



UNIVERSITY *of* CALIFORNIA TELEVISION

www.uctv.tv

1993: UCSD-TV was born.

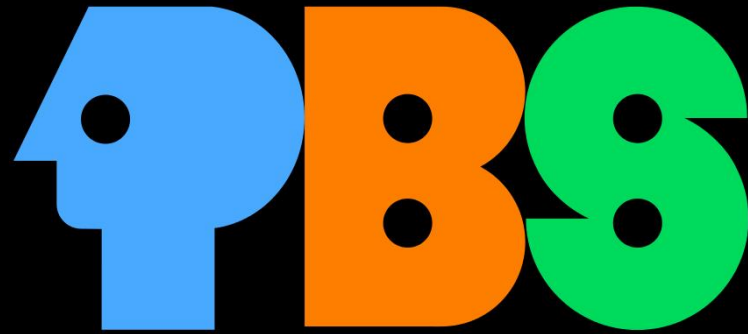


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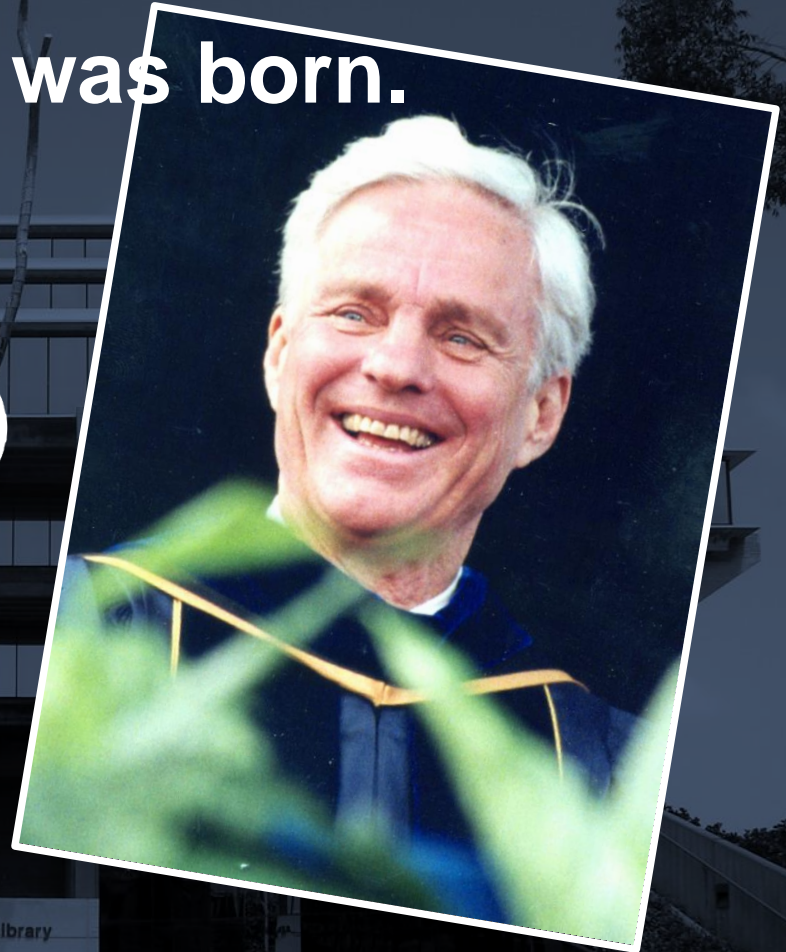
An Alternative to PBS



PUBLIC
BROADCASTING
SERVICE

C-SPAN

2000: UCTV was born.



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Direct Broadcast Satellite



3 million homes

Markets Across California



University of California Office of the President

Satellite



Web



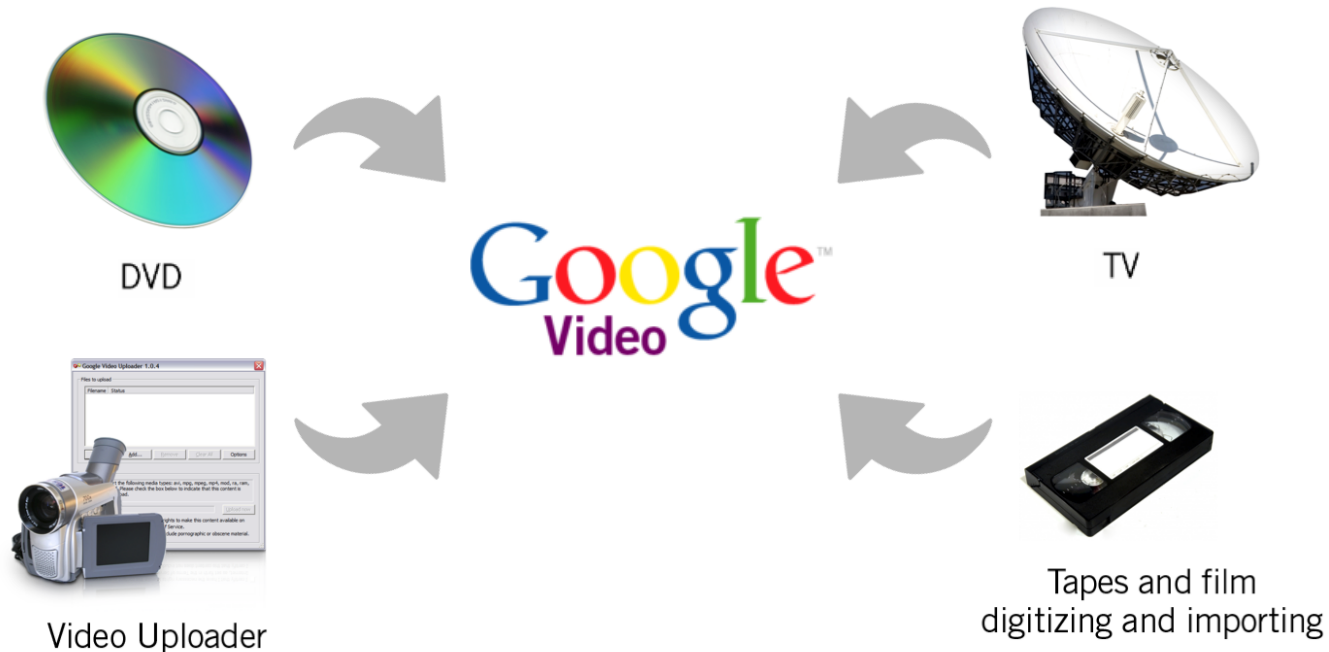
www.uctv.tv

Production



Our Vision for Bringing Video Content Online

Mission for Google Video: Users get **instant access** to the world's multimedia content, while content owners earn **revenue** and **retain control** over their content



UC Mission Statement:

RESEARCH

TEACHING

PUBLIC SERVICE



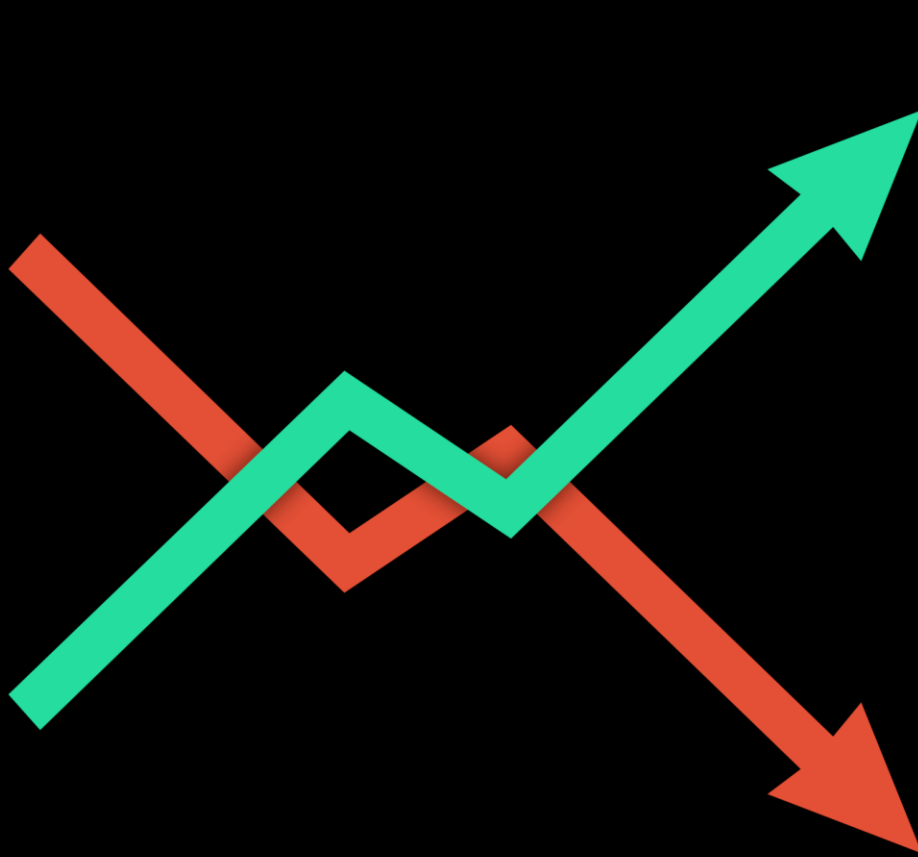
Sugar: The Bitter Truth
2009

2010



Viewership

Funding



2011-2012



THE SKINNY ON OBESITY

WEIRD SCIENCE

IT CAME FROM RIVERSIDE

INSIDE THE **WORLD'S LARGEST** COLLECTION OF **SCIENCE FICTION & FANTASY**

9 Billion Mouths to Feed

The **FUTURE of FARMING**

MUSEUM MEETS ORCHESTRA

Going Places

MEDITERRANEAN-CLIMATE ECOSYSTEMS

LIGHTING THE WORLD:

Shuji Nakamura and His Brilliant Discovery

Heartache & Hope

America's Alzheimer's Epidemic

UCI GHREAT Works

GHREAT

Global Health Research Education and Translation

NAKED ART

OUR DIGITAL LIFE

uctv

Prime VOTE

Apple iTunes

iTunes U > UCTV

UC Merced

UC

UC Davis

UC Santa Cruz



UNIVERSITY
of CALIFORNIA TELEVISION

UC Berkeley

UCSF

UC Irvine

UC San Diego

UC Santa Barbara

UC Riverside

Collection About

Featured This Month Featured ▾

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Public Policy Channel
(Video)



Writers (Video)



Alzheimer's Disease
(Video)



Climate Change
(Video)



Library Channel
(Video)



Brain Channel (Video)



The Career Channel
(Video)

Subjects Featured ▾

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Arts and Music (Video)



Business (Video)



Education Issues
(Video)



Gardening and
Agriculture (Video)



Health and Medicine
(Video)



Humanities (Video)



Medical Education
(Video)

Special Topics Featured ▾

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Aging and Senior
Health (Audio)



Aging and Senior
Health (Video)



AIDS/HIV: Past,
Present, and Future...



AIDS/HIV: Past,
Present, and Future...



Allergy and
Immunology (Video)



Allergy and
Immunology (Audio)



Alzheimer's Disease
(Video)

CATEGORIES

- Art & Architecture
- Business
- Health & Medicine
- Literature
- Psychology & Social Science
- Religion & Spirituality
- Science
- Society
- Teaching & Learning

UCTV SERIES

- All Series
- Brain Channel
- Career Channel
- Conversations with History
- Health Matters
- Legally Speaking
- Library Channel
- Public Policy Channel
- UCSF Mini Medical
- School for the Public

SPECIAL TOPICS

- All Special Topics
- Alzheimer's Disease
- Autism
- Climate Change
- Diet and Nutrition
- Energy Issues and Trends
- Evolution
- Global Health
- Marine Science
- Nobel Laureates
- Women's Health

UC CAMPUSES

UCTV Channels

the
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Bridges to careers for recent college graduates and grads in transition.

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THE
Brain Channel

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 **The Library** CHANNEL
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UC **Climate Solutions**
CHANNEL

MILLENNIAL VOICES HEARD AT GOLDMAN



Charlotte Hill MPP '17
Anti-Corruption Reform in Government

UC PUBLIC POLICY CHANNEL

MILLENNIAL VOICES: CHARLOTTE HILL

Grad student Charlotte Hill talks about ending political corruption.

Degrees of Health and Well-Being
UCSD faculty explore what it means to be healthy from a variety of perspectives.

Up from Poverty: Funding Solutions That Work
UC Berkeley experts dispel myths about the ineffectiveness of poverty programs.

Huntington's Disease
Jody Corey-Bloom helps patients and their families understand Huntington's disease.

New Programs This Week:



The Resolution Awakens



The Changing Faces of California Agriculture



Marc Randolph Entrepreneur Advisor and Investor



Islam and Religious Pluralism featuring John Esposito

Explore: Arts & Music | Business | Health | Humanities | Public Affairs | Science

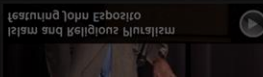
Blog News:

Blog News:

Explore: Arts & Music | Business | Health | Humanities | Public Affairs | Science




Marc Randolph Entrepreneur Advisor and Investor





Islam and Religious Pluralism featuring John Esposito

Featured Channels:





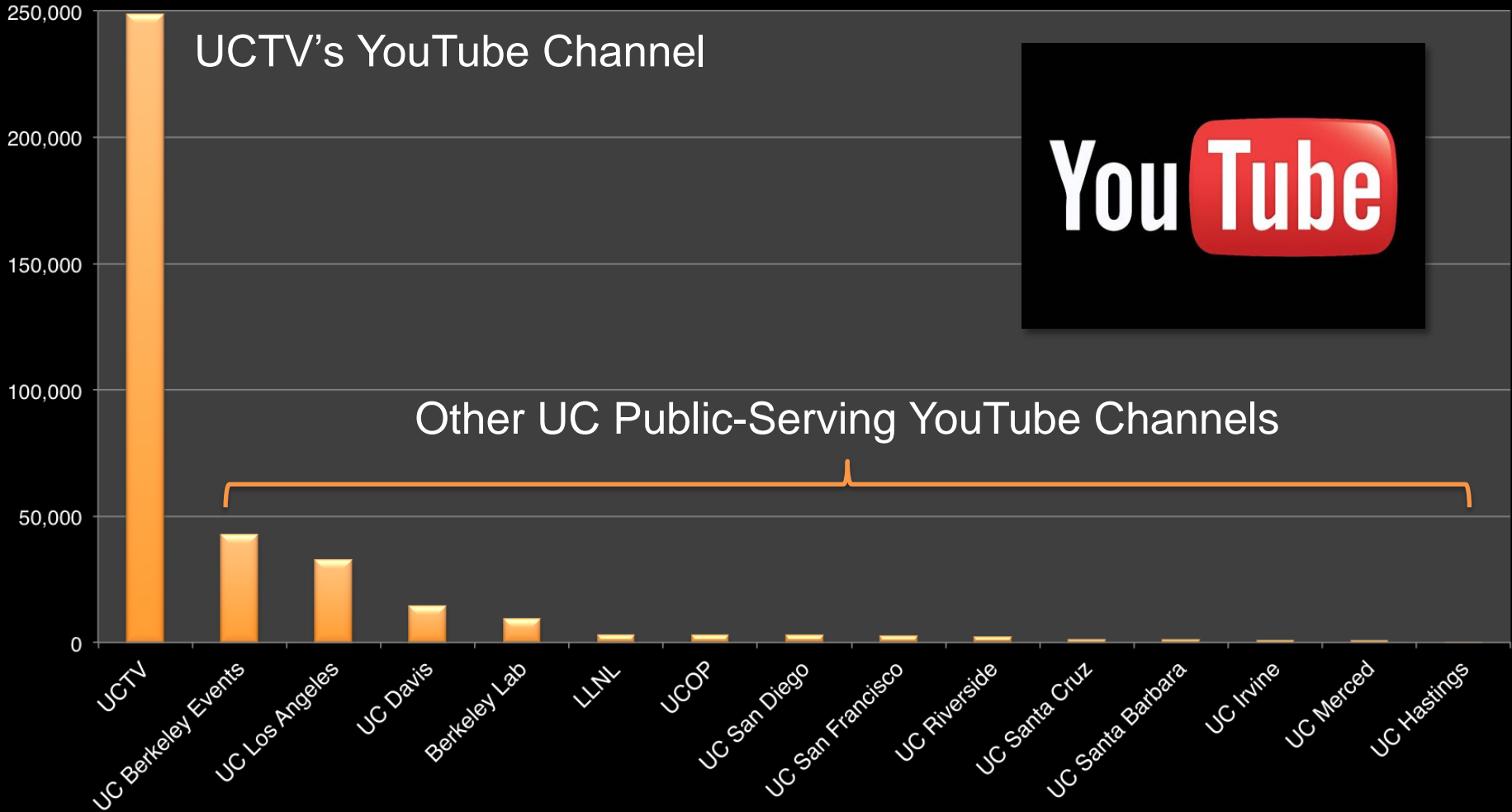

Up Next:

10:30 AM Fernando Aguerre -- Riding the Wave of Ingenuity: Part 1 The STEAM Leadership Series -- The STEAM Channel

Up Next:

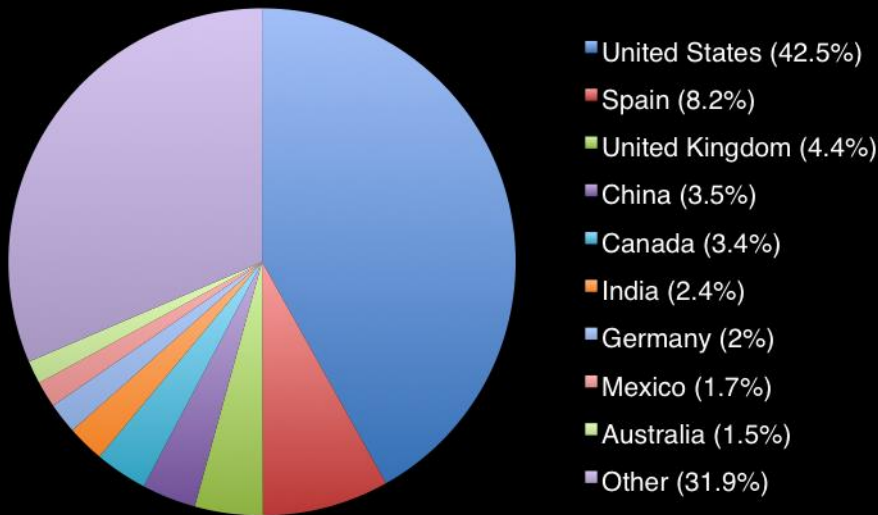



YouTube Channel Subscribers



UCTV's International Reach

WEBSITE VISITORS BY COUNTRY



YOUTUBE VIEWS – PAST YEAR

<u>Top Locations</u>	<u>Views</u>
United States	4,840,343
United Kingdom	811,562
Canada	655,947
Australia	346,426
India	325,366
Mexico	320,629
Germany	253,556
France	224,881
Spain	202,485
Brazil	195,080

UCTV Channels



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Bridges to careers for recent college graduates and grads in transition.

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Brain Channel

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UC **Climate**
Solutions
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THE Brain Channel

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UCSD Department of Neurosciences

Alzheimer's Disease

The oncoming epidemic of Alzheimer's disease is staggering to consider. It will have an enormous impact on our personal lives, our communities, and our nation. Join us to explore treatment options, innovations in research, and so much more.

[Return to the Brain Channel Home Page >](#)



Caregiver Concerns: Wandering, Home Safety, and More – On Our Mind

Date: 7/14/2015

Six in ten people with dementia will wander. Hear about the programs that are available to help bring them home safe. Linda Cho, executive director of Stellar care, joins William Mobley, MD, PhD to discuss the problem of wandering and how to create a home environment that facilitates safety and comfort.

Read more about what UCSD scientists and doctors are doing in the fight against Alzheimer's disease.



Hope and Help for Alzheimer's Disease: Supporting Patients and Families – On Our Mind

Date: 3/25/2015

How can communities better support the growing number of people affected by Alzheimer's disease? Mary Ball, president and CEO of the Alzheimer's Association, San Diego and Imperial Counties Chapter joins William Mobley, MD, PhD to discuss how her organization is trying to make a difference through information, support, and partnerships with local government.

What's on your mind?

What do you want to know about the brain? Tell us and we may feature it in an upcoming program:

brainchannel@ucsd.edu



Residential Care and Alzheimer's Disease – On Our Mind

Date: 3/16/2015

Choosing residential care for a loved one is often a difficult decision. Linda Cho, executive director of Stellar care, joins William Mobley, MD, PhD to talk about the new models of residential care, family involvement, care with dignity and more.

THE Brain Channel

POWERED BY UCSD Department of Neurosciences



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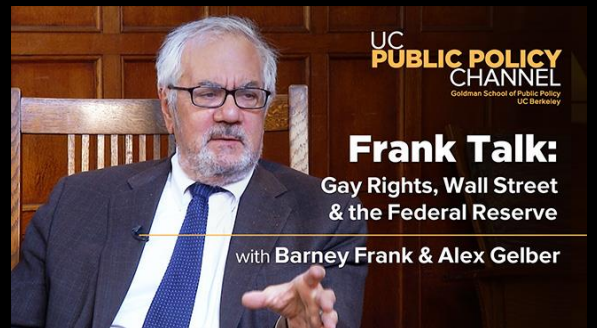
UC
PUBLIC POLICY
CHANNEL

Goldman School of Public Policy
UC Berkeley

UC Berkeley
Goldman School of Public Policy

CHANNEL

In the Living Room with Henry E. Brady



UC Climate Solutions CHANNEL

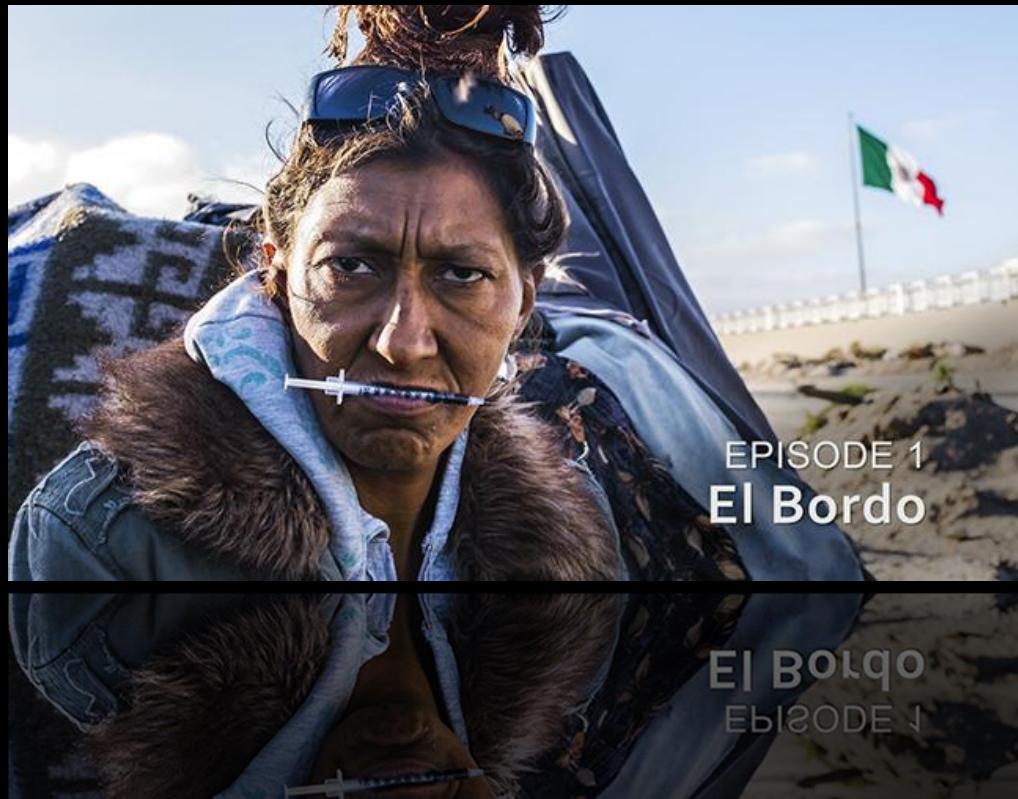
CHANNEL

SOLUTIONS

Additional Revenue Source: Foundations



FORD
FOUNDATION



EPISODE 1
El Bordo

El Bordo
EPISODE 1

Additional Revenue Source: Media Collaboratives



Trends

More dissemination on mobile devices

•

Shorter stories

•

Visually Compelling Stories



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