1993: UCSD-TV was born.
An Alternative to PBS
2000: UCTV was born.
Direct Broadcast Satellite

3 million homes
Markets Across California

- Sacramento
- San Francisco
- Santa Cruz
- Santa Barbara
- Riverside
- Los Angeles
- San Diego
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
UCTV Channels

- The Career Channel
- The Brain Channel
- UC Public Policy Channel
- The STEAM Channel
- UC Climate Solutions Channel

- The Library Channel

powered by UC San Diego Extension
UCSD Department of Neurosciences
Goldman School of Public Policy
UC Berkeley
www.uctv.tv/steam
YouTube Channel Subscribers

UCTV’s YouTube Channel

Other UC Public-Serving YouTube Channels
UCTV’s International Reach

WEBSITE VISITORS
BY COUNTRY

- United States (42.5%)
- Spain (8.2%)
- United Kingdom (4.4%)
- China (3.5%)
- Canada (3.4%)
- India (2.4%)
- Germany (2%)
- Mexico (1.7%)
- Australia (1.5%)
- Other (31.9%)

YOUTUBE VIEWS – PAST YEAR

<table>
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<tr>
<th>Top Locations</th>
<th>Views</th>
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<tbody>
<tr>
<td>United States</td>
<td>4,840,343</td>
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<tr>
<td>United Kingdom</td>
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<td>Canada</td>
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<td>Brazil</td>
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</tbody>
</table>
UCTV Channels

- The Career Channel
- The Brain Channel
- UC Public Policy Channel
- The STEAM Channel
- UC Climate Solutions Channel
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.

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.

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.

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.

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
Additional Revenue Source: Foundations

EPISODE 1
El Bordo
Additional Revenue Source: Media Collaboratives
Trends

More dissemination on mobile devices

- Shorter stories

  Visually Compelling Stories