PBS Orion Project

April, 2002

Orion began as DTV-ATP

Digital Television - Advanced Traffic and Programming

- Could PBS support the distribution of digital content?
- What would we need to do to replace PDB and NOLA?
- What software/options were available on the market?

Validation Phase results

April, 2001

- Great costs
  - Software + customizations = nearly $15 million
- Great risks
  - Unresolved FCC issues re: digital signal and use of the digital spectrum.
  - The increasing likelihood of a delay in the 2003 analog to digital deadline.

Orion Steering Committee conclusions

Until PBS had the funds to fully replace systems

- Make incremental changes to PDB & NOLA using established requirements for new systems.
- Develop a Web interface for PDB and provide wider access to help update and maintain the programming content.
- Use email and workflow to allow for better communication.

Who should use Orion?

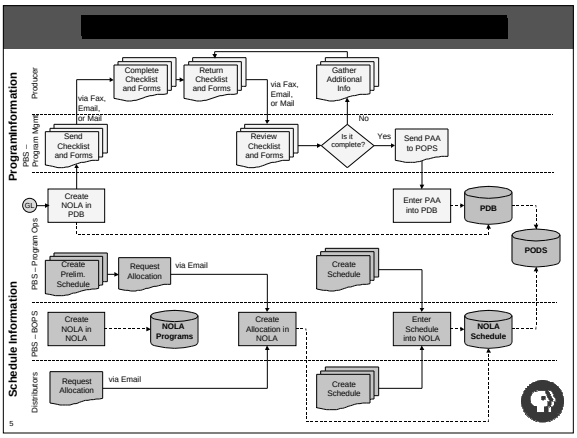
Those who generate the greatest amount of programming-related data

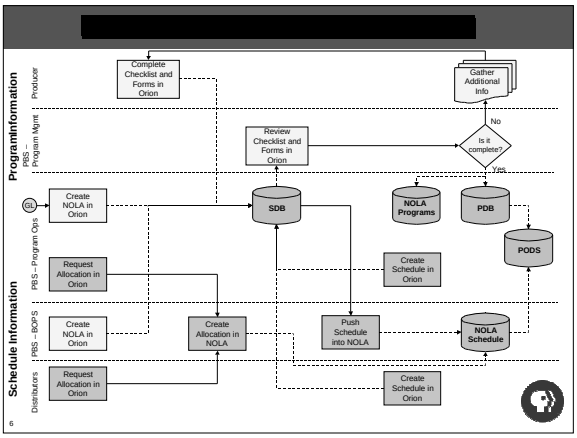
- PBS →
  - Program Management
  - Program Operations
  - Broadcast Operations
  - Scheduling & Editorial
  - Distribution Services
  - Program Data & Analysis
  - Program Underwriting Policy
  - Program Business Affairs
- Program Producers
- Program Distributors

Orion Project begins

September, 2001

- Working with Accenture, the Orion Core Team defined scope:
  - 6 weeks to define requirements and lock scope
  - 6 more weeks for interface design and approval
- Involved WNET, WGBH, NETA, APTVS, ATG, Myers and Scout
  - 1500+ person-hours over 12 weeks
- Implementation began, December 2001
  - Code development completed, March 2002
  - Testing
    - Usability – complete
    - Integration – completed
    - Performance – completed
    - User Acceptance – in process
- Orion is scheduled to 'go live' in early June, 2002





Key features & benefits of the Orion Project include:

Business process automation	Manage programs and broadcast schedules online. Advanced searching and efficient data entry functionality.
Users are 'in charge'	Data is 'owned' by users. **Staging area** provides workspace until data is ready to be shared. **Workflow alerts** prompt action.
Reduced paperwork & redundant efforts	PAA Forms Management online. Automatic data sharing between PDB & NOLA. Alerts to multiple users, simultaneously
Data & Reporting Standards	Online .PDF reports and Program Offers shared **via PBS Connect**. Web interface guides users to enter data consistently
Preparing for the future	The next generation of **interconnection** will rely heavily on access to program and scheduling data. The Orion Project is ensuring a solid foundation for growth.

Upcoming plans …

Change Management
- How roles and responsibilities will change for all users
- Migrating paper-based processes to the Web

Train the Trainers
- PBS staff from each related area will become trainers
- Activities will begin on April 29th

Orion Piloted
- PBS Staff users will begin using Orion, May 28th
  - The pilot period will help to validate the system performance in a production environment.

User Training
- Full user training will begin, June 2002
  - Following the PBS Annual Meeting, training will be conducted focusing on process change and system usage.
  - Following the Annual Meeting, online training sessions are planned