


Welcome!

**PBS Technology Conference 2001
and the
NAB 2001 Annual Convention**

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**Technology & Operations
Strategic Plan**

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Technology & Operations


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**Evolution of an
Entertainment Medium**

Act I **Broadcast Television, Birth – 70s**

Act II **Cable Television, 70s – 2000**
DTH – DBS

Act III **Your Television, 2000 – Beyond**
“Consumer Television”

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What is public broadcasting doing to prepare for consumer television?

- Creatively converting all local stations to digital
- Developing local and national multicast services to support and enhance its mission
- Expanding and enhancing local and national web sites
- Developing the interactive TV landscape
- Building relationships with cable to ensure carriage of our digital services

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How is PBS Technology & Operations supporting your digital mandate?

- Providing leadership on critical DTV standards, FCC rulemaking, developmental issues and funding support
- Re-designing the organization to support the 3-year plan and associated capital and operating expense budget
- Researching, analyzing and planning for the next generation of interconnection
- Developing a 3-year strategy plan: public broadcasting, anytime, anywhere, 24/7

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**Public Broadcasting:
Anytime, Anywhere, 24/7**


Strategic Imperatives:

- Ensure carriage on all platforms: digital broadcast, digital cable, DBS, satellite/interconnection, interactive television, internet and wireless
- Ensure 99% reliability across all platforms
- Ensure that PBS member stations transition to digital by 2003
- Participate in application trials and analysis for emerging technologies

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PBS T&O Objectives
FY2002 - 2004

- Control operational cost and increase efficiencies
- Broaden the relationship between PBS and member stations
- Achieve excellence in teaming across PBS business units

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PBS T&O Objectives
FY2002 - 2004


- Add value by leveraging the ability to deliver the broadest set of offers: technology, consulting, professional development, solutions, etc.
- Achieve “Best in Class” customer satisfaction
- Grow interconnection asset supported revenues
- Maintain high reliability across all distribution platforms

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Business Assumptions
FY2002 - 2004

Business Environment

- Analog Television will continue to be public broadcasting’s core business
- Existing multicast/SDTV packaged services will not greatly expand
- Online will continue to support and complement programming and promotional platforms

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**Business Assumptions
FY2002 - 2004**

Business Environment

- E-commerce/B2B activity will be minimal
- There will be no breakthrough datacasting application
- Consumer acceptance of digital TV will take significantly longer than anticipated; analog spectrum return: 2008 earliest

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**Business Assumptions
FY2002 - 2004**


Business Environment

- With launch of new satellite capacity, sales revenue will continue to be suppressed
- Digital technology sets up a distribution/control shift to decentralized model
 - Asset Management
 - ADDE

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**Business Assumptions
FY2002 - 2004**


- Cable and DBS subscriber base will grow by 3-5 million households
- Wireless applications will grow

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Operating Expense & Capital Budget, FY2002 - 2004

Investment Priorities

- Reliability
- DTV Transition (Stations and Braddock Place)
- Next Generation Interconnection
- Asset Management/Archiving
- Videostreaming

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Technology & Operations Organization Design

EDWARD CALECA
 Senior Vice President
 Technology & Operations

JOHN TOLLEFSON Vice President Chief Technology Officer	MICHAEL HUNT (Acting) Vice President Information Technology
GWEN WOOD Vice President Distribution Services & Operations	RALPH SCHUETZ Director Broadcast Admin & Program Management

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PBS T&O Organization Design

Vice President – Chief Technology Officer

- Broadcast engineering
- DTV Planning
- Strategic technology plan
- DTV professional development
- MSO/DBS technical support
- Equipment & funding consultation
- DTV transition station support
- Interconnection, current & future

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PBS T&O Organization Design

Vice President – Distribution Services & Operations

- Broadcast operations & Technical Services Engineering
- Satellite sales & services
- Channel management
- Interconnection asset and revenue opportunities



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PBS T&O Organization Design

Vice President – Information Technology

- Enterprise platform
- I.T. strategic plan
- Broadband technology platform
- Application/solutions support
- Communication/desktop platform



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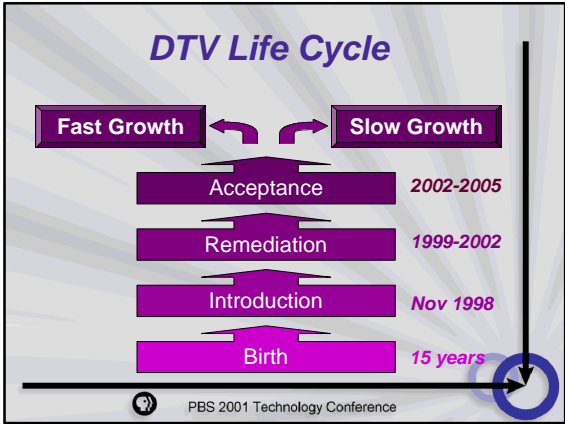
PBS T&O Organization Design

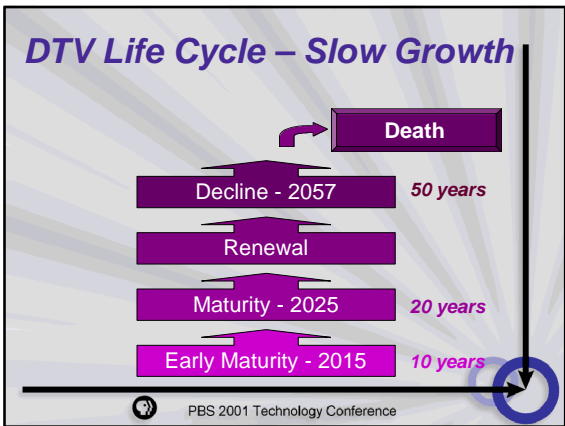
Director – Program Management & Administration

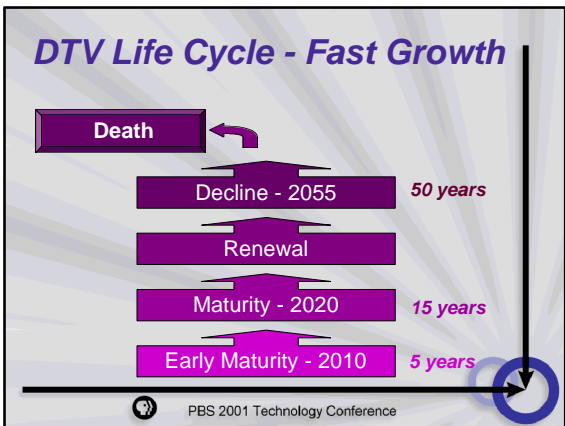
- Interconnection agreement/contract
- Budget management
- Station communications
- Technology Conference support
- Engineering committee liaison



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Thank You!



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