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. details prizes rules your hosts newsletter fag expert tips

top 3 top ten video entries inside scoop

PLAY

2min 28sec

35sec

38sec

PLAY

PLAY

in 48sec

PLAY

Rockwell Kids

57sec

Chocolate Granola & Honey

Salted Caramel and Chocolate Truffle

White Chocolate Dulce de Leche Cruch

Caramel Creamee Crunch

CLICK THE TOP 3 ENTRIES TO RANK EACH FLAVOR

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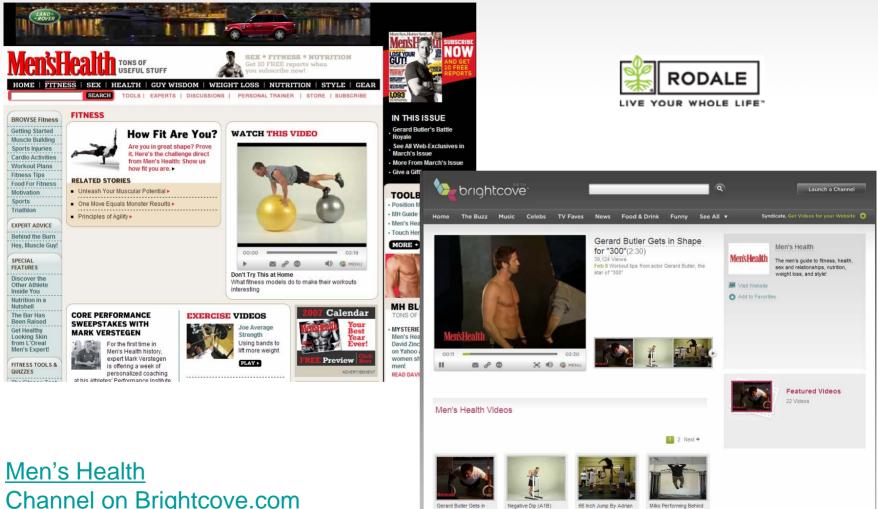


YOU ARE WATCHING: White Chocolate Dulce de Leche...

A few examples...



Rodale



Shape for "300"

39.124 Views

83.521 Views

Wilson

12.902 Views

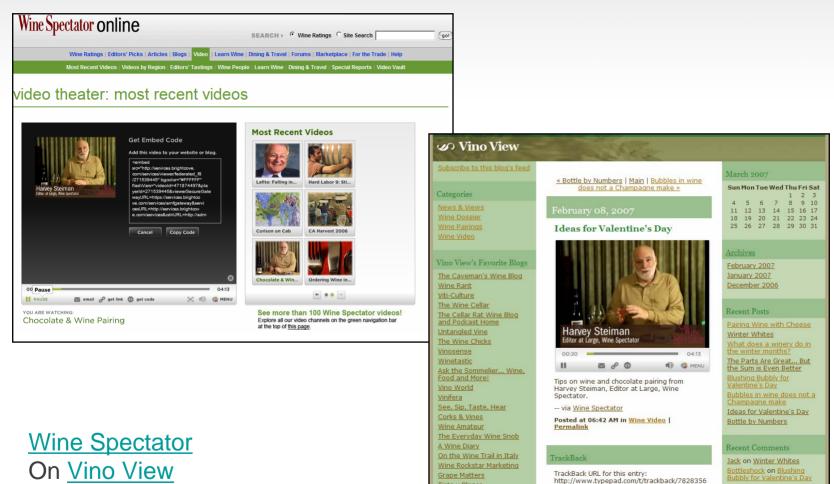
the Neck Clap-ups

10,477 Views

Channel on Brightcove.com

Wine Spectator





Tinto y Blanco

Fork and Cork

Seattle Wine Blog

Bottleshock on Comparing

FW Martin on Comparing

Pinot: Burgundy vs.

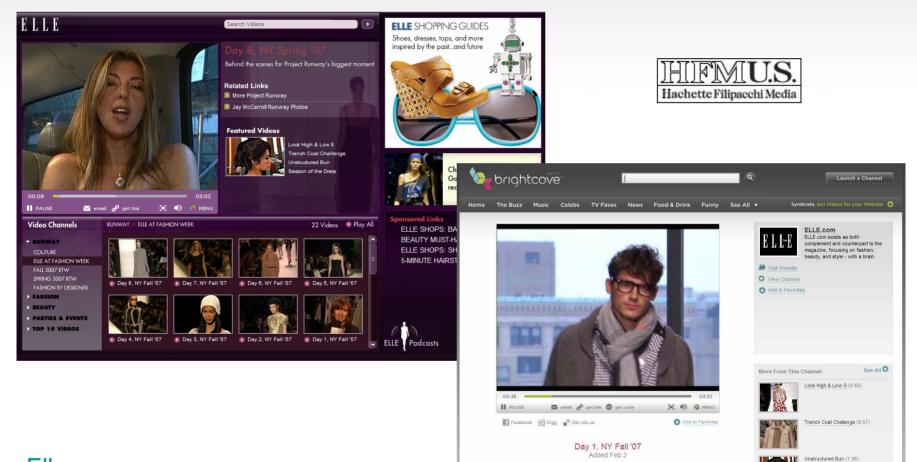
California

Listed below are links to weblogs that

reference Ideas for Valentine's Day:

Channel on Brightcove.com

Hachette Filipacchi



videoplayer,nicolemiller,babyphat,maxazria, bcbg,

More Fashion Week news on ELLE.com

Phat Runway Photos

petra /Runway/ELLE at Fashion Week/ BCBG Runway Photos Baby

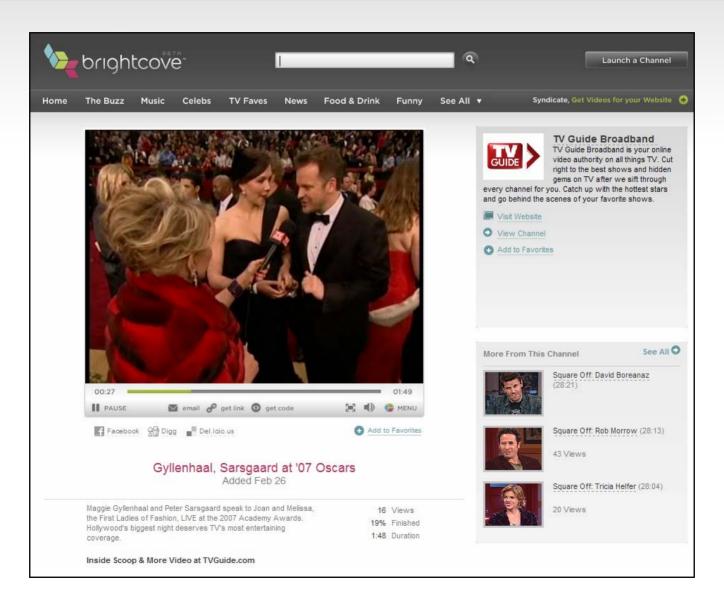
2,821 Views

22% Finished

3:31 Duration

Elle.com Elle channel on Brightcove.com

TV Guide



Managed Syndication

10-	brigi	ntcove			_	_	â		SYSTEMS OPERATIONAL
Home	Library	Tutorials	Forums	Developers	Affiliates	Get Support			Launch Console
Below apply be ad Not fir	v is a list of by clicking ding more nding what	the "Apply" publishers a	ffers that a link next to and offers to ang for? Sh	re available fo the offer. To	sort the offers stay tuned. Le	s, click on the n		you would like	syndication offers and to sort by. Brightcove will our FAQ page.
	aber Name							Date Cre	ated
-	TV Guide 5 offers av								
			end is your onli	ne video authority		Catch up with the ho ates based in the US	ittest stars and go behind 5.)	l the	Proview Apply +
	17 a		and is your only	ne video authority			shows and hidden gems ind the scenes of your fa		Preview Apply +
	T	Offer name: TV Guide Broadband - Interv TV Guide Broadband is your celline vities auth shows straight from the stars who appear in			for celebrity inter	views. Get the insid	e scoop on all of your fa	vorte	Preview Apply +
				and Golden G		ie 2007 Gelden Glob	es red carpet		# Preview

