

HPA 2013 Broadcasters Panel

John McCoskey

CTO, Public Broadcasting Service

Be more.



PBS.

PBS Update / Stats

- 90% of US households watch PBS ¹
- 120 million viewers / month ²
- 1.34 average primetime rating, up 1% ³
- 82% of kids 2~8 watched PBS last season ⁴
- 6 of the top 10 programs for kids 2~5 ⁵
- Full-day demographics match overall US population with respect to ethnicity, education and income ⁶
- Most trusted television news source ⁷



Initiatives

- MPEG-4 transition / DVB-S2 w/ carrier ID
- Media/workflow automation
- Non-Real-Time distribution
- Operations facility renovation
- Diversity, Disaster Recovery & Maintenance Site

WARN & M-EAS

- Warning Alert & Response Network
 - Redundant path to CMSPs for alert messaging
 - NCE FCC licensees must carry CMAC messages
 - Infrastructure hardening (phase 2)
- Mobile EAS
 - Leveraging Mobile DTV for emergency alerting
 - Rich media (amber photos, evacuation routes, etc)
 - ATSC standard out for ballot

Beyond Broadcast

- 190 million video streams per month
 - 16.5 min / video
 - 31 million unique visitors per month
 - 70% to mobile platforms
 - 45% of ALL kids video consumed
 - Pbskids.org #1 kids site for videos viewed



Challenges

- Sequestration impact on stations
- Station capital refresh
- Spectrum auction & repack
- Physical archive preservation

Opportunities & Future

- FoBTv
- Ultra-HD
- ATSC 3.0 / DTV-2
- Cloud-based infrastructure
 - Distribution / media management
 - Station refresh