

TV with an API

Current at the Collision of TV and the Internet

UX Week 2008

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current...

TV? Like *real* TV?



video intro was here

Get some background at: <http://current.com/s/about.htm>

current.tv

// circa august 2005

TV should be a two-way communication
with the audience creating and choosing
what they want to see.

current.tv

// circa august 2005

Making user-generated content into compelling television

- Focus on video producers
- Reward the best of them
- Rejected half of uploads ☹️
- 30% of TV is viewer-created

The image displays two screenshots of the current.tv website interface. The top screenshot shows the 'move your feet' video player with a pixelated character and a 'shuffle' playlist featuring videos like 'a cat without words', 'tribute', and 'door locked open'. The bottom screenshot shows the 'studio blog' with a post titled 'Get your 8 bits moving' by Anastasia, dated 10:23pm. The blog post includes a video player and a description of 8-bit breakdancing robots. Below the blog post are several navigation and utility links: 'VC² toolbox' (Get better at making video), 'assignments' (Jump into the assignment desk), 'upload' (Share your video with the Studio), and 'greenlight' (Come watch videos in the screening room). The website also features a search bar, navigation menu, and user profile information.

What did we learn?

// circa august 2005

This wasn't **open** enough,
distributed enough or **big** enough

A large, diverse crowd of people is gathered for a festival or concert. Many individuals have their arms raised, some holding up mobile phones to capture photos or videos. The scene is filled with energy and a sense of community. In the background, a blue double-decker bus is visible on a city street. The text "include everybody" is overlaid in white on a dark horizontal band across the center of the image.

include everybody

current.com

// circa october 2007

Instead of making a platform for
TV participation...

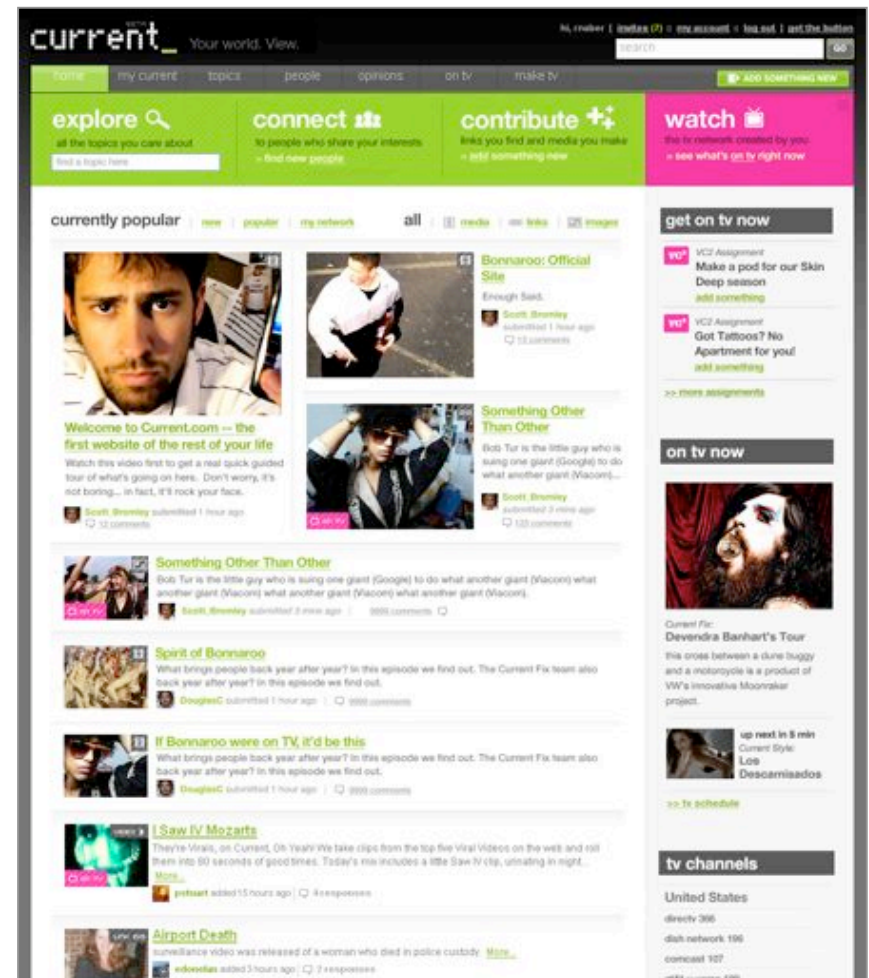
Make a platform for *all* kinds of
participation and put the best on TV.

current.com

// circa october 2007

What's the next evolution of news for young adults?

- Not just about video
- Social news frontpage
- Editors meet algorithms
- Lots of easy ways to participate



A silhouette of a person sitting on a bed in a dark room, looking out a window. The person is centered in the frame, with their back to the camera. The window behind them is brightly lit, creating a strong backlight effect. The bed is covered with a light-colored sheet, and the overall atmosphere is quiet and contemplative.

What about TV?

news

viewer uploads

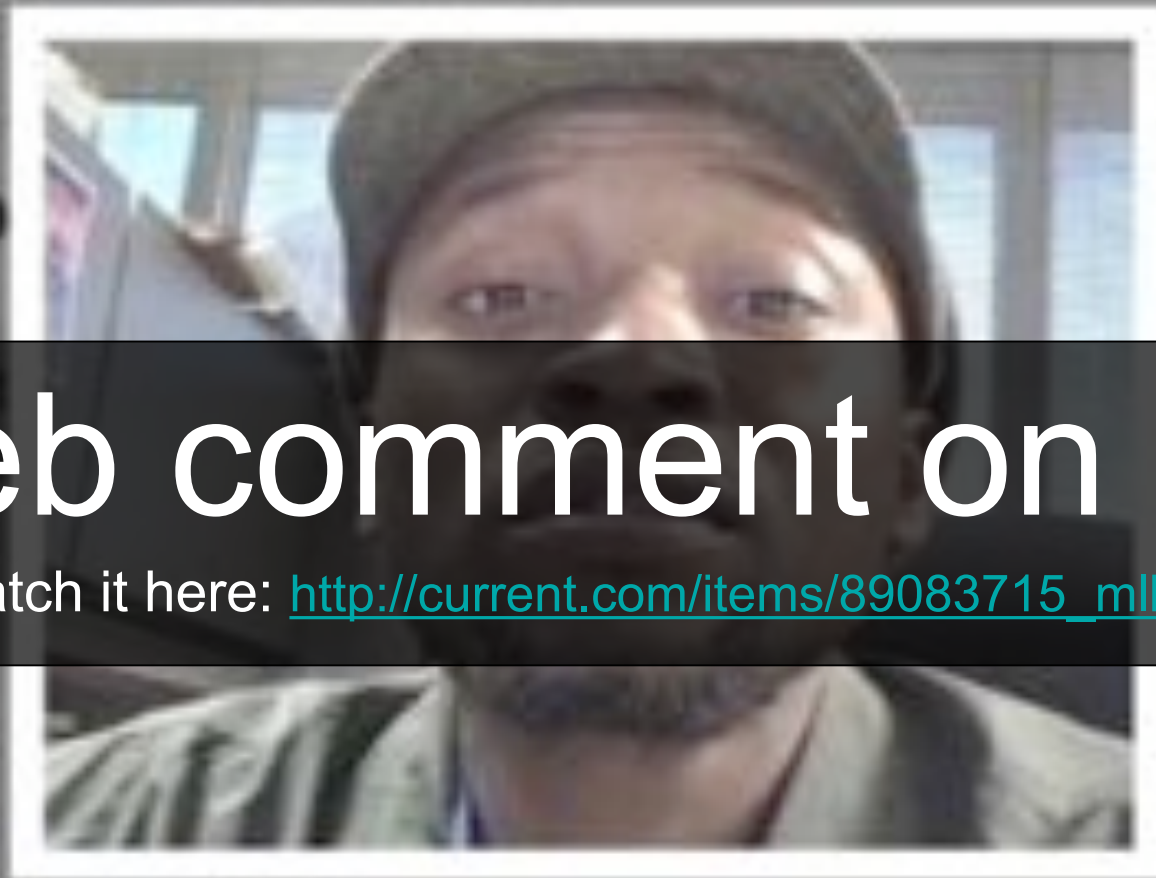
viewer ads

best of current tv

MLK: Life & Death

Respo

His death
we think
today



web comment on tv

Watch it here: http://current.com/items/89083715_mlk



manosalon

City College of New York

news

viewer uploads

viewer ads

best of current tv

Climbing the Crack

Respo

Hello th

web comment on tv

Watch it here: http://current.com/items/89081307_climbing



Rula

Evangelist, Gettysburg

current
SPORTS



FOLLOW THIS TOPIC

SHARE THIS TOPIC

FLAG

ADD TO THIS TOPIC

make tv pods

add something new

view all subscriptions to get us in

Stuff Yer Face Seating

Dozens of stadiums now offer tickets that come with unlimited food. Should health officials be worried? [more info](#)

SEE PAGE ASSIGNMENT - FORMAT: ENG: 12/31/2008 9:04 PM

Fix
EXTENDED PLAY
On Current TV
Tuesdays 10P EST/PST

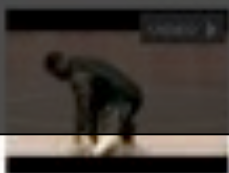
WATCH FIX EXTENDED NOW

assignments



[Does anyone else think this is weird?](#)

I haven't watched much Olympic coverage I admit. But I noticed last night the warm-up jackets the Chinese team wore had "CN" on them.



[Art of War - M](#)

Documentary on the art of war

444
8 minutes ago



[Bush 'Drunk As A Monkey' At the Olympics](#)

Was Bush Falling Down Drunk At Olympics? [more](#)

444
8 minutes ago

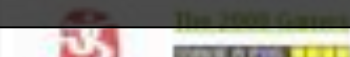


[Surfing Walkiki 1940](#)

Surfing Walkiki 1940



quality tv with us



related topics

current:news

// circa march 2008

Make current more current
and get lots of users
involved

- Hourly news broadcast
- Made from top voted submissions
- Game-like competition
- Robot voice!

The screenshot shows a web interface for a news voting competition. At the top, it says "vote for the next story" and "00 15:58 left to pick the current:news story". Below this, there are five news items, each with a thumbnail, a title, a brief description, a user profile, and a "VOTE" button. The items are ranked from #1 to #5. Item #3 has a red arrow pointing down and a "-104%" change, indicating a significant drop in votes. Item #4 has a "+51%" change, and item #5 has a "+54%" change. The interface is clean and modern for its time, with a focus on user interaction and real-time updates.

Rank	Title	Change
#1	'Unprecedented' melt sinks hope for Arctic ice recovery	+47%
#2	Were the fireworks in Beijing faked?	+9%
#3	'Touch Sight' camera for the blind	-104%
#4	Opec income hits record as oil prices soar	+51%
#5	Iranian bball team shakes Russia's Israeli coach's hand	+54%

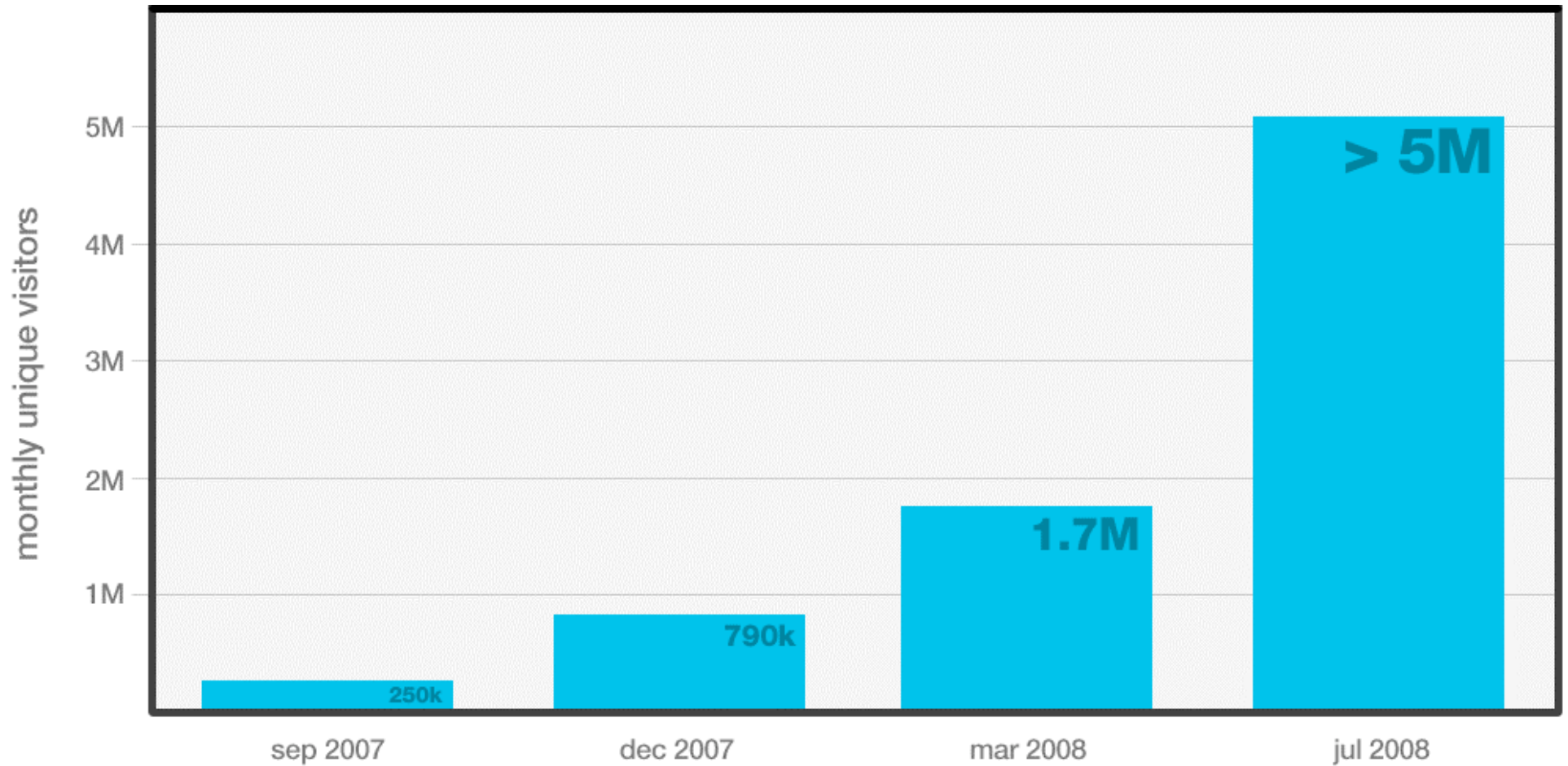


current:news on tv

Watch samples here: <http://current.com/people/CurrentNewsTeam>

What's next?

User participation: 4-7% per month



TV with an API

// circa the future

- Internet: big, open, federated
- Interaction happens everywhere
- Harness what people are already doing
- Read *and* write -- to TV!
- Scale is a challenge: The whole internet coming in but only a linear TV channel going out

Participation Everywhere

// circa the future

- Harness Twitter, Qik, Facebook, blogs, etc...
- Every community – even yours!
- Nano-fame sprinkled around the web
- A federated content network pipeline to TV?
- “Coopetition”

Prototyping TV

// circa august 2008

We need iterative development approaches for the TV network, too

- Getting flash on tv
- More flexibility
- Real-time web data on-air
- Focused; proof of concept



tv with an api

ux week 2008

current_

Thanks!

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