

Lessons Learned: CBC

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Manager
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Overview

- **User Value**
Rational for installing your widget
- **Lifecycle Management**
Prolonging the life of your widget
- **Adapting to Change**
Meeting changing needs over time

Canadian Broadcasting Corporation (CBC)

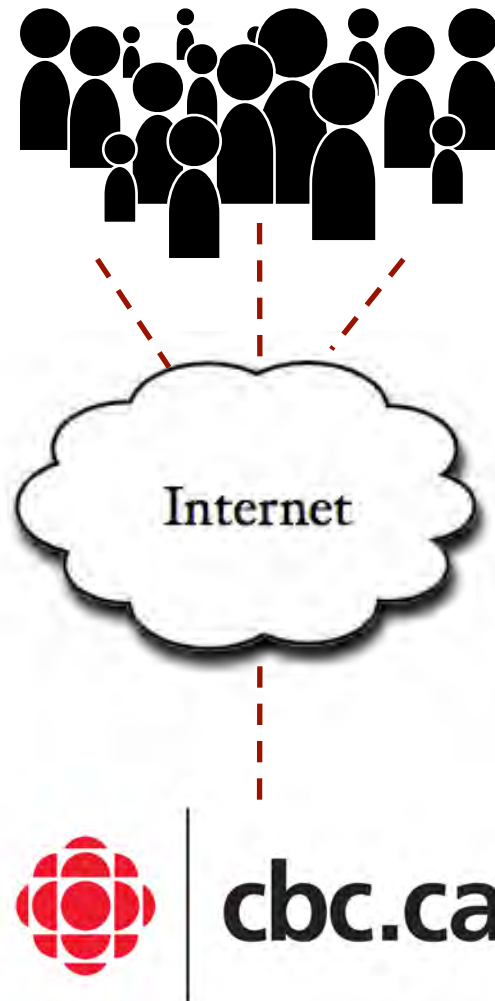


- Established in 1936
- Canadian cultural institution
- 8,000+ employees
- 27 regional offices nationwide
- 14 foreign bureaus
- Radio, television, Internet, mobile, and satellite
- Services in English, French, and 8 Aboriginal languages across Canada and around the world
- Primary English Internet service: CBC.ca

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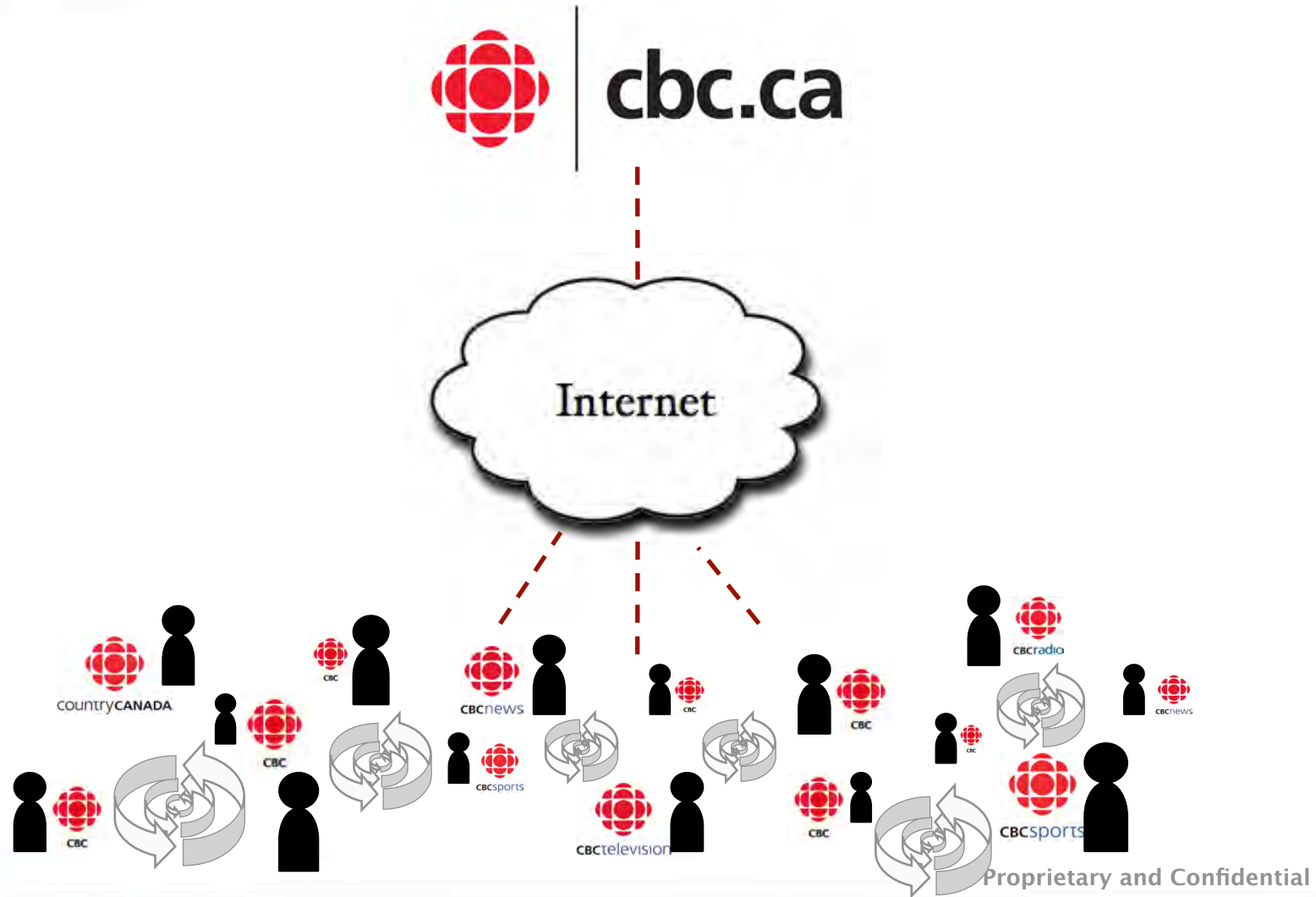


Changing Media Space



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Changing Media Space



- **User Value**

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Sources of User Value

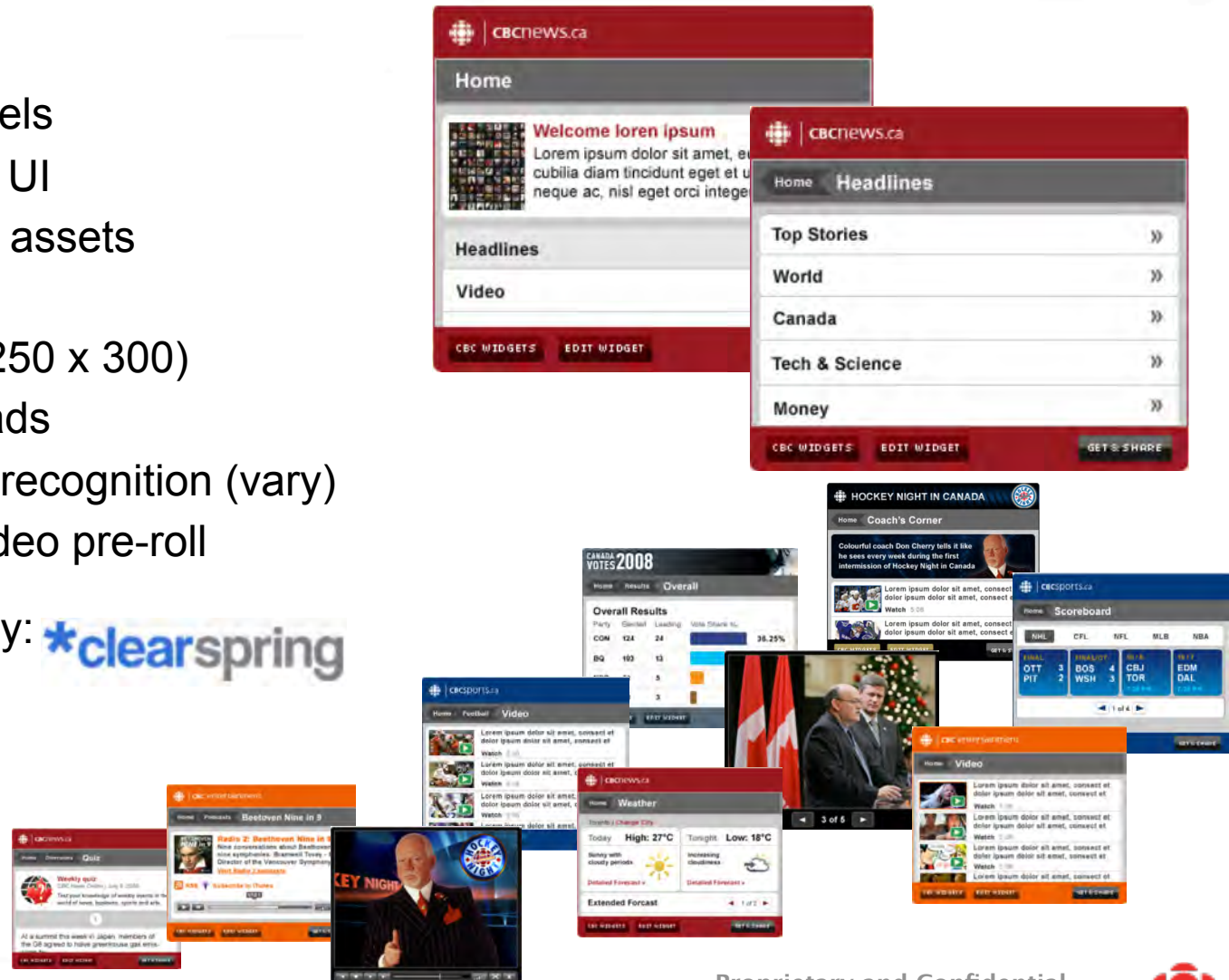
- **Quality**
 - More than a promo
 - Satisfies a need
- **Relevance**
 - Meets individual needs
- **Performance**
 - Consistently fulfils its promise
 - Meets user expectations

Sources of User Value: CBC

- **Quality**
 - Brand reputation for quality & integrity
 - Rich content mix in-widget
- **Relevance**
 - User control & customization
- **Performance**
 - Enhanced control for internal stakeholders
 - Lasting connection between CBC & users

CBC Widget Template

- Flash
- 250 x 300 pixels
- Standardized UI
- Prefabricated assets
- Monetized:
 - Flip ad (250 x 300)
 - Display ads
 - Sponsor recognition (vary)
 - Audio/Video pre-roll
- Syndication by: 



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✓ User Value

Rational for installing your widget

- **Lifecycle Management**

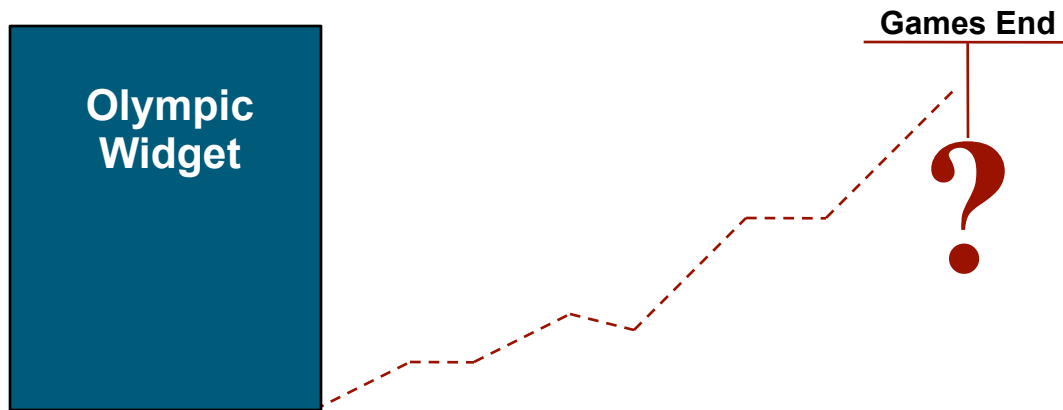
Prolonging the life of your widget

- **Adapting to Change**

Meeting changing needs over time

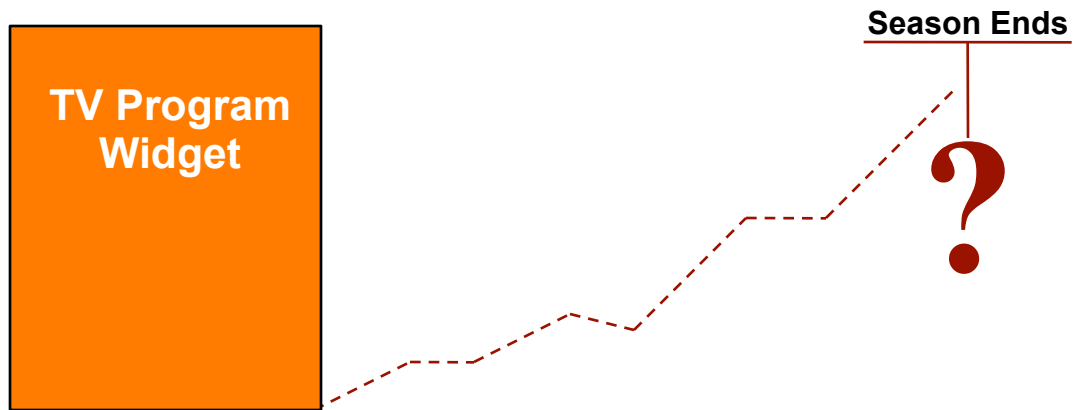
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Lifecycle Challenge



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Lifecycle Challenge



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Lifecycle Challenge

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My Inspiration...



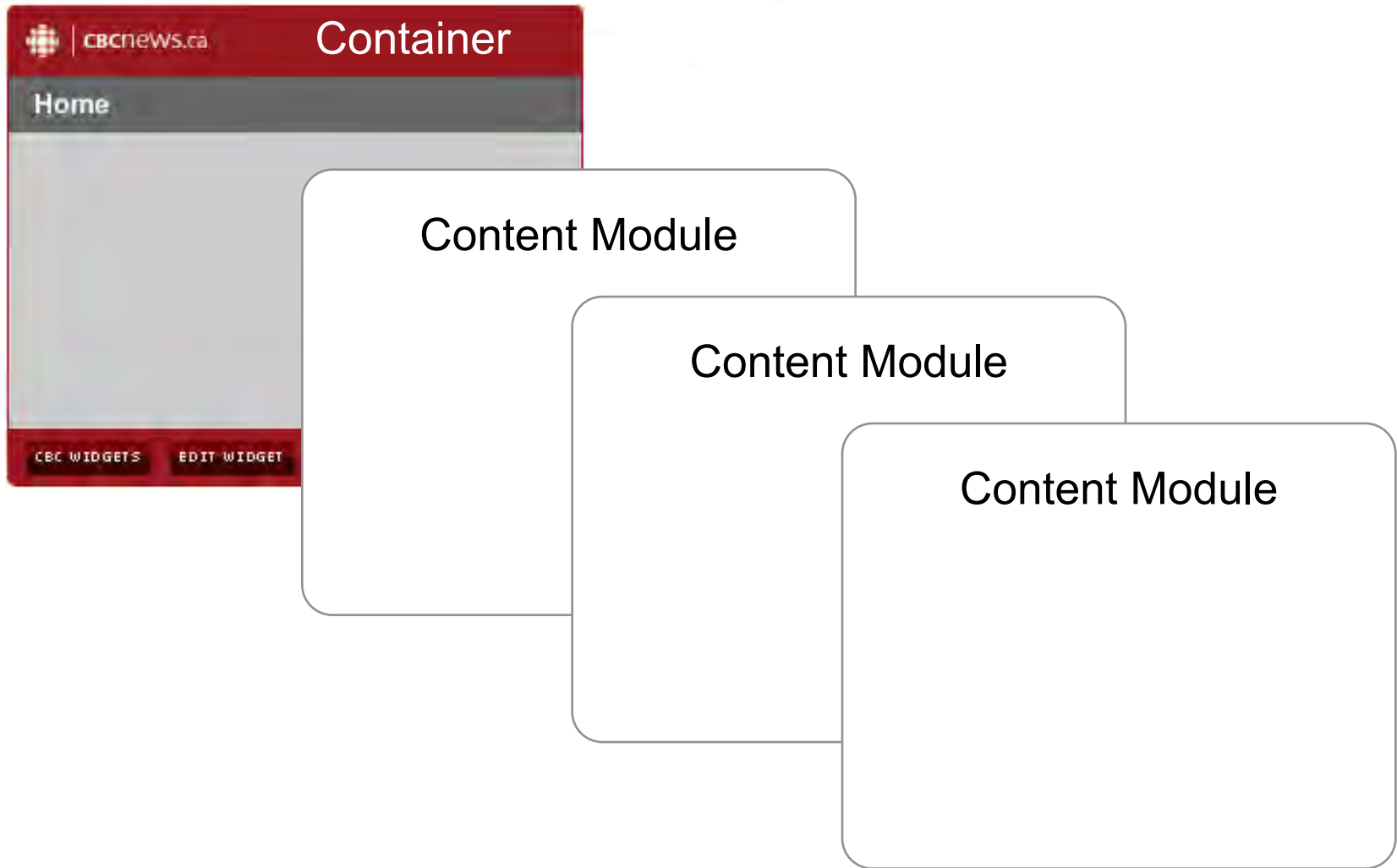
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Standard Approach



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Modular Approach



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Announcements

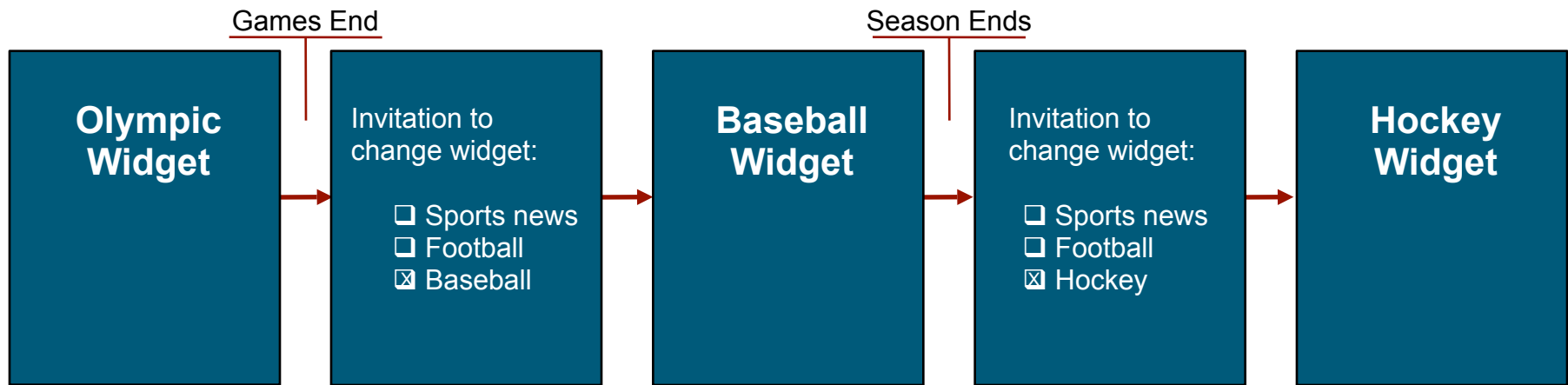
The screenshot shows a widget for CBC Sports with a blue header containing the logo and 'CBCSports.ca'. Below the header is a navigation bar with 'Home' and 'Hockey'. The main content area features an announcement with a small image of a hockey player, the title 'Announcement title', and a 'Close' button. Below the announcement is a 'Presented by' field and a 'Coach's Corner' section with a right-pointing arrow. At the bottom, there are three buttons: 'CBC WIDGETS', 'EDIT WIDGET', and 'GET & SHARE'.

The screenshot shows a widget for CBC Sports with a blue header containing the logo and 'CBCSports.ca'. Below the header is a navigation bar with 'Home' and 'Hockey'. The main content area features a 'Presented by' field, followed by a list of items: 'Coach's Corner', 'Hockey Night Coast to Coast', and 'After Hours', each with a right-pointing arrow. At the bottom, there are three buttons: 'CBC WIDGETS', 'EDIT WIDGET', and 'GET & SHARE'.

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Transitioning Users



Benefits

- Expanded lifespan
- Ability to communicate to users
- Easy user transitioning
- Increased flexibility & control
- Enhance relevance
- Greater depth of choice

- ✓ **User Value**

Rational for installing your widget

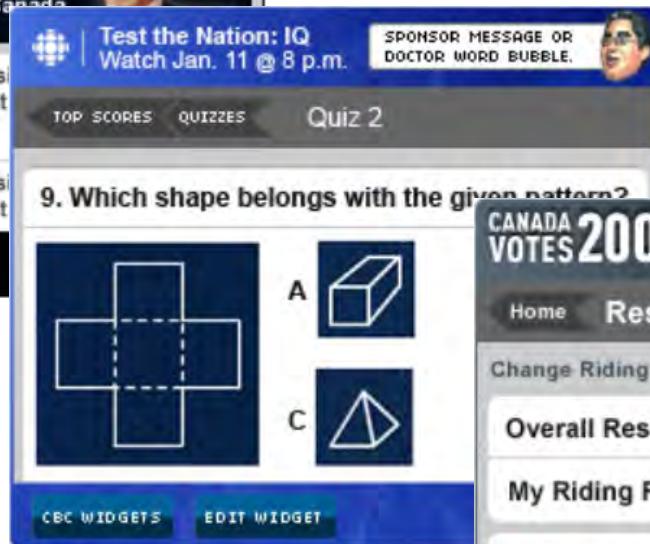
- ✓ **Lifecycle Management**

Prolonging the life of your widget

- **Adapting to Change**

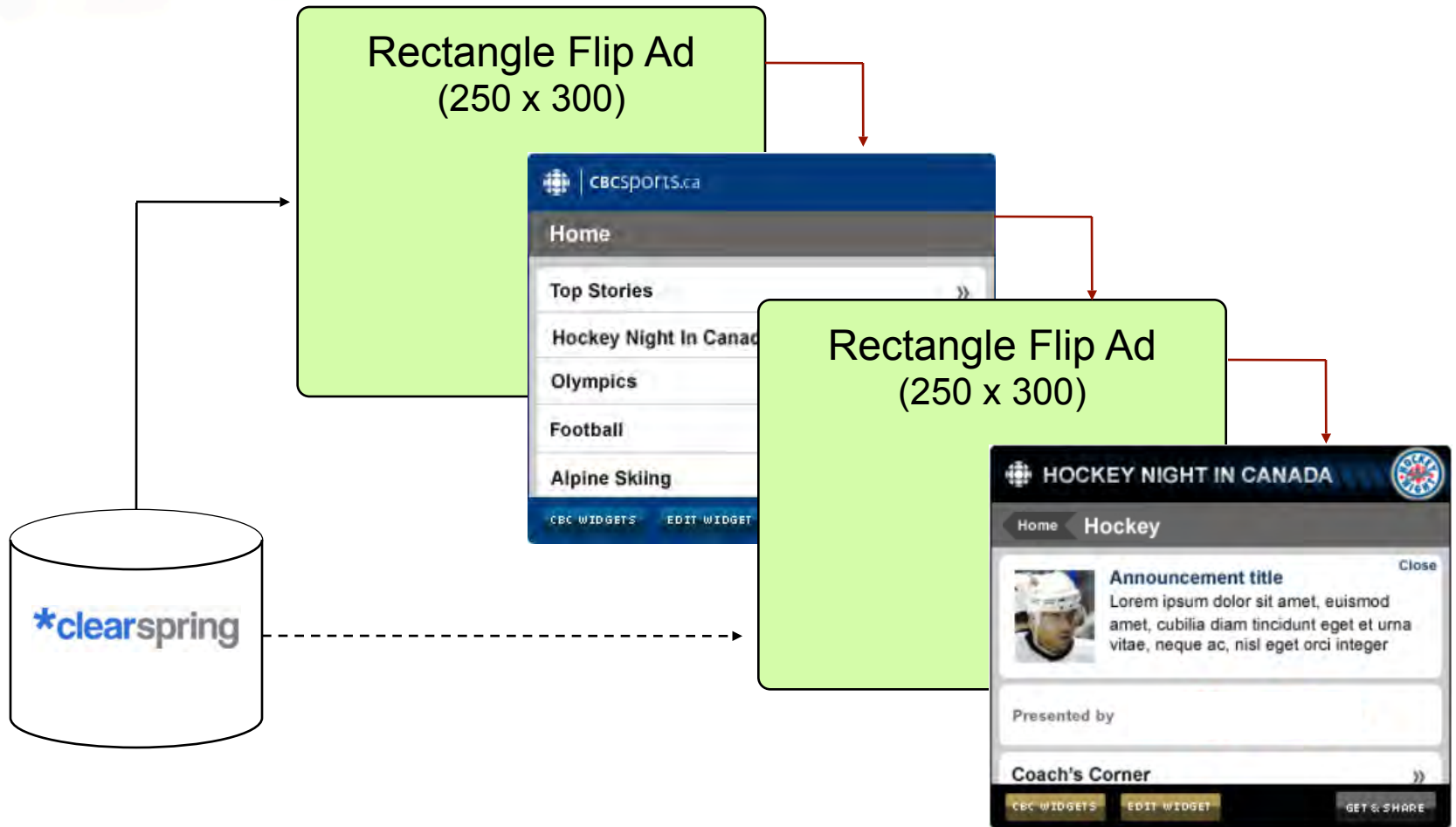
Meeting changing needs over time

Custom Skins



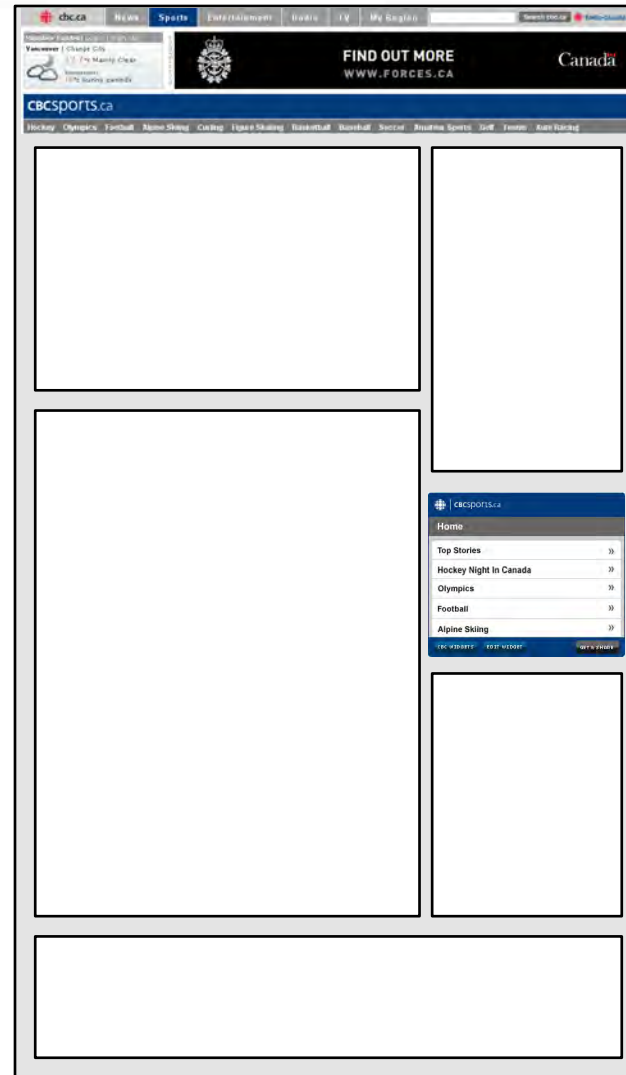
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Tiered Advertising



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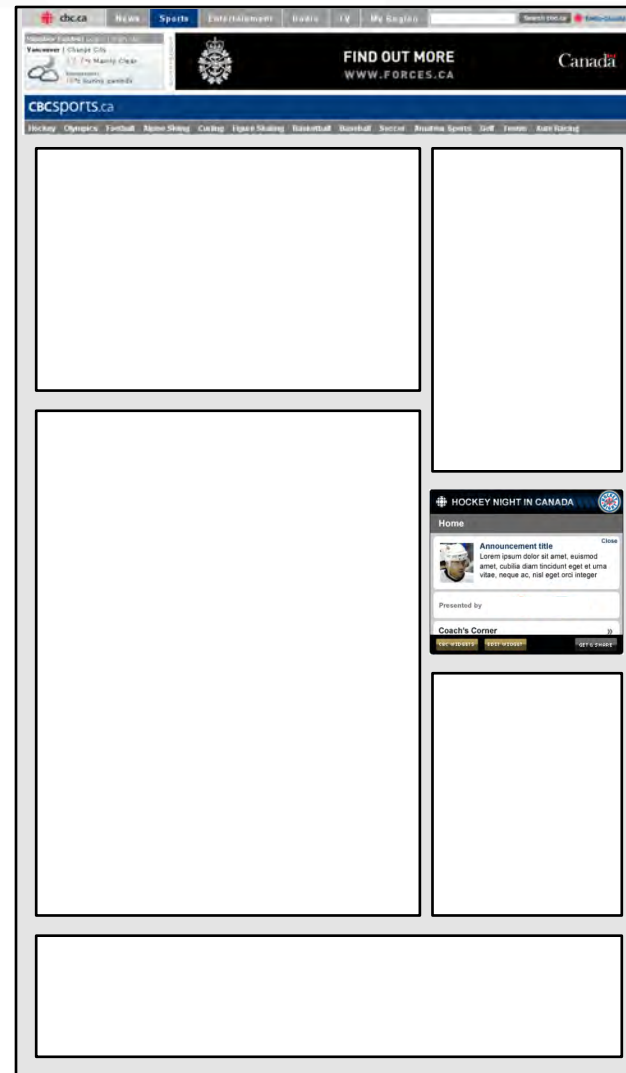
Seeding in Context



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Seeding in Context



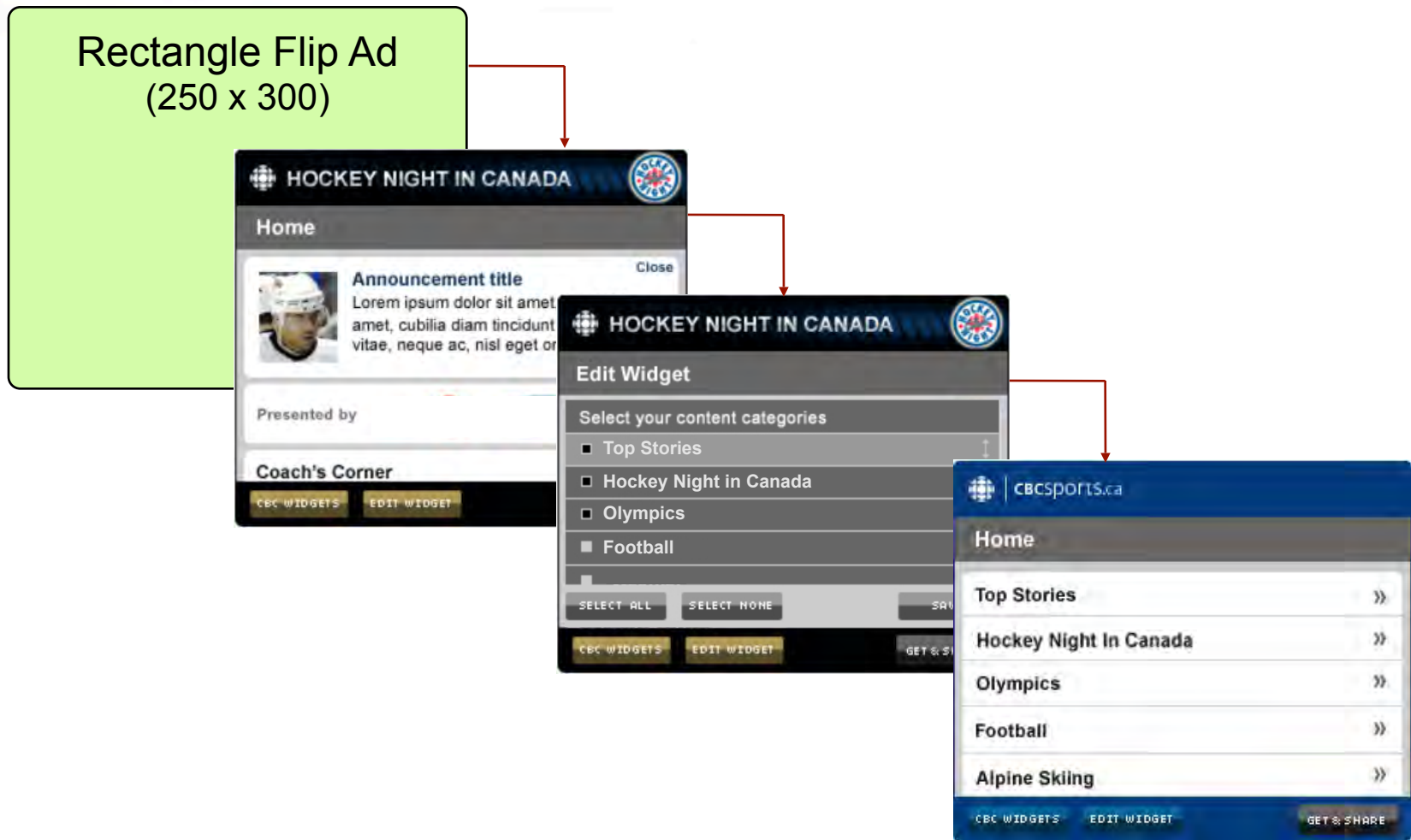
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Seeding in Context

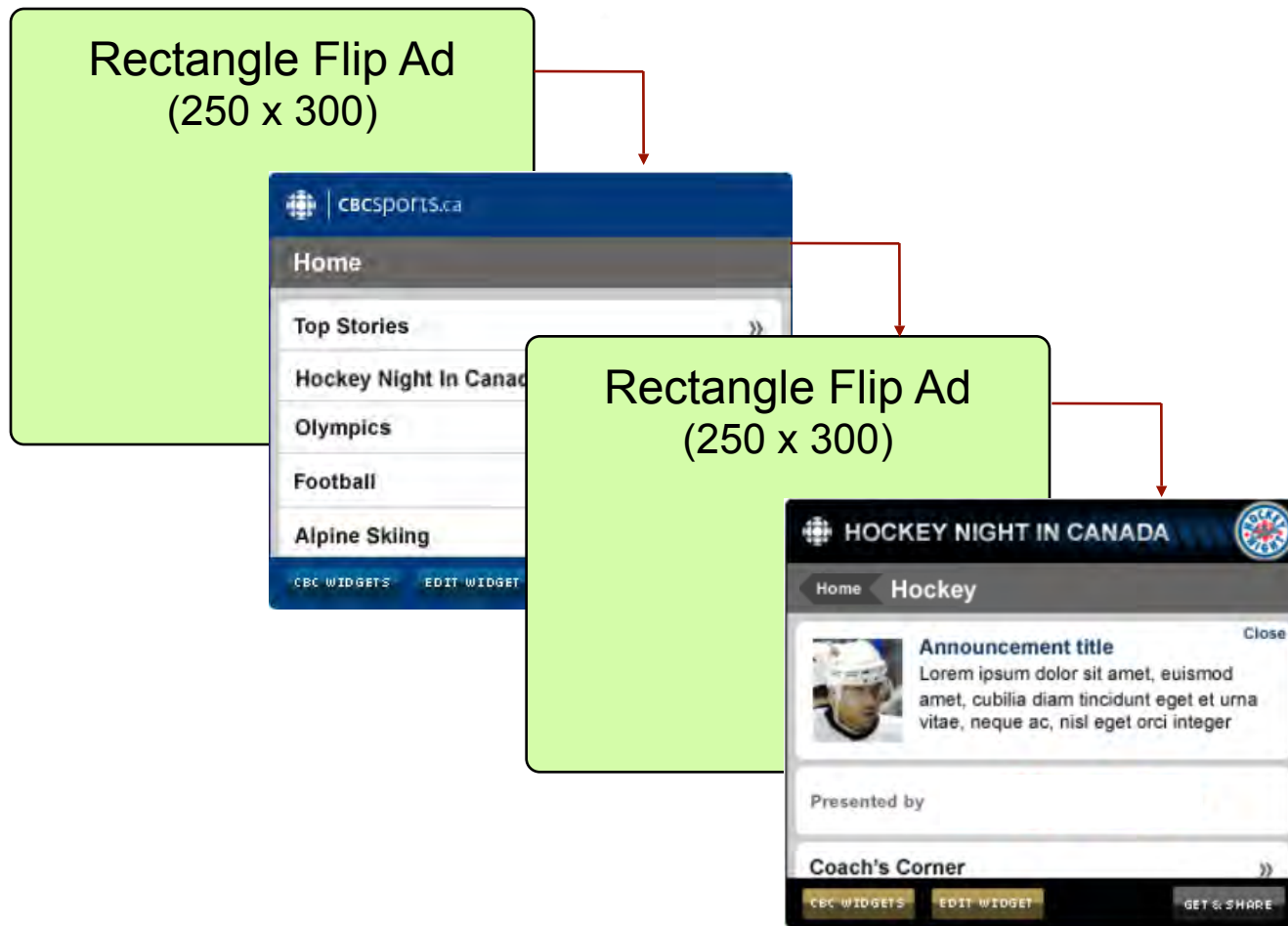


Seeding in Context



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Seeding in Context



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Benefits

- Brand control
- Tiered advertising & sponsorship
- Seed modules in context
- Increased flexibility & control
- Uninterrupted connection to CBC with a rich content mix that's personalized

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Summary

- **User Value**
Rational for installing a widget & maximize earning potential
- **Lifecycle Management**
Prolonging the life of your widget
- **Adapting to Change**
Meeting changing needs over time

Contact

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