

## **MVPD Admin: Station Management Discovery Session**

**Interviewees:** Jonathan Vu

### ***Interview Protocol***

1. Introduction of goals and participants
2. Workflow demonstration
3. Follow-up questions

### ***Introduction***

Thank you for taking the time to participate in this interview. In this session, we want to learn about you and your work, especially in regards to how you use MVPD, how you onboard stations, and how you manage station rights. To begin, we want you to tell us a little about your role and then demonstrate your daily task workflow(s). Afterwards, we will follow-up with some questions to make sure we have a holistic understanding of how stations are onboarded and managed.

We will also be recording your voice and your screen during this session. These recordings will definitely be confidential and used only for research purposes by our team.

You can't do or say anything wrong here. We'd like you to "think aloud" as much as possible. By that, we mean that we'd like you to speak your thoughts as often as you can. Please feel free to chime in with any comments or questions as you see fit in order to better help us understand your work. Our ultimate objective here is to see how your workflow can be improved with the new interface we are designing.

### ***Workflow Questions***

1. How are station deals set up? Who negotiates these deals?
2. How are stations related to MVPDs and the brands?
3. Do you manage all MVPDs, brands, and stations?
4. Will you be the only user who is onboarding these stations and managing their rights?

5. How often will you be onboarding stations and managing their rights?
  - a. Do station rights change frequently? How often do they change? Are they based on contracts?
6. Are the parameters in the spreadsheet for station onboarding the only parameters necessary?
  - a. Will there be more tabs within “Station Management”? What tabs will carry over and which ones will not? See example from MVPD Management:
7. Will stations need to be bulk uploaded frequently?
8. What are the other tabs within MVPD Admin? Are they related to stations?
9. Does there need to be a stage and production instance for station entitlements?
  - a. What about whitelisting?
10. Will users be able to see all of the onboarded stations in a chart view?
  - a. How will they search for stations?
  - b. What type of searches and/or specific filters will they need?
11. Can users onboard a station and then immediately blacklist/retransmit them? In other words, can these two workflows be combined into one?
12. Would scheduling be useful when onboarding stations or managing their rights?
13. When records are archived, will a user ever want to access and/or re-activate them?
  - a. Note: In brand entitlements, records can be transferred from an old record to a new record. Will there be such a need for station entitlements?

### ***Follow-Up Questions***

1. What is your role? How long have you worked in this position?
2. Tell us about your everyday responsibilities. What does your daily schedule look like?
  - a. What specific tools do you use to implement your daily work?
  - b. What is your primary objective when using these tools and implements?

- c. Do you use any tools to manage or keep track of your work? (i.e., calendars, note pads?)
- 3. To understand team structure – whom do you mainly work with on a daily basis?
  - a. Who do you mostly correspond with?
  - b. Do you oversee anyone else’s work?
  - c. Does anyone oversee your work?
  - d. Are there routine meetings, calls, or e-mail correspondence?
    - i. What is the purpose of these meetings and e-mails?
- 4. Recall a time you’ve encountered a problem while carrying out your work. What was the problem and how did you resolve it?
  - a. How often does this problem occur?
  - b. Do any other problems occur? Do they come up occasionally or frequently?
- 5. What do you think works well in current daily workflow? Why?
- 6. Is there anything you would like to change about it? Why?
  - a. How would you change it?

### ***Conclusion***

Thank you for taking the time to share your work and process with us. You really helped us understand your role and gave us a lot of good insights and takeaways as to what could be improved in the process. Is it possible that we contact you if we have any follow-up questions in the future? If you think of anything you forgot or think we should know after this session, please shoot us an e-mail at [kennix.lee@nbcuni.com](mailto:kennix.lee@nbcuni.com). Thanks again!