



## UWTV: Quarterly Update

First and Second Quarters, January 1-June 30, 2009

### Highlights and Current Projects

**UWTV entered a new era in June by inviting founding corporate and organizational underwriters** to support the costs of keeping UWTV on air and online. On-air acknowledgments and messages from select underwriters started appearing on UWTV and at [uwtv.org](http://uwtv.org) in June. Learn more at [uwtv.org/sponsorship](http://uwtv.org/sponsorship).

**UWTV became a part of YouTube EDU** in the second quarter, offering top educational videos from the University of Washington within YouTube's familiar format. YouTube launched the educational section of its site in March of 2009. More than 200 colleges, universities and educational organizations were participating by June.

**UWTV became easier to access via mobile device** through YouTube's mobile platform. iPhone users can add a sleek UWTV app by accessing <http://m.youtube.com/UWTV> on Safari, tapping the plus sign and tapping Add to Home Screen. All other smart phone users can use the same address to bookmark or save the page as desired.

### About UWTV

**UWTV is an award-winning television channel brought to you by the University of Washington.** We offer original, non-commercial educational programming — 24 hours a day, seven days a week. A unique educational resource, UWTV provides our audience with direct access to world-renowned scientists and researchers whose insights and discoveries are changing our world.

To learn more about UWTV, visit [uwtv.org](http://uwtv.org) or call **888-616-UWTV**.

### Program Distribution

**Total programs** 1,478

#### Television: Households reached

In WA state via cable 2 million  
UWTV videos are also distributed through ResearchChannel, reaching 37.8 million households worldwide

#### Online distribution for Q1 and Q2

Web site visits 1.9 million  
Podcasts/downloads 5.4 million  
YouTube plays<sup>1</sup> 8,000  
Videos streamed 690,000  
Total videos accessed 6.1 million

#### eNewsletter

Subscribers 4,200

### Audience Profile

#### Gender<sup>2</sup>

Male 60% Female 40%

#### Age

18-34 19%  
35-49 26%  
50-64 31%  
65+ 24%

#### Income

<\$35,000 28%  
\$35,000-50,000 15%  
\$50,000-100,000 29%  
\$100,000-150,000 14%  
\$150,000+ 14%

#### Education

High school 24%  
College 61%  
Advanced degree 15%

#### Perception of program quality

Above average-High 96%

#### Reason for watching

General interest 79%  
Stay current in field 25%

#### Subject preferences

Science 75%  
Medicine/Health care 70%  
Social sciences 42%  
Arts and humanities 42%

<sup>1</sup> Site launched May 6, 2009 <sup>2</sup> Demographic data source: 2008 Media Audit