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

Scoop: the Häagen-Dazs® Flavor Search
WE'LL LAUNCH IT IN STORES ACROSS AMERICA.

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top 3 top ten video entries inside scoop

Chocolate Granola & Honey
57sec.

Rockwell Kids
2min 28sec

Salted Caramel and Chocolate Truffle
35sec.

White Chocolate Dulce de Leche Crunch
35sec.

Caramel Creamee Crunch
1min 42sec

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White Chocolate Dulce de Leche...
A few examples…
video theater: most recent videos

Harvey Steiman
Editor at Large, Wine Spectator

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[Website interface screenshot showing offers and options for applying]

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

Movie Review: Volver