



**Streaming Evolution**

1. The Challenge

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2. The Solution

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3. Digital Business Goals

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4. Streaming Strategy

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5. Next steps

# Which would you have the **hardest** time giving up? ATL PBS

*U.S. Adults say it would be  
very hard to give up....*



**Mobile  
Phone**

**52%**



**TV**

**31%**



**Internet**

**50%**

Currently, the only way to consume the vast majority of ATL PBS video content is through **traditional television** — cable or antennae.

As television consumption habits move onto digital platforms — we need to make our content **universally accessible** in this space.

*Even though...*

**47%**

*Of adults 22 to 45 years old  
**do not** watch content on  
**traditional TV** platforms,  
Instead, they are  
consuming TV content and  
video on streaming  
platforms.*

Reinvent our television product into a multiplatform content brand focusing content creation, distribution and technology in order to:

- Create a unique brand identity that extends **beyond the television** platform
- Launch ATL PBS content on the **digital platforms** to align with shifting audience behavior
- Increase viewership with **diverse** and slightly **younger** audiences
- **Create original content** specifically for digital platforms



## CONSUMER VALUE

**AtlantaPBS.org** digital is a **visible** video content hub that reflects Atlanta culture and provides educational resources and opportunities to connect with community

## AtlantaPBS.org

Elevate discoverability, connection to community and audience growth by investing in 3 key goals:

Grow Audience



Grow Revenue



Universal Access



## THE GOAL

- Create a comprehensive library of TV shows, movies, documentaries, educational content and archived live events
- Pipeline for developing and acquiring local content
- Access to Live TV and live streaming

### VIDEO ON DEMAND: Consumers decide what to watch and when

#### ✓ Original Content

Local, Educational, archived live stream, fundraising

#### ✓ Acquired content

PBS, PBS KIDS, local content creators, partnerships, etc.

### LIVE VIDEO STREAMING: Consumers watch events, broadcast TV in real time

#### ✓ Streaming TV programming live from broadcast ATL PBS, PBS KIDS

#### ✓ Live events

Debates, community events/fundraising, concerts

# CRM Integration will enhance communication & personalization

CRM integration will allow stations to:

- Have a **360 degree view** of all constituent behavior. Examples:
  - Identifying sustainers who give and are most likely to adopt other products and services
  - Understand constituent viewing habits for more effective communication with the purpose of extending the relationship
- Identify **crossover** between audiences (NPR, PBS)
- Understanding **interests** and shaping content that can meet those interests by serving member-only content
- Single **login/logout system** for CMS (personalization for non-passport members)







# Potential Streaming Service Models

## FREE: Standard Service

Basic streaming service offers access to:

- On demand video (limited\*)
- Live streaming of station sponsored events, community events
- PBS Kids Live stream
- Educational content
- ATLPBS original content
- Locally produced content

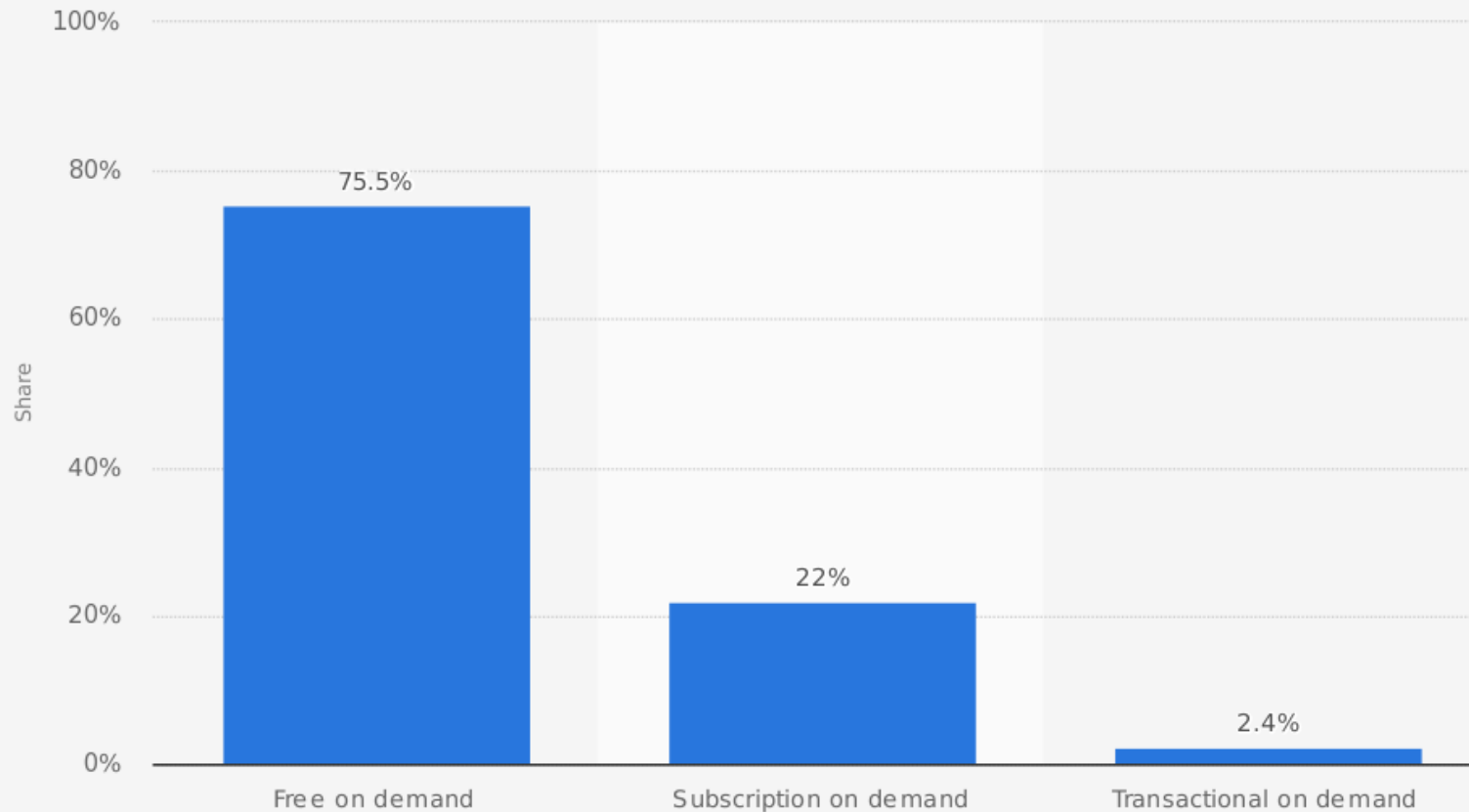
## FEE: Membership Service

Monthly membership fee allows unlimited access to:

- On demand content libraries (unlimited)
- Live streaming of station sponsored events, community events
- PBS Kids Live stream
- Educational content
- ATLPBS original content
- Partner content
- Live broadcast TV streaming
- Archived live streamed content
- Concerts

*By offering both **free** and **membership** options, we'll cover the most popular service models*

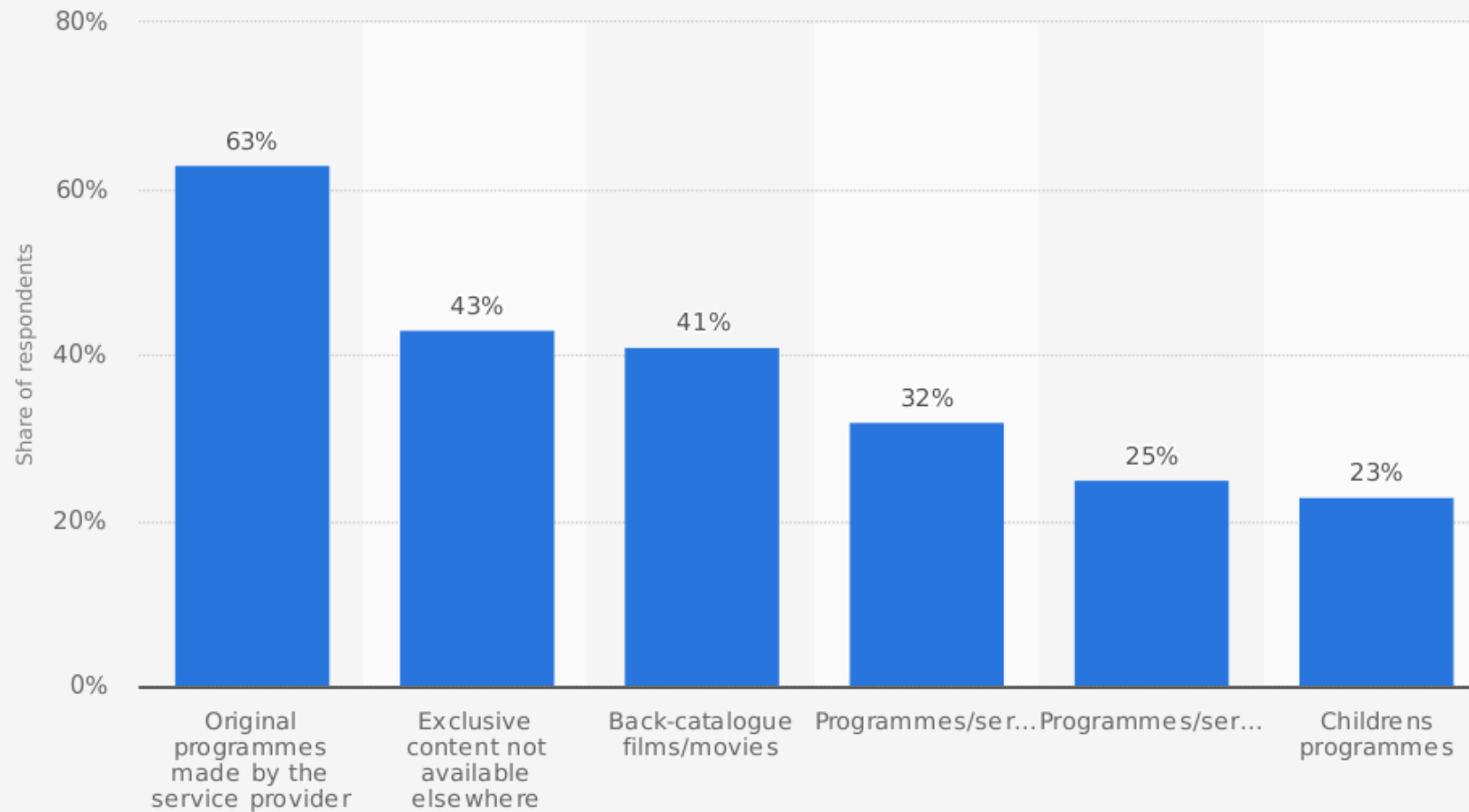
**Distribution of video on demand transactions in the United States in 2016, by type**

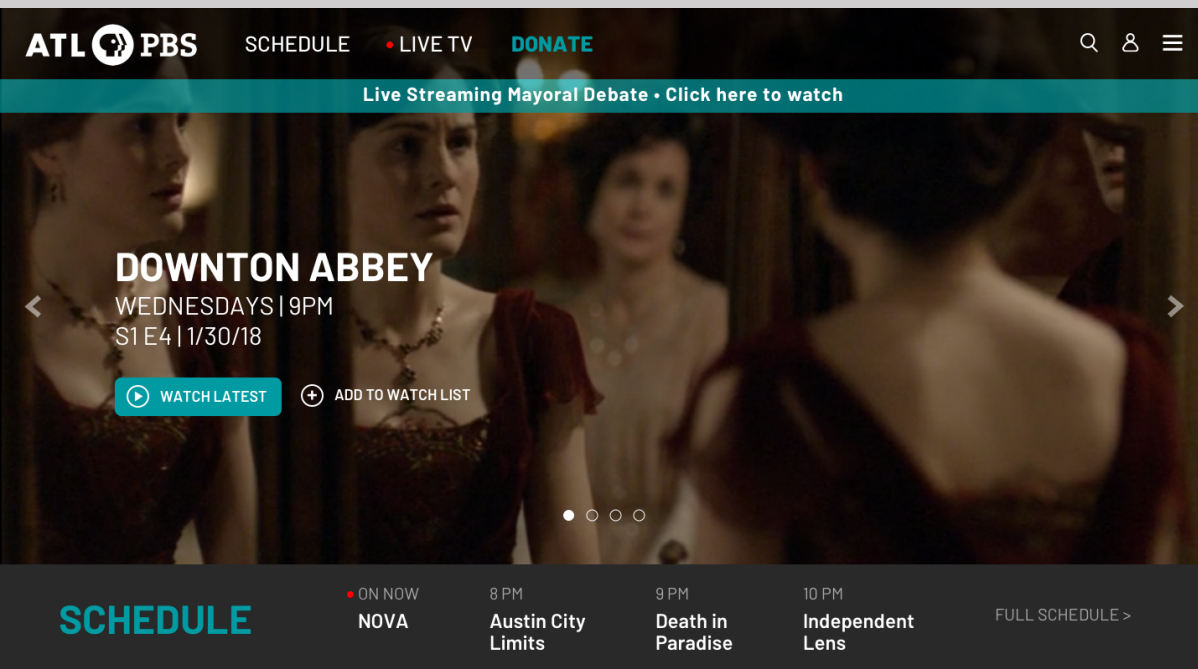


## Streaming Video Services

Streaming Service	Best for	Starting Price
You Tube TV	Network TV	\$40 monthly
PlayStation Vue	Cable TV Replacement/Cord Cutters	\$35 monthly
Sling	Cable TV Replacement/Cord Cutters	\$20 monthly
HBO GO, HBO Now	Premium content	\$14.99 monthly
Netflix	Original programming fans	\$11 monthly
Amazon Instant Video	Bargain hunters	\$8.99 monthly
Hulu	Network TV	\$8 monthly
CBS All Access	CBS fans	\$ 5.99 monthly
PBS Passport	PBS fans	\$5 monthly
Crackle	Bargain hunters	Free

**Reasons for signing up to subscription video on demand (SVoD) services in the United States in 2017**





## Design reflects emphasis on streaming

Audience always one-click away from streaming

### Additional Features:

- ✓ Main image rotator demonstrates continuous video motion
- ✓ Streaming Broadcast TV
- ✓ Streaming events banner
- ✓ More video/less text
- ✓ Personalization – login for membership experience, recommendations
- ✓ Schedule integrates TV and digital products

- Video pre-roll
- Display advertising
- Monthly Membership/subscription
- Native advertising
- Sponsorships

# Next Steps

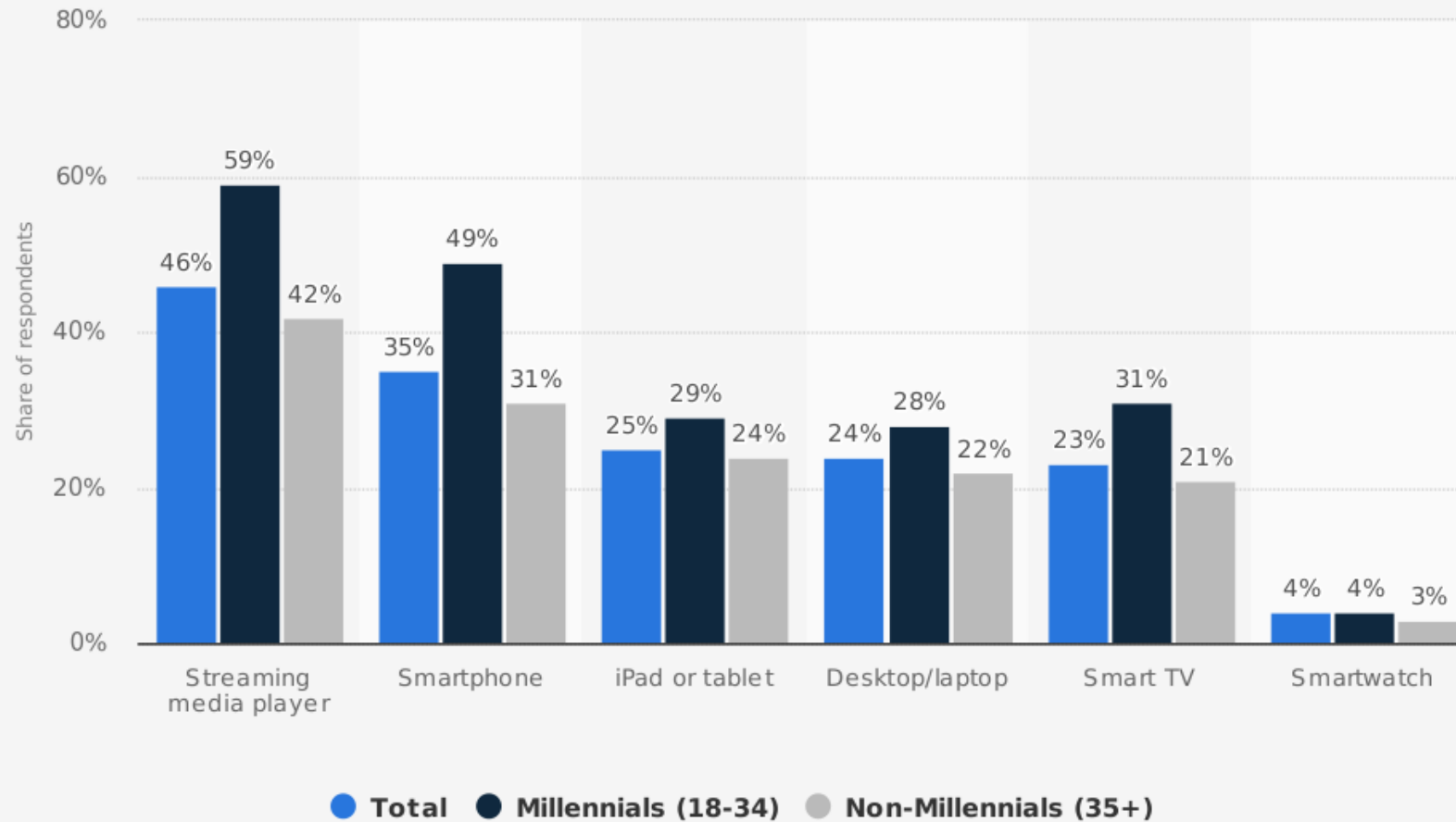
Milestone	Timing
<b>Content</b> <ul style="list-style-type: none"><li>• Understanding current content pipeline</li><li>• Assess current content library</li><li>• Streaming rights issues</li><li>• Develop content strategy</li></ul>	In Progress
<b>Technology</b> <ul style="list-style-type: none"><li>• Determine features</li><li>• Assess players</li><li>• Assess live streaming capabilities</li><li>• Assess live streaming rights</li><li>• Explore Personalization</li></ul>	In Progress
<b>Digital Strategy created</b> <ul style="list-style-type: none"><li>• Data analysis</li><li>• Competitive analysis</li><li>• PBS outreach</li><li>• Industry research</li><li>• Flushed out approach</li></ul>	TBA
<b>Product Launch</b>	2Q2019

**Thank you**



# Appendix

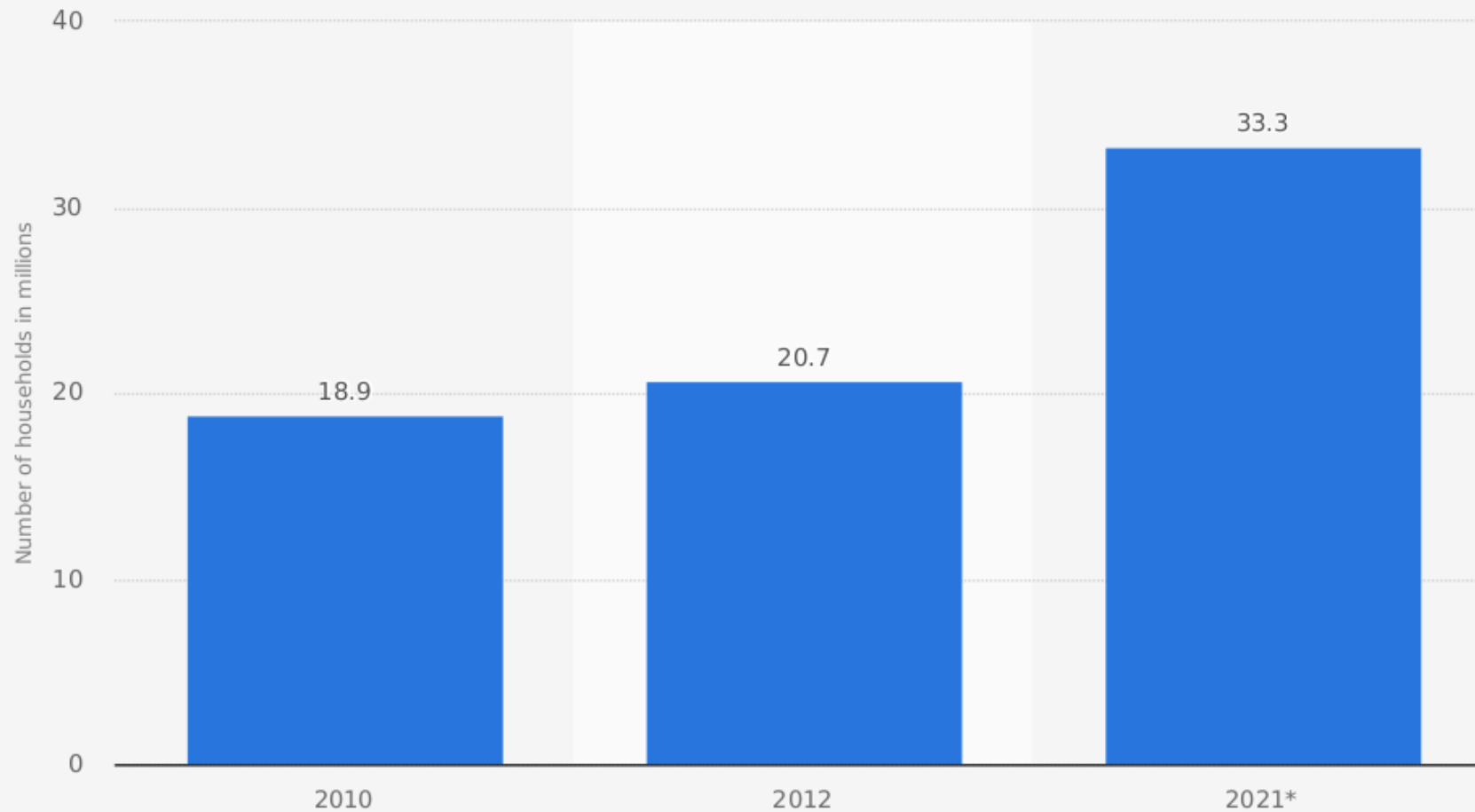
**Preferred devices for streaming video content in the United States as of May 2017, by age**





# Cord-cutters are growing

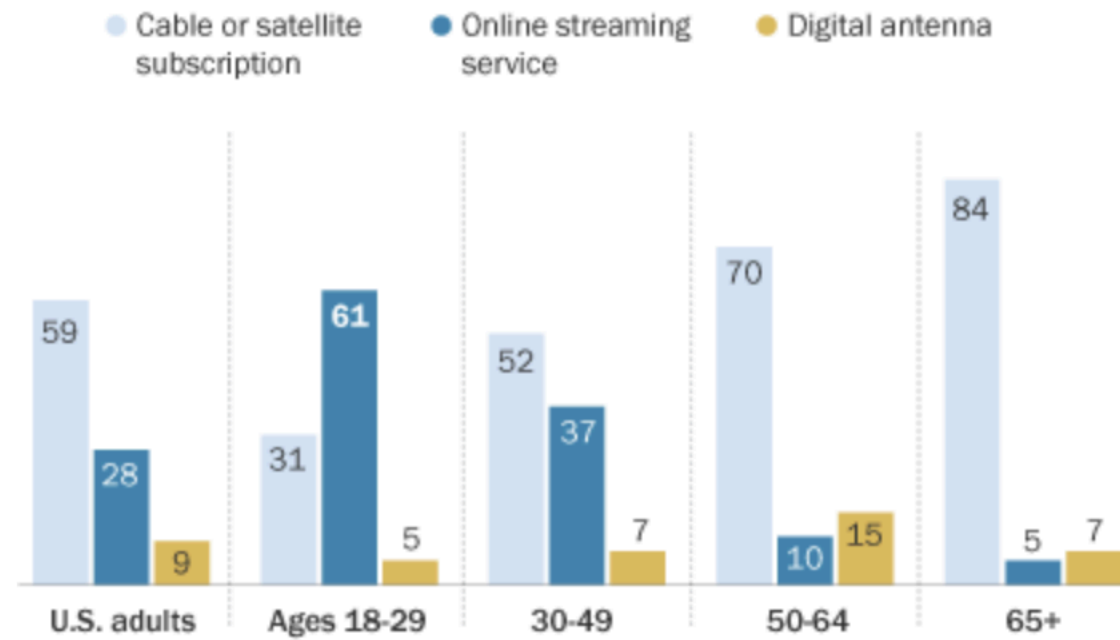
**Number of households not paying for TV services in North America in 2010 and 2021 (in millions)**





## Young adults use streaming services most to watch TV

*% of U.S. adults who say \_\_\_ is the primary way they watch television*



Source: Survey conducted Aug. 15-21, 2017.

PEW RESEARCH CENTER

## Business Model

<p>Key Partners </p> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• PBS</li> <li>• Local Content Creators</li> <li>• Local Partners</li> <li>• Educators</li> <li>• American Public Television</li> <li>• Independent lens</li> <li>• Technical vendors</li> </ul> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• AtIPBS staff</li> <li>• Marketing</li> <li>• Individual Giving</li> <li>• Underwriting</li> <li>• IT</li> </ul>	<p>Key Activities </p> <ul style="list-style-type: none"> <li>• On demand video library</li> <li>• Live TV broadcast</li> <li>• Live Event Streaming</li> <li>• Content acquisition</li> <li>• Content licensing</li> <li>• Content production</li> <li>• Fundraising</li> </ul>	<p>Value Propositions </p> <ul style="list-style-type: none"> <li>• Free and/or low membership price</li> <li>• Personalization</li> <li>• Access from Anywhere</li> <li>• Convenient</li> <li>• Safe content</li> <li>• Trusted brand</li> <li>• Educational materials and resources</li> </ul>	<p>Customer Relationships </p> <ul style="list-style-type: none"> <li>• Community connection and belonging</li> <li>• Personalization</li> <li>• Automation</li> <li>• Immersive storytelling</li> <li>• Engaged Learning</li> <li>• Cultural Understanding</li> <li>• Creative Expression</li> <li>• For Atlanta, By Atlanta</li> </ul>	<p>Customer Segments </p> <ul style="list-style-type: none"> <li>• Educators</li> <li>• Parents</li> <li>• Kids</li> <li>• Cultural explorers</li> </ul>
<p>Cost Structure </p> <ul style="list-style-type: none"> <li>• Video player</li> <li>• Content acquisition/licensing</li> <li>• Streaming capacity</li> <li>• Live streaming equipment</li> <li>• CMS</li> <li>• Hardware</li> <li>• Software</li> <li>• Development work</li> <li>• Prototyping</li> <li>• CRM integration</li> <li>• Content creation</li> </ul>		<p>Revenue Streams </p> <ul style="list-style-type: none"> <li>• Video pre-roll</li> <li>• Display advertising</li> <li>• Monthly Membership/subscription</li> <li>• Native advertising</li> <li>• Sponsorships</li> </ul>		

1.

## Business Objectives

A video-centric digital experience

- Showcases **Atlanta's creators** and brand-centric content.
- User-friendly platform that hosts PBS **educational** materials and resources
- A gateway for community, belonging and **connection**.
- Viable **revenue** generator

2.

## Create Digital Goals & KPIs

(Using Business Objectives)

- Grow audience
- Grow revenue
- **Universal access**

**KPIs:** Increase audience engagement, collect qualified leads, increase SEO ranking

3.

## Create & Implement Digital Strategy

4.

## Measure Performance