

VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

UWTV

For information only.  
Material will be distributed at the meeting.



## Background

The University of Washington faces an environment of limited resources.

The University has a goal for UWTV to be the centerpiece of its communication efforts while achieving fiscal self sufficiency.

UWTV's new business plan will ensure clear direction, consistency with the mission and input from stakeholders.

## UWTV's Strengths and Opportunities

### Strengths

- UWTV offers video distribution on three screens (TV, web, mobile) unprecedented for a university
- UWTV programs are distributed nationally reaching 40 million homes via a consortium of Universities (RC).
- Millions of online viewers watch UW programs nationally and internationally.
- UWTV has built a talented staff with exceptional creative and technology skills

### Opportunities

- Not yet a central resource for UW
- Only departments with available funds produce video
- Audience not yet large enough for ratings-based revenue

## 3 Screen Anytime/Anywhere Media

### 2009:

- Mobile video audience up 70%
- Online video surpassed email in activity
- Television consumption is at a record high (141 hr/month)

*" American consumers appear to be adding video consumption platforms, not replacing them, and media multi-tasking is part of the equation."*

Nielsen: Q2 '09



## UWTV fast-facts

2,000,000

- # of homes in Washington with access to UWTV
- More people watch UWTV than read The New York Times, Wall Street Journal or USA Today

40,000,000

- # of homes with access to Research Channel programming
- 1/3 of all U.S. households

9,750,000

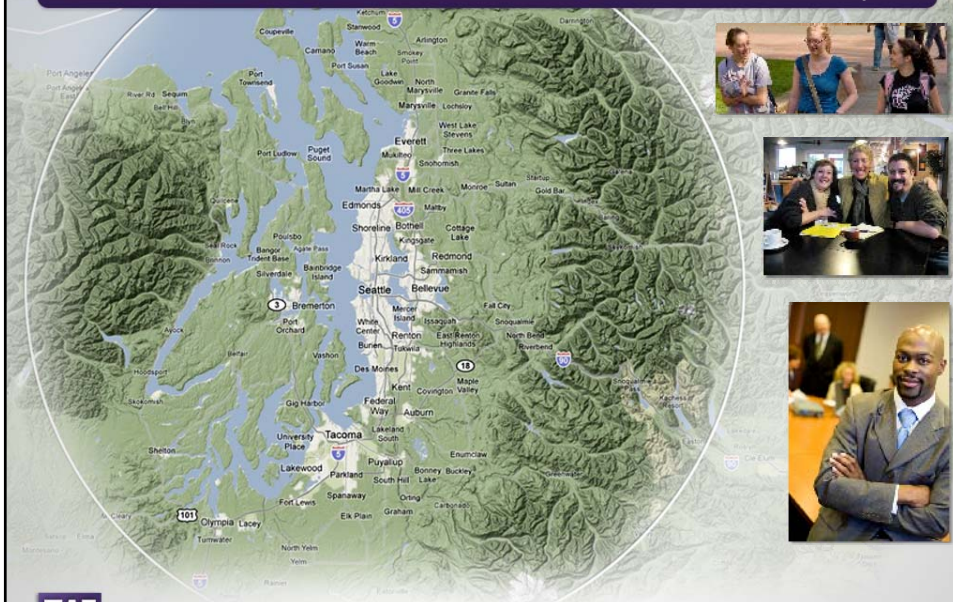
- # of programs downloaded or streamed from UWTV.org and our iTunes U and YouTube sites (6/1/08 - 7/1/09)



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## 70% of UW Alumni live within 75 miles of campus



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## Business Plan Process



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## Mission Statement

To harness the power of video communications to showcase the important contributions the University of Washington makes to the state of Washington and around the world.

To support the communications goals of UW organizations by telling their stories of discovery, scholarship and campus life.

To practice sound business management in order to achieve financial self sufficiency over time.



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## Core Objectives

Financial Management

Audience Development

Revenue Development

Marketing & Communications

Operations

Organizational Development



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## Audience Development

*UWTV will develop a unique and valued audience by delivering original UW programming that appeals to its viewers.*

### Key Strategic Areas

- Research and measurement
- Program development
- Marketing and messaging



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## Audience Development

### *What is already underway...*

- New Audience Research
- New Programming (Husky Classics, The Daily Double Shot, Women's Softball, Upon Reflection, Washington Business)
- Stronger messaging

**HUSKY**  
*Classics*

**HUSKY SOFTBALL**

**THE DAILY**  
OF THE UNIVERSITY OF WASHINGTON



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## Revenue Development

*UWTV will focus its efforts, resources and direction that will help it achieve financial self sufficiency over time.*

### **Key Strategic Areas**

- Client development/Outreach
- Establish rates and programs that will appeal to the broadest possible client base
- Develop robust sales/advancement resources



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## Revenue Development

### *What is already underway...*

- New Rates/Programs
- Outreach
- Developing a Marketing/Communications business model/culture



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## UWTV's Five Year Business Plan

A foundation built on **diverse** sources of funding



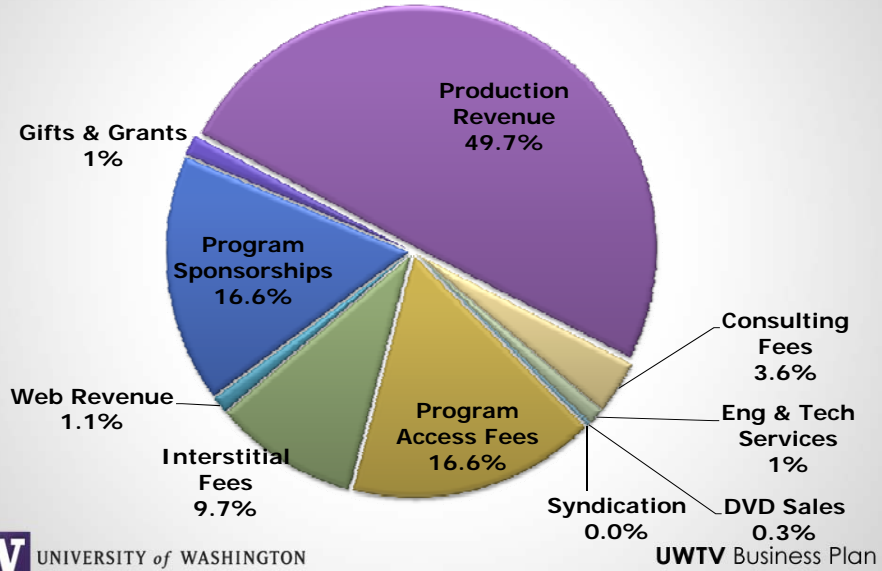
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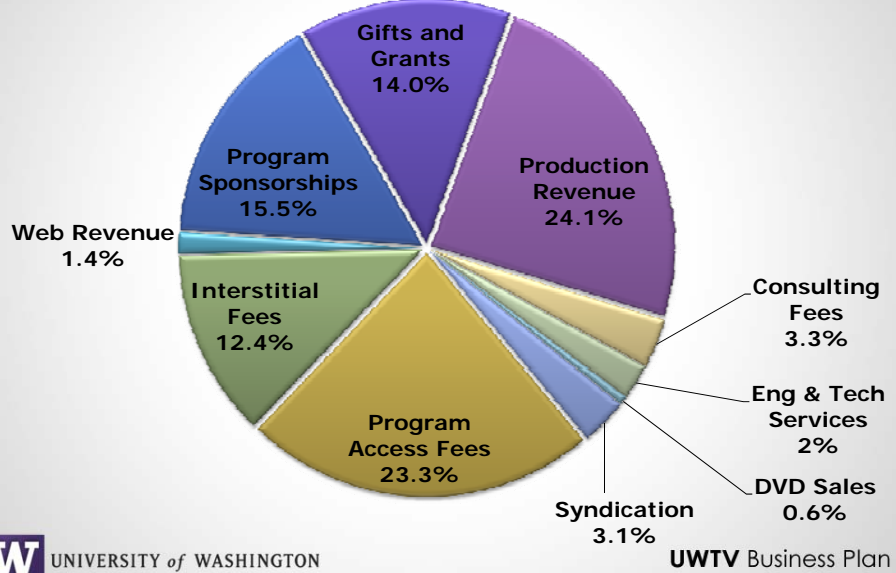
# UWTV's Five Year Business Plan

## Year 1

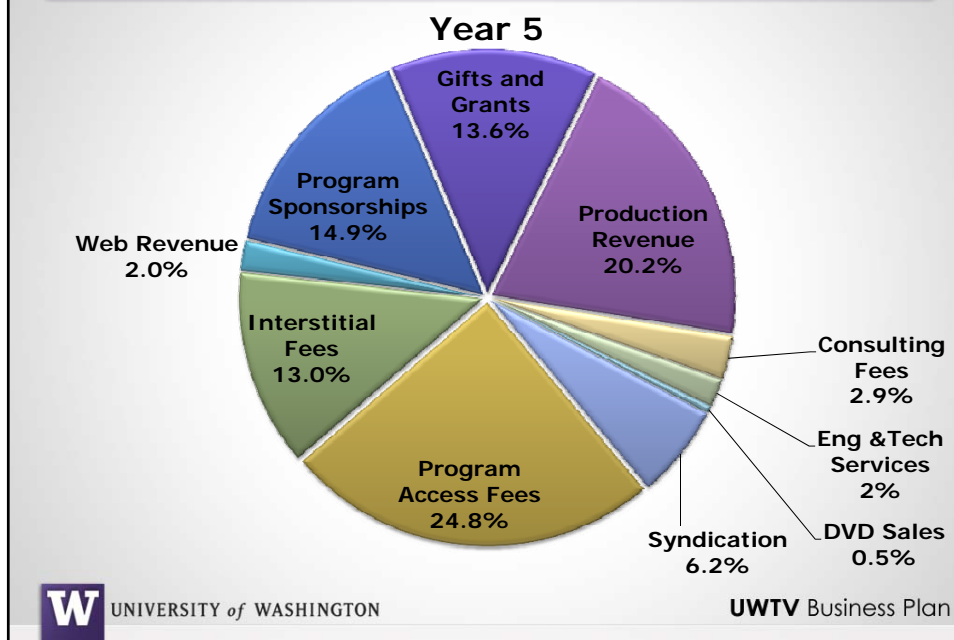


# UWTV's Five Year Business Plan

## Year 3



## UWTV's Five Year Business Plan



## Marketing and Communications

*UWTV will become a front porch for UW and a communications tool for UW units.*

### Key Strategic Areas

- Understand our audiences
- Have a consistent message
- Optimize: Effectively use all media

## Marketing and Communications

### *What is already underway...*

#### Marketing and Communications

- Development of key messages
- Developing co-marketing relationships (ICA, The Daily, KUOW)
- UWTV logo redesign

## The new logo



Thank  
YOU!

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Q & A

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# UWTV's Five Year Business Plan

