



PBS Technology Conference  
DTV-ATP Progress Report  
*April 2001*

Digital Television - Advanced Traffic  
& Programming Project (DTV - ATP)



---

---

---

---

---

---

---



---

Objectives

This session has the following three key objectives:

— *Session Objectives* —

- Provide an update on where we are in both the DTV-ATP project lifecycle and the Validation phase timeline
- Deliver information on the progress made to date
- Reiterate the problem statement and show how this initiative intends to address the issues around program trafficking and scheduling for Member Stations



---

---

---

---

---

---

---

---

Agenda

- DTV-ATP Project Overview
- Solution Scope
- Implementation Approach
- Wrap Up



---

---

---

---

---

---

---

---

Project Overview -  
DTV-ATP Imperative

**To develop a solution to address the key issues and requirements raised by PBS and the Member Stations associated with the Programming, Scheduling, Promotion/Underwriting, and Broadcast Operations Automation functions**

**Current Environment**

- Separate, non-integrated databases
- Manual Scheduling using spreadsheets
- No integration with member station solutions
- Numerous contacts to producers for similar information

➔

**Future Environment**

- Unified database available to member stations
- Automated support for schedule development
- Integration between DTV-ATP solution and member stations' trafficking and programming solutions
- Direct Access to programming database by producers

accenture PBS

---

---

---

---

---

---

---

---

Project Overview -  
Phased Approach

**The project consists of four phases spread over two years: Validation, Design, Implementation and Deployment**

**Phase I - Validation**

- Validate solution requirements
- Identify process change opportunities
- Select a qualified Software Vendor
- Update the high-level business case
- Develop go-forward Project Plan

**Phase II - Design**

- Business Model Requirements
- Refinement of Business Case
- Create System / Application Architecture
- Create Prototype
- Create Change Plan
- Create Deployment Plan

**Phase III - Implementation**

- Production-Ready Development, Execution, and Operations Architectures
- Participants and Instructor Training Guides
- System Test Model
- Application Built and Tested

**Phase IV - Deployment**

- Application Deployed within PBS and all User Groups
- Train Users
- Begin Measurement of Success Metrics
- Confirmation of Business Capability

accenture PBS

---

---

---

---

---

---

---

---

Project Overview -  
High Level Timeline

**Key activities for Phase I – Validation - over the six month period from November 2000 until April 2001.**

	November 2000	December 2000	January 2001	February 2001	March 2001	April 2001
<b>Process &amp; Strategy Alignment</b>	Today					
Define Process Architecture & Process Flows	[Bar]					
Conduct Station Site Visits	[Bar]					
Confirm Process Change & System Requirements	[Bar]					
Update High Level Business Case	[Bar]					
Future Strategy Impact Analysis	[Bar]					
<b>Software Selection</b>	[Bar]					
Screen Candidates	[Bar]					
Conduct Working Sessions	[Bar]					
Select Software Package	[Bar]					
<b>Communication &amp; Project Control</b>	[Bar]					
Project Management	[Bar]					
Communication	[Bar]					
Develop Interim Progress Report	[Bar]					
Regional Focus Group Meetings	[Bar]					
Develop Final Report	[Bar]					

Member Stations in Phase I include:  
 December 4th, PPTN, Hershey, PA  
 December 7th, WJZZ, Norfolk, VA  
 December 14th, KOPE, Portland, OR  
 December 19th, PTV, Des Moines, IA  
 January 4th, WGBH, Boston, MA  
 January 9th, APT, Boston, MA  
 January 16th, Sponsorship Group, New York, NY

3 Regional Focus Groups:  
 March 26th, WJZZ, Los Angeles  
 March 29th, WTTW, Chicago  
 April 5th, WETA, Washington D.C.

accenture PBS

---

---

---

---

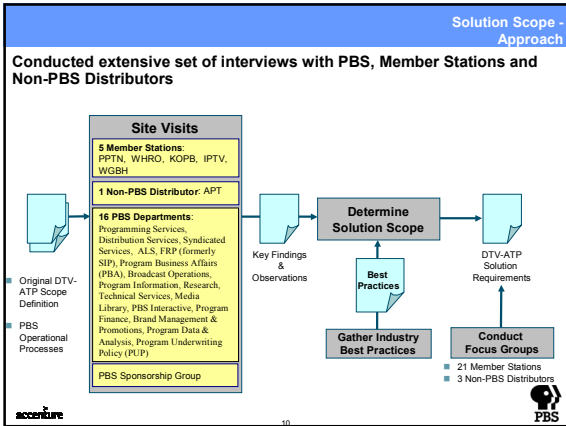
---

---

---

---






---

---

---

---

---

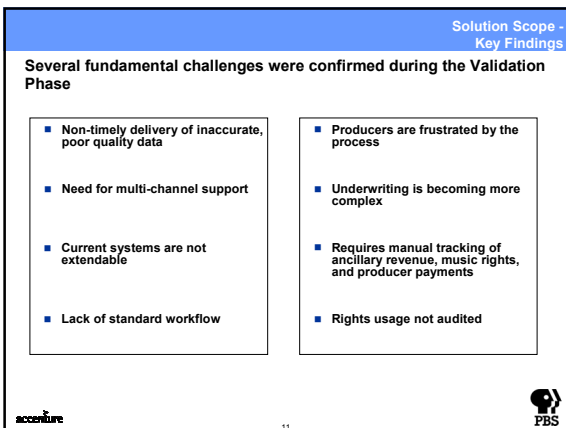
---

---

---

---

---




---

---

---

---

---

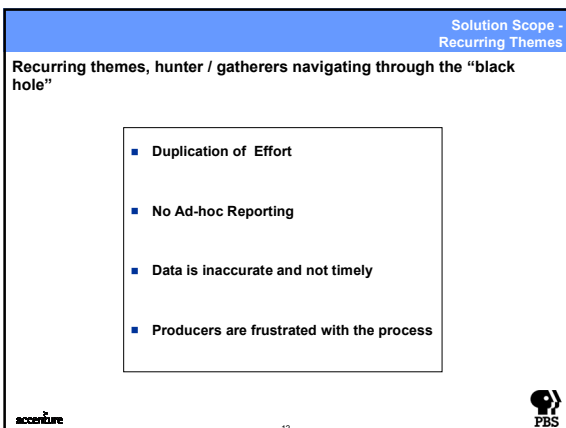
---

---

---

---

---




---

---

---

---

---

---

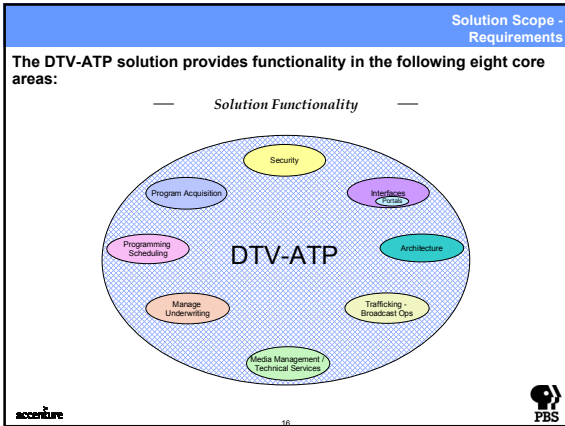
---

---

---

---






---

---

---

---

---

---

---

---

**Solution Scope - Requirements**

	Requirements Overview	Member Station Impact	User Groups
<b>Program Acquisition</b>	<ul style="list-style-type: none"> <li>Single data repository for program information AND metadata</li> <li>Availability of information - ON DEMAND</li> <li>Improve efficiencies - Eliminate Manual re-keying and workarounds needed to compensate for current system deficiencies</li> </ul>	<ul style="list-style-type: none"> <li>Direct, interactive, controlled access to the most recent data and information on programs, content and schedules</li> <li>More timely, accurate information eliminates manual re-keying and low-waited searching for key information</li> </ul>	<ul style="list-style-type: none"> <li>ALS</li> <li>Distribution Services</li> <li>Program Business Affairs</li> <li>Program Data &amp; Analysis</li> <li>Programming Services</li> <li>Programming Services</li> <li>SPS, FRP, Syndicated</li> <li>Member Stations</li> <li>Content Producers</li> </ul>
<b>Program Scheduling</b>	<ul style="list-style-type: none"> <li>Information level playing field. All schedule information, regardless of distributor, stored in one place</li> <li>Flexible. Easily searched, standardized format</li> <li>Multi-channel and automated Timezone Scheduling</li> <li>Alerts and warnings based on business rules</li> <li>Remote-access scheduling for Non-PBS distributors</li> </ul>	<ul style="list-style-type: none"> <li>Alert/warnings to information changes</li> <li>Uniform Access to all schedule information - regardless of distributor</li> <li>User Friendly. Easily searched, standardized format</li> <li>Increased information delivery speed allowing for advanced planning</li> </ul>	<ul style="list-style-type: none"> <li>ALS</li> <li>Distribution Services</li> <li>Non-PBS Distributors</li> <li>Programming Services</li> <li>SPS, FRP, Syndicated</li> <li>Member Stations</li> <li>Content Producers</li> <li>Non-PBS Distributors</li> </ul>
<b>Manage Underwriting</b>	<ul style="list-style-type: none"> <li>Single data repository for national underwriting contracts information, Sponsorship Group sales and PUP information</li> <li>Standardized format that allows for easy analysis and manipulation for reports generation</li> <li>Ability to track unsold underwriting credits</li> </ul>	<ul style="list-style-type: none"> <li>Access to timecoded information on underwriting credits for broadcast</li> <li>Single data repository for national underwriting information allowing for better advanced local underwriting sales</li> </ul>	<ul style="list-style-type: none"> <li>Program Data &amp; Analysis</li> <li>PBS Program Underwriting Policy</li> <li>Programming Services</li> <li>SPS, FRP, Syndicated</li> <li>Sponsorship Group</li> <li>Member Stations</li> <li>Non-PBS Distributors</li> </ul>
<b>Media Management Technical Services</b>	<ul style="list-style-type: none"> <li>Media &amp; space management - Ability to track the physical location, status and broadcast attributes for all program media acquired by PBS</li> <li>Missing media - Ability to generate status reports on asset location and attributes</li> </ul>	<ul style="list-style-type: none"> <li>Improved notification to producers and member stations for missing or late program tapes regarding technical issues related to program tapes</li> </ul>	<ul style="list-style-type: none"> <li>Media Library</li> <li>Technical Services</li> <li>Broadcast Operations</li> </ul>

accure 17

---

---

---

---

---

---

---

---

**Solution Scope - Requirements**

	Requirements Overview	Member Station Impact	User Groups
<b>Trafficking &amp; Broadcast Ops</b>	<ul style="list-style-type: none"> <li>Management of satellite inventory</li> <li>Generation of logs into multiple, printable formats</li> <li>Automated export of information to automation systems</li> <li>Alerts and warnings based on business rules</li> </ul>	<ul style="list-style-type: none"> <li>Interactively view all satellite schedules</li> <li>Generate traffic logs in multiple, printable formats</li> <li>Make re-need requests</li> </ul>	<ul style="list-style-type: none"> <li>Broadcast Operations</li> <li>Member Stations</li> </ul>
<b>Architecture</b>	<ul style="list-style-type: none"> <li>Consolidation of platforms - reduce risk associated with support</li> <li>Provides a fault resilient, stable architecture</li> </ul>	<ul style="list-style-type: none"> <li>Ubiquitous access. Provides standard web browser access for stations to enter, search, view and print data related to program information, program schedules and program underwriting</li> </ul>	<ul style="list-style-type: none"> <li>ALL PBS Departments</li> <li>Member Stations</li> <li>Content Producers</li> <li>Non-PBS Distributors</li> </ul>
<b>Interfaces Portals</b>	<ul style="list-style-type: none"> <li>XML-based, web-enabled interface capability</li> <li>Automated system to system interfaces. Information needed by external applications will be provided automatically</li> <li>Ingestion capability. The solution accepts information from a variety of sources, including the program pipeline DB and third-party content producers.</li> <li>Eliminate manual re-entry. No re-keying of information between systems is needed.</li> </ul>	<ul style="list-style-type: none"> <li>On demand information availability. Documents like program offers and preliminary schedules previously exported manually from PCB and NOLA will be provided upon request via a web interface.</li> </ul>	<ul style="list-style-type: none"> <li>ALL PBS Departments</li> <li>Member Stations</li> <li>Content Producers</li> <li>Non-PBS Distributors</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>Single sign-on. Using PBS Connect Authentication functionality to allow registered PTY personnel access to the application based on unique username and role.</li> <li>Users will not need to remember an additional username and password to access the system.</li> </ul>	<ul style="list-style-type: none"> <li>Controlled Access. Access to the solution based on unique username and role, facilitated by single sign on</li> </ul>	<ul style="list-style-type: none"> <li>ALL PBS Departments</li> <li>Member Stations</li> <li>Content Producers</li> <li>Non-PBS Distributors</li> </ul>

accure 18

---

---

---

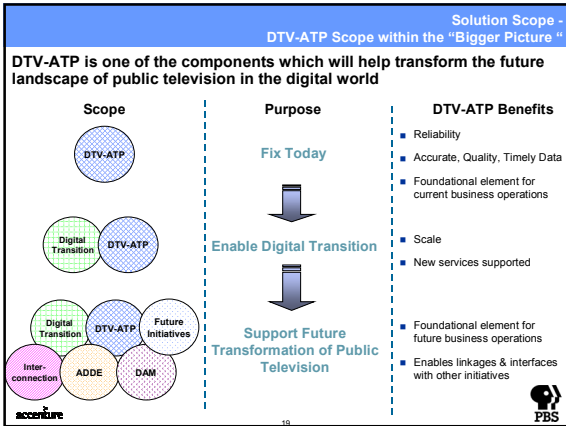
---

---

---

---

---




---

---

---

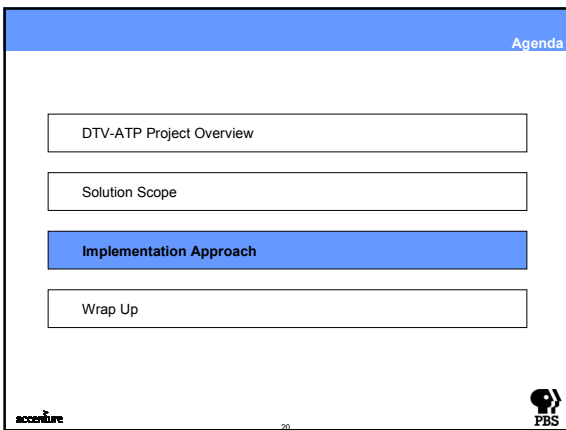
---

---

---

---

---




---

---

---

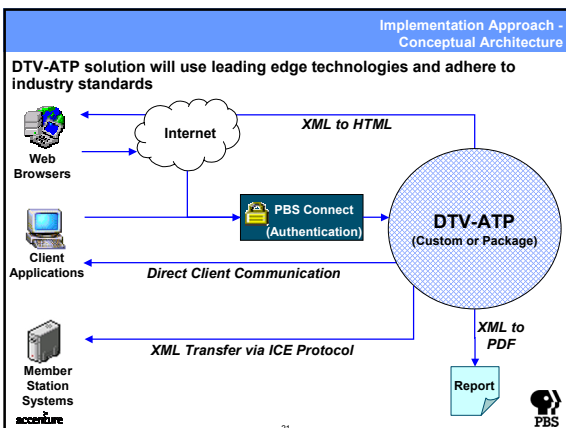
---

---

---

---

---




---

---

---

---

---

---

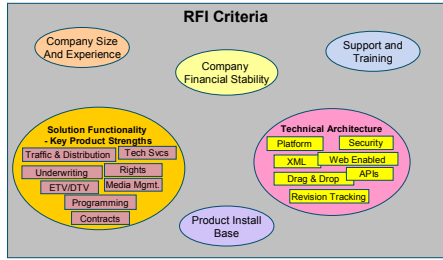
---

---





The RFI was distributed to each of the ten Vendors




---

---

---

---

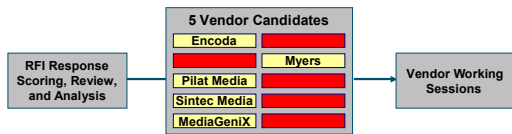
---

---

---

---

Vendor responses were evaluated and five were eliminated. The remaining five were invited to participate in a working session




---

---

---

---

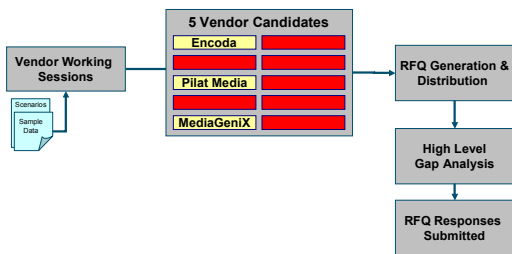
---

---

---

---

After the working sessions, the top five were pared down to three candidates




---

---

---

---

---


---

---

---

**Implementation Approach -  
Software Selection Process : Final Candidates**

**The three final candidates' RFQ responses are being evaluated to select a preferred Vendor**




**Encoda Systems**  
 Founded in Q3, 2008 from the merger between Enterprise Systems and Columbine. Encoda has 1000 full time employees of which 600 are US based. Office locations are in: Denver, Colorado Springs, Memphis, NY, NJ, UK, Canada, Australia

**Notable Clients of the Vision product are:**

- Universal Studios, UK
- Turner Broadcasting Systems, Europe
- TV3, Television Network, UK
- Disney Channel, CA
- AFRTS, USA

**USA Presence**

- US support location
- No US development location




**MediaGenix**  
 Founded in 1992 as OO Partners and then formed MediaGenix after VC round in 1997. Currently has 70 employees based in two locations: Brussels, Belgium and London, UK

**Notable Public Service Broadcasting Clients of the What's On product are:**

- NRK (Norway)
- TV2 and DR (Denmark)
- WDR and BR (Germany)
- YLE (Finland)
- Kanal 5 (Sweden)
- FlexTech / Telewest (UK)

**USA Presence**

- No US support location
- No US development location



**Pilat Media**  
 Founded five years ago, parent company Pilat Technologies founded in 1975. Pilat Media has 100 full time employees. Office locations are: UK, Tel Aviv, USA - NJ (Year 2001)

**Notable Clients of the IBMS product (Integrated Broadcast Management System) are:**

- BSkyB, UK
- SkyLatin America
- Yes, Israel
- MTV Europe
- Fox Sports

**USA Presence**

- No US support location
- No US development location

28

---

---

---

---

---

---

---

---

---

---

---

---

**Agenda**

DTV-ATP Project Overview

Solution Scope

Implementation Approach

Wrap Up

29

---

---

---

---

---

---

---

---

---

---

---

---

**Wrap-Up**

**The Core Team has completed the scope of work for the Validation phase**

**The purpose of the Validation phase was to:**

- **Validate** the original scope, issues and assumptions
- **Develop** Solution Scope
- **Revise** the cost and benefits associated with the new validated scope
- **Select** a qualified Vendor to help implement this scope in a timely manner

**Phase I - Validation**

- ✓ Validate solution requirements
- ✓ Identify process change opportunities
- ✓ Select a qualified Software Vendor
- ✓ Update the high-level business case
- ✓ Develop go-forward Project Plan

**Phase II - Design**

- Business Model Requirements
- Refinement of Business Case
- Create System / Application Architecture
- Create Prototype
- Create Change Plan
- Create Deployment Plan

**Phase III - Implementation**

- Production-Ready Development, Execution, and Operations Architectures
- Participants and Instructor Training Guides
- System Test Model
- Application Built and Tested

**Phase IV - Deployment**

- Application Deployed within PBS and all User Groups
- Train Users
- Begin Measurement of Success Metrics
- Confirmation of Business Capability

30

---

---

---

---

---

---

---

---

---

---



---

---

Wrap-Up

The final task for this phase is to present the findings and final recommendation to:

- DTV-ATP Executive Steering Committee
  - 4pm April 22, Las Vegas
  
- CPB & All interested parties
  - Final report due April 30

 31 

---

---

---

---

---

---


---



---

Wrap-Up

For additional information on the project, please contact...

**Michael Hunt**  
**PBS DTV-ATP Project Manager**  
**703.739.5052**



 32 

---

---

---

---

---

---

---

---