

**BROADBAND.GOV**

Best Practices/Big Ideas

September 3, 2009



PBS.ORG



PBSKIDSGO.ORG

# Before...

“I just don’t feel good about having to spend 15 minutes downloading a 13 minute segment – I don’t have the time in my day to spend 2+ hours on a 1 hour show...so what do we need to do to pump up your pipe in this town?”

“You restrict my ability to resize the program to a size worth viewing. Get with the 21<sup>st</sup> Century. Love NOVA, stopped supporting public TV due to the lack of quality online viewing and downloading.”

“I’d love to see more PBS video online but not in its current hiccupping state.”

EXPLORE: ● FEATURED PROGRAMS ● FEATURED COLLECTIONS



Most Watched



NOVA scienceNOW | Saving Hubble Update, Gangster Birds, Alfredo Quinones-Hinojosa, How Memory Works



American Experience | The Kennedys



The NewsHour | The NewsHour for August 26, 2009



Masterpiece | Inspector Lewis: Expiation

Most Emailed



NOVA: Hunting the Hidden Dimension



Bill Moyers: The Journal: Money-Driven Medicine



Julia Child: The French Chef (1972): Cheese Souffle

# After...

“Very very very pleased by the new video feature on PBS...I believe you will find success by recognizing that the future of TV lies in letting viewers choose what to watch when they want to watch it. Well done!!”

“This is really an exceptional site. I like everything about it, and I hope you can include more segments for these shows very quickly...Many, many thanks. (I cannot state this loudly enough)!!!”

“This is wonderful. I believe your content is top notch and a jewel you need to provide on the internet. Glad you are.”

@marc421 - The new PBS video channel is scary in how well executed it is. Could teach paid media a thing or two.

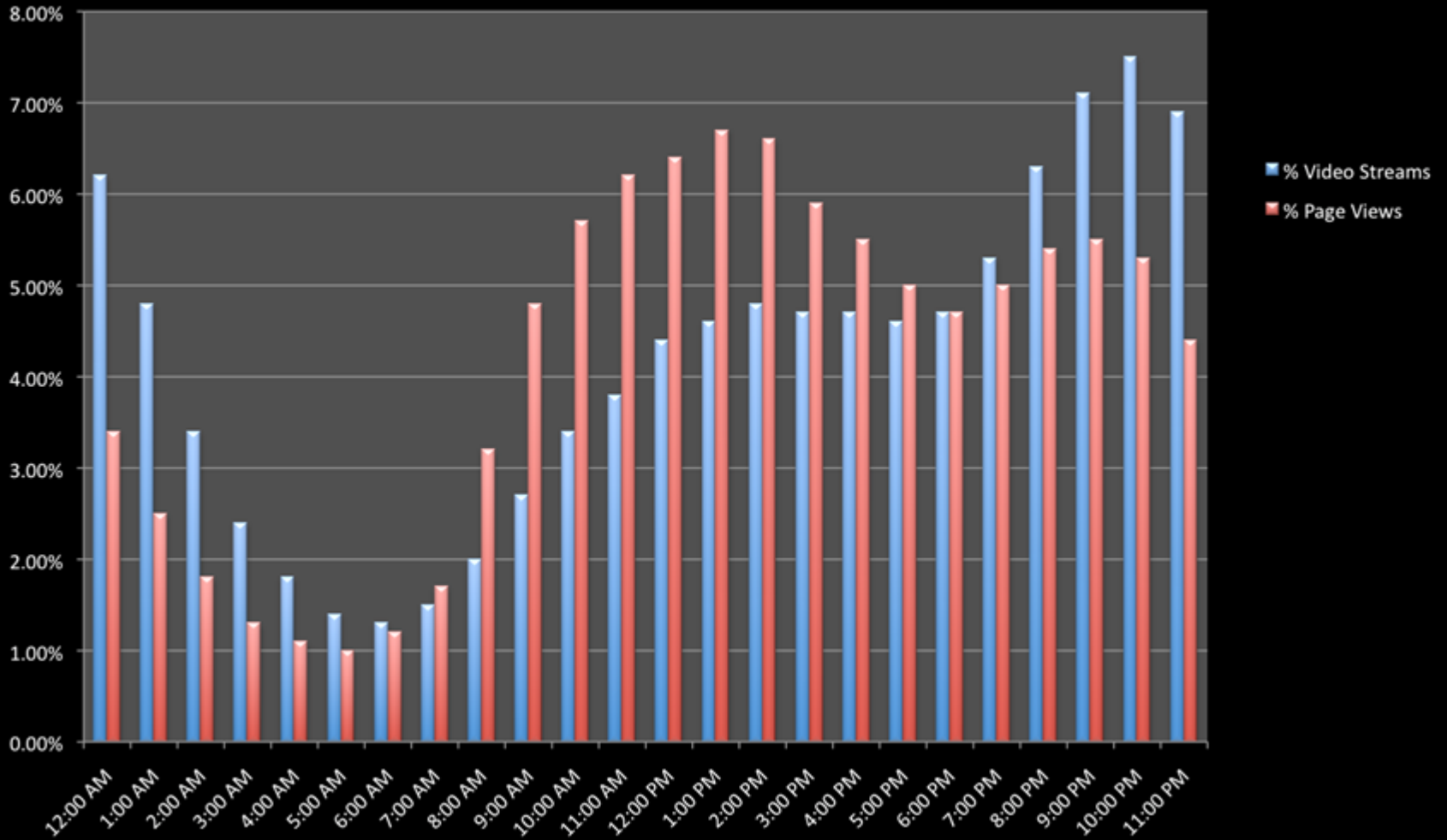
@iamkhayyam – The interwebs just got better!! PBS video online!

@abomunist – PBS’ new video portal will suck my life away

@davidpolley – PBS + video = yummy

@mlaubenthal – This is sick nasty

# PBS.org Traffic Distribution - Time of Day





SHOWS

CHANNELS

GAMES



TOP TEN

NEW

EN ESPAÑOL

CELEBRITIES

ANIMALS

OCEANS

MUSIC VIDEOS

MAGIC

EXTREME SPORTS

ALL CHANNELS

SEARCH



Watch WordGirl on TV!  
Monday at 4:30 PM on WCNY/Channel 24

Find another station.



BIG

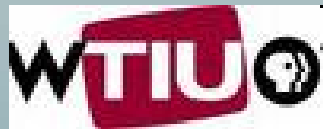
CC

ALSO: FULL EPISODE

Funded by:



Corporation  
for Public  
Broadcasting



**PBS Member Stations: Broadband-Enabled Localism**



This marriage of the old (PBS) and new (YouTube) showcases what the Internet offers democracy: greater transparency and voices of everyday people.

- [The Washington Post](#)

The image shows a screenshot of the PBS VOTE 2008 website. At the top left is the PBS VOTE 2008 logo, which includes a stylized head with a brain and the word 'VOTE' in a red oval. To the right of the logo is the tagline: "Your home for 2008 election coverage and web tools from across public media." Below this is a dark blue navigation bar with white text for "PBS VOTE 2008 HOME", "BLOG", "VIDEO", "VIDEO YOUR VOTE", "TOOLS", "MAPS", "ABOUT", and "FOR TEACHERS".

The main content area is divided into two columns. The left column has a blue header "Video Your Vote" and contains a video player. The video player shows a hand-drawn illustration of the U.S. Capitol building with a sign that says "HELP WANTED". The video title is "Video Your Vote: An Illustrated Election". The video player interface includes a play button, a progress bar at 0:07 / 1:39, and a volume icon.

The right column has a blue header "Election Connection Blog" and contains the following text:

PBS and YouTube present  
**Video Your Vote**  
PBS and YouTube are teaming up! Check out informative videos from PBS programs on voting and elections, then go out on Election Day and film your voting experience. [Upload it to our channel](#), and your video may be featured here, on YouTube, or even as part of NewsHour's Election Day coverage on November 4.

Below the text is a "Powered by" logo for PBSengage.

The bottom right section has a blue header "YouTube Submissions" and contains a promotional graphic for the "video your vote" campaign. The graphic includes the text "Share your Election Day Experience with the World." and a "Submit Video" button. A small photo of a woman is also visible in the graphic.



UPDATES Welcome to the new PBS Teachers! Have a look around, and let us know what you think »

PBS SITES PBS.org Kids Parents Shop

### Featured Classroom Resources



NOVA

Is There Life on Mars?

Explore the latest scientific results from the Mars rovers and Phoenix probe.



PBS TEACHERS Video

PBS TEACHERS TV Program & Web Content

PBS TEACHERLINE Online Professional Development

PEER CONNECTION Digital Service

Follow PBS Teachers:

### Are you a PBS Teacher?

- Save Resources
- Talk to other teachers
- Engage your local station

Sign Up



Already a Member? Log In

### Featured Initiatives

### What's New on PBS Teachers

**Time Capsule** ★★★★☆ 33

Source: History Detectives

Explore the contents of a time capsule to determine when it was buried. Identify years of origin for clothing, music and newspaper clippings dating back to the early 1970s. [Details »](#)

Tags: 6-8, 9-12, Social Studies, Cultural Studies: American, Save Share

Support for pbs.org provided by:

### Reach Your Career Goals with Drexel University Online

- ▶ 24/7 Online Convenience
- ▶ Among "America's BEST Grad Schools 2010" by U.S. News & World Report

**A Better U.**  
drexel.com [» MORE](#)

PBS Teachers News  
[News on Reading Rainbow](#)

Thank you...