertisements for Wal-Mart, PlayStation 2, Game Boy Advance, Nintendo GameCube, and Xbox.

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multimedia

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Updated November 9, 2006 EMAIL THIS TO A FRIEND



00:00 00:52

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**ANATOMY OF A PHOTO SHOOT:** Scenes from the Penélope Cruz and Pedro Almodóvar photo session. Photography by Michael Grecco.

Movie Review: [Volver](#)

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### Look VIDEO



**Ginger Brang**  
STYLIST

00:22 01:56

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- Jennifer Hudson's Primpin'**  
Go behind the scenes of our glam shoot with the Oscar winner and find out how she got her look. ▶ PLAY
- Rachel Bilson Cover Sh...**  
See our cover girl pose for the camera and meet the actress's constant sidekick: her dog, Thurston. ▶ PLAY
- Ciarra's Kobe Club Tour**  
The singer takes us into one of N.Y.C.'s hottest hot spots and shows us how fancy she is. ▶ PLAY
- Smoky-Eye How-To**  
A step-by-step guide to getting this popular recast look. ▶ PLAY

Jennifer Hudson's Primpin'

A simple touch can bring a change. Live, Learn and Thrive

▶ Discover how

