ResearchChannel

American Meteorological Society

October 16, 2008

Phillippa Kassover
Senior Director
Thank you!

To AMS for joining ResearchChannel

To Executive Director Keith Seitter for his support in his July 2008 letter to AMS members

And To Walter Lyons for all his work to connect ResearchChannel and AMS
ResearchChannel was founded by a consortium of leading research universities and organizations to bring the work of their researchers and scholars to a national and global audience.

Our channel provides a voice to the Research and Education community that is not mediated or filtered in any way – it is your channel and we encourage you to use it!
Our Members

- American Meteorological Society
- Arizona State University
- California State University, Monterey Bay
- George Mason University
- Howard Hughes Medical Institute
- IBM Corporation
- Indiana University
- Internet 2
- Loma Linda University
- Microsoft Research
- National Institutes of Health
- National Science Foundation
- National University of Singapore
- Stanford University Medical Center
- Texas A&M University
- Tulane University
- University of Alaska, Fairbanks
- Texas A&M University
- Tulane University
- University of Alaska, Fairbanks
- University of California, San Diego
- University of Chicago
- University of Hawaii
- University of Kentucky
- University of Maryland, Baltimore County
- University of Maryland, College Park
- University of Michigan
- University of Pennsylvania
- Universidad de Puerto Rico
- University of Virginia
- University of Washington
- University of Wisconsin, Madison
- Virginia Tech
- Yale University
Over 4000 programs available - on technology...

Technology Month: Perspectives from the Field
Throughout January, Research Channel highlights a range of programs that offer an insider’s view of the latest developments in technology and their applications.

Watch this week’s selections

Featuring Microsoft’s BEHIND THE CODE
Jim Gray
Monday Jan. 14 at 9 p.m. PT
Episode re-airs Wednesday and Thursday at 9 p.m. PT

Indo-US Science & Technology Forum: Nanotechnology
International experts discuss how atomic and molecular research is spurring the creation of new products in traditional industries.
Click to watch this program

Privacy: Reconciling Reality
Learn more about new laws intended to safeguard our privacy in the digital era, and who is impacted by this legislation.
Submit Everything About You
Watch this program now
Over 4000 programs available - on health and medicine…

Stem Cells and the End of Aging
Could stem cells hold the key to halting aging and treating related diseases?

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

Inside Access: Brain Aneurysms
Follow three University of Washington neurosurgeons as they treat patients suffering from threatening aneurysms in this 30-minute program.

Testing New Drugs: Are People Guinea Pigs?
What ethical issues surround the testing of new drugs in clinical trials before bringing them to market?

Microbes: Friend or Foe
You’ve probably heard about the dangers of microbes such as anthrax, but what about other microbes — the ones that play a critical role in sustaining life?
Over 4000 programs available - on important issues of the day…

From Mesopotamia to Iraq: Historical Perspectives on the Middle East
Scholars reveal the rich history of Iraq and Mesopotamia, home to the world’s first known civilization.

Deadly Arsenals: How Did Things Get so Bad?
UVA NewsMakers presents an up-to-date and comprehensive assessment of global proliferation.

Is Arab-Israeli Peace Possible?
Public policy scholar Aaron David Miller discusses his views on whether peace is achievable in the region.

A Few Drops in Cambodia: Stories from a Relief Effort
How has Cambodia’s tragic history of genocide impacted the country’s health care infrastructure to this day, and who can help those in need of treatment?
Over 4000 programs available - on science and discovery...

Endless For Most Beautiful
Dr. Sean B. Carroll explains how

Into the Fire:
The Science Behind the Flames
With the devastation of recent wildfires in Southern California, the human aspect of fire has become all too real. "Wildfires: Issues and Research" explores the human dimension and challenges of fire management in the West.

The Hurricane-Climate Connection
New research presented by the American Meteorological Society suggests that hurricanes could contribute to global warming.

Dust in Time:
A Solar System Mystery
What can NASA's Stardust Mission tell us about the formation of the solar system? Watch this program now!

Secrets of the Springs
Come along on a scientific expedition to the thermal waters of Nevada and California in UNLV's "Behind the Research: Study of a Model Hot Spring." Watch this program now!
Ongoing expansion on cable, satellite

Television households reached:

- Cable: 14.7 million (up 1.5 M)
- Echostar: 13.8 million (up .2 M)
- VOD: 7 million (up 3.3M)

Total: 35.5 million (up 5 M)
(one-third of all American homes)
Video on demand via cable

Increase from 3.7 to over 7 Million households receiving ResearchChannel VOD programming in the past year
U.S. Television Distribution ::
New Retransmission Markets

600,000 new subscribers since August 1
We’re at the forefront of a growing trend

- Online TV viewership is up: double 2006 figures
- 20% of all Internet users watch TV online
- The top ways to watch are webstreaming and via podcast
Online distribution (first 6 months 2008)

- Web site visits 2.2 million
- Videos accessed 3.5 million
  - Podcast downloads 2.1 million
  - Videos viewed online 1.4 million
AMS Programs

AMS currently has six programs

Our policies:

All are broadcast at least 10 times in the first year

All will be broadcast again in the second and future years

If the programs are popular (e-mail and web traffic) they will be broadcast in subsequent years
### AMS programs

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Podcast</th>
<th>VOD</th>
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<tbody>
<tr>
<td>Q3, 2008</td>
<td>8,681</td>
<td>389</td>
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<tr>
<td>Q2, 2008</td>
<td>6,975</td>
<td>288</td>
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<tr>
<td>Q1, 2008</td>
<td>4,120</td>
<td>171</td>
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<tr>
<td>Q4, 2007</td>
<td>253</td>
<td>771</td>
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<tr>
<td>Q3, 2007</td>
<td>20</td>
<td>338</td>
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<tr>
<td>Q2, 2007</td>
<td></td>
<td>919</td>
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<tr>
<td>Q1, 2007</td>
<td></td>
<td>726</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>20,049</strong></td>
<td><strong>3,602</strong></td>
</tr>
</tbody>
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Producing programs for ResearchChannel

- ResearchChannel requires broadcast–quality video programming
  - Good quality audio
  - Good lighting
  - Integration of presentation slides
  - FCC Broadcast requirements

- Please e-mail me for more information:
  - kassovery@researchchannel.org
  - kassovery@washington.edu
Marketing Your Programs

- Traditional Media Outreach
- New Media Engagement
- TV Guide
- Special Interest Groups:
  - Teachers and Students
  - Professional Societies
  - Government agencies
Thank you,
please let us know how we can work together!

Phillippa Kassover
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