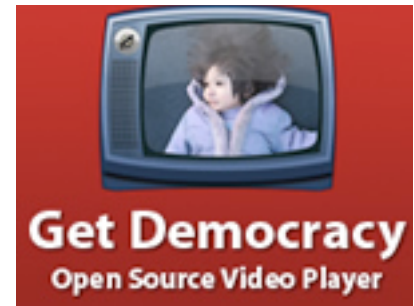


Participatory Culture Foundation

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www.participatoryculture.org



Democracy: internet TV is open and independent

The Participatory Culture Foundation was born in February 2005 with a mission to create a new, democratic mass medium through internet TV. Through free software and an expanding community of individuals and organizations, the Participatory Culture Foundation will be a catalyst for the democratization of online video, enabling a diversity of voices across the nation and the world.

The Participatory Culture Foundation is a 501c(3) non-profit organization based in Worcester, Massachusetts – and works with volunteers all over the world. PCF's work has been made possible by seed funding from the Rappaport Family Foundation and Mitch Kapor's Open Source Applications Foundation. We're working to ensure that the emerging medium of internet TV is open and independent, one where anyone can create and everyone can watch.

The Democracy internet TV platform covers the whole equation, from publishing to viewing to sharing video, with software that is free, open-source, and open to everyone. The Democracy platform consists of five components that work independently, but are designed to flow together to provide powerful and flexible video capacity: Broadcast Machine, Democracy Player, the Democracy Channel Guide, and Videobomb.com – as well as the supporting community site, www.getdemocracy.com.

For individuals and organizations, the Democracy platform dramatically levels the playing field, allowing anyone to publish high-quality video to 50, 5,000, or 500,000 people – for virtually no cost. Internet TV is quickly becoming the next mass medium, but until recently, there has not been a free and open set of tools for individuals and small publishers to distribute video content to large audiences. It is crucial for the public interest that the Democracy platform exists as an open and independent alternative to closed and proprietary video players. Democracy: internet TV will birth new types of video programming and facilitate a diversity of voices and opinions in civic discourse.



*Play fullscreen web video with the Democracy Player
– like TiVo for internet TV. Free and open-source.*

“Democracy will enable, for the first time, a large-scale Internet video creation and distribution platform which, because it is based on open standards and open source software, will be available to everyone.”

- Mitch Kapor, PCF Contributor and Chair, Open Source Applications Foundation

PCF Overview and Current Status

What people are saying about PCF: ““This type of software might be covered in the ‘10 Things that Changed the World’ specials in the next decade.” – Kristina Rizga, AlterNet.org

The Participatory Culture Foundation is based in Worcester, MA, home of its three co-founders – Tiffiniy Cheng, Nicholas Reville, and Holmes Wilson – as well as its lead programmer, Nick Nassar. PCF has five other additional full-time software and web programmers, along with one outreach coordinator and dozens of volunteers. PCF's core staff brings significant experience in open-source software development, user interface design, and online marketing.

The Democracy internet TV platform is open to everyone, large or small, for-profit or not-for-profit, but PCF has worked closely with several diverse partner organizations to popularize the platform and demonstrate the potential of open internet TV. Here are some of PCF's partner organizations that already use the Democracy platform to distribute video online:

- Current TV, the new cable news network founded by former Vice President Al Gore
- Democracy Now!, the progressive independent radio and video program
- MediaRights, the socialissue media group
- SEIU, the fastest-growing labor union in the country, with 1.8 million members
- Pancake Mountain, a cable-access television show from Washington D.C. that features innovative educational programming for children
- ... and hundreds of teachers, non-profits, video bloggers, independent videomakers, documentary filmmakers, families, artists, grassroots membership groups, and others.

Since Feb. 2005, PCF has been incubated by Skyline Public Works and has been working closely on a detailed sustainability plan with both Skyline and the New Progressive Coalition. PCF enjoys a strong partnership with the Oregon State University Open-Source Labs, which provides world-class hosting for PCF websites and serves as a hub for public-interest web projects. PCF also coordinates with the work of Creative Commons, the non-profit organization advocating for flexible digital copyright laws. Cory Doctorow, formerly the European Affairs Coordinator for the Electronic Frontier Foundation and an editor of the popular weblog BoingBoing, serves on PCF's board.

The problem: a closed-off video landscape

Television has not traditionally been a democratic medium. Until recently, only large commercial companies have had the resources to publish high-quality video to large audiences, thereby controlling access to the mass markets of television and movie audiences. In the process, commercial ventures are warring over incompatible video formats and marketing video players that don't accommodate viewers' choice. Several problems have traditionally held back independent publishers from participating in the emerging mass medium of internet TV:

- **Cost:** hosting video online is expensive – even a short video watched by a small audience can cost up to hundreds of dollars per month in bandwidth. It's especially expensive to host television-quality, long-form video that really engages viewers.
- **Difficulty:** video publishing software to date has been technically demanding to use, with no easy solution for average web users, bloggers, and grassroots organizations.
- **Poor quality:** think of online video in its current state, and you probably think of watching a small, low-resolution video in an otherwise blank web browser... not to mention long download times, struggles with different file formats, and frustrating waits for “buffering.”

PCF is taking advantage of recent advances in technology to remove each of these hurdles and open up self-publishing of video – just like blogging did for text and podcasting did for audio.

“The revolution will indeed be televised, it seems – thanks to the judicious combination of ethics, technology, and imagination that this project embodies.” - Cory Doctorow, PCF Board Member, BoingBoing.net

The PCF Internet TV Platform: GetDemocracy.com

"This project fascinates me because it's a continuation of the open source, open community work that's bubbling up all over the Internet in order to make it easier for you and me and all the rest of us to create and share creative works." - Heather Green, Blogspotting, BusinessWeek Online

The Democracy platform covers the whole equation, from publishing to viewing to sharing, with tools that are free, open-source, and based on open standards:

- **Broadcast Machine** is like blogging software for video. Installs on any website and provides groups with the ability to publish video to a webpage and to create internet TV channels. Optional BitTorrent publishing makes video sharing affordable for anyone.
- **Democracy Player** is the centerpiece of the PCF platform. It's like TiVo for internet TV: a cross-platform video player / aggregator for web video. Subscribe to any channel you like; new video is automatically delivered to your desktop. Enjoy fullscreen video at your convenience, with no annoying "buffering". Built to encourage easy social sharing of video, linking back to publishers' websites, and one-click re-publishing of videos to Videobomb.com.
- **Democracy: internet TV Channel Guide** is your home base for internet TV. Built-in to the player, the Guide allows you browse and subscribe to over 500 available channels, everything from news to art to videoblogs to education. Anyone may submit their channel to be listed for free in the Guide, searchable by name, tag, or category.
- **Videobomb.com** – a social bookmarking site, combining elements of the web services digg.com and del.icio.us. Encourages aggregation of best video content and facilitates sharing of video with friends and family. Provides a presence in streaming web video for PCF. Integrated with Democracy player.
- **GetDemocracy.com** - a community website for Democracy users and supporters, with user forums and tools for "televangelists" to spread Democracy to their social networks. Modeled after the successful SpreadFirefox.com campaign, which involved tens of thousands of volunteers.

What is the budget to develop and promote the use of Democracy?

Comparatively inexpensive. Commercial media companies are spending millions in an attempt to create closed-off internet TV players that will only accommodate proprietary video content and that freeze out independent publishers. PCF has already successfully created an open and accessible internet TV platform with less than \$350,000 in 2005. In 2006, PCF will update and improve these software tools, roll out new hosted web services, and build an online community supporting free & open-source internet TV.

PCF has developed a comprehensive fundraising plan for 2006 and beyond, with a full range of funders from different backgrounds to ensure sustainability. As a model, PCF seeks to follow the Mozilla Foundation in making technologically advanced yet accessible open-source software for the mass market of web users. In addition, PCF has done outreach to groups that need this video capacity the most: independent media, non-profits, grassroots organizations, community access television, citizen journalists, public education, independent videomakers, bloggers, and web users from all backgrounds.

PCF is uniquely positioned to create an open internet TV network used and supported by millions of people. By combining world-class software with accessible user interface design, PCF has delivered several major products in the past 12 months.

Since its launch on February 21st, 2006, this beta version of the Democracy player has been downloaded more than 250,000 times, and more than 30,000 people have signed up for e-mail updates – a significant achievement at this early stage, and one that indicates that PCF is poised to build a mass user base around the world.

Broadcast Machine: easy video publishing



Broadcast Machine is free software that any individual or organization can install on their website.

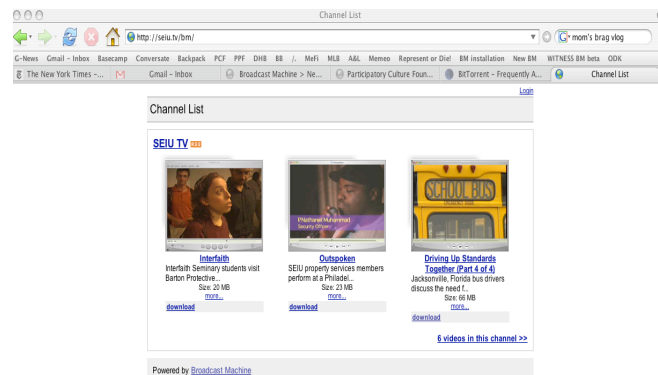
It's like blogging software for video, free and easy to use. Installs in just minutes, publish in seconds.

Broadcast Machine adds instant video capacity to any website:

1. Upload a file.

Viewers can watch videos on your website or download to their computers. It's built for video, but it also works well for audio files ("podcasts").

(Right: a sample installation of Broadcast Machine, where visitors can watch SEIU videos online.)



2. Link to a file anywhere on the web.

Just like blogs, Broadcast Machine allows you link to any video or file that is available on the web. This also allows you to store your videos on other sites or use free video hosting services, like OurMedia.org. So you don't need to be a video maker yourself - or even publish video on your own website - to have a personalized internet TV channel.

3. Publish using BitTorrent.

BitTorrent is the powerful peer-to-peer file sharing technology that makes sharing even high-quality video virtually free. This is a crucial part of the democratization of online video: BitTorrent makes it possible for small publishers to distribute video to hundreds of thousands of viewers, who share the video among themselves, dramatically reducing the publisher's bandwidth costs.

Broadcast Machine also creates internet TV channels: RSS (Really Simple Syndication) feeds with video enclosures. Anyone can subscribe to these RSS feeds, allowing users to stay continuously connected to your content, whenever you publish something new. It's a good way to build a fan base - think of it as a **video e-mail** distribution list.

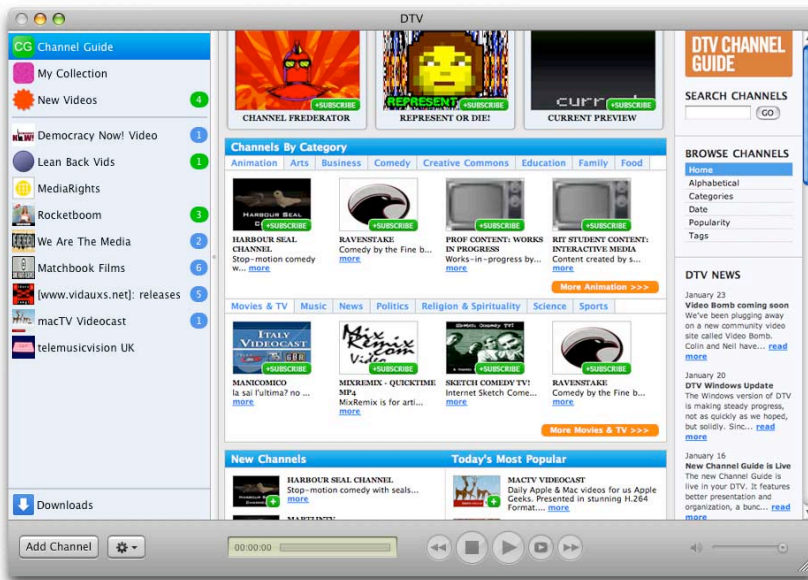
Want to get everyone involved? Broadcast Machine has a simple user management system - much like blogging software - that lets you **accept submissions of videos** and video links from visitors to your site. It's perfect for online communities and grassroots organizations - timely video feedback from your membership, encouraging collaborative projects.

Democracy player: like TiVo for internet TV

Browse, subscribe, download, watch. The Democracy player provides a fullscreen, TV-like experience watching video on the internet. No more herky-jerky web video, just sit back and enjoy:

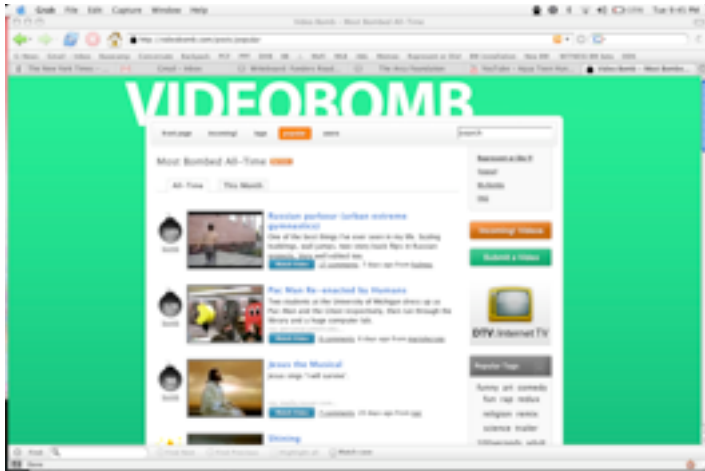


- **Subscribe** to any channel with a single click; new videos download automatically in the background. Get new videos as soon as they're available – the player lets you know when there's new content ready to watch.
- **Cross-platform**, Windows, Mac, or Linux. Combines VLC video player, an RSS reader, and a BitTorrent downloader.
- Plays **fullscreen, high quality** digital video in a welcoming interface with helpful info about the video's publisher.
- DTV's built-in **Channel Guide** (left) organizes hundreds of internet TV channels. It's the easiest, most accessible way to find new videos to watch. **Search** for videos by name, category, tag., popularity, or what's been recently added. Everything from news to art to video blogs to education.
- Democracy **can play any RSS feed** with video enclosures, even if it's not already listed in the Guide, and VLC plays most video formats, so the viewing options are limitless.
- **Spread the word** – with one click, Democracy launches your e-mail application to tell your friends about an interesting channel. Coming soon, features that allow viewers to **donate** directly to independent videomakers.



"Creative Commons was made with projects like DTV in mind: to support independent voices with flexible copyright licenses. DTV is a perfect environment for the spread of CC licenses." - Neeru Paharia, Former Executive Director, Creative Commons

VideoBomb.com – share & vote for video online



Videobomb.com is a new website from PCF for the social sharing of video with your friends and family.

It's like Digg.com or Del.icio.us for video.

Videobomb.com, launched on February 7th, 2006, is a fun, free, and innovative website built by PCF to encourage the social sharing of interesting videos. Anyone can submit videos to be listed on Videobomb, and users can “bomb” the ones they like, adding them to their personal channel. The most “bombed” videos are promoted to the front page and move up in popularity. Every Videobomb page has video RSS feeds to which anyone can subscribe and watch in the Democracy player.

Videobomb also serves as an innovative bridge for videos between the player and the web. Democracy player is integrated with Videobomb, such that if you're watching a video and you use the built-in “bomb” button, it will be re-published to your personal Videobomb channel – available to watch online, or back in the Democracy player. It's an effortless and engaging way to take your videos “viral,” build community around your video content, and introduce new users to Democracy. This feature is unique to the Democracy player – no other video player offers such re-publishing capacity.

PCF's work has been covered on major cultural and technology websites such as BoingBoing.net, Slashdot.org, Waxy.org, MacNewsWorld.com, PCWorld.com, as well as *The New York Times*, the BBC, the CBC, NPR, and *Wired*. According to websites such as Technorati that measure online trends, as well as social bookmarking sites such as Del.icio.us, the Democracy internet TV platform is one of the most talked-about and anticipated projects of its kind.

More of What People Are Saying about PCF:

- “Broadcast Machine is the best interface to BitTorrent I've ever seen.” - Jason Kottke, graphic designer, kottke.org
- “As a pastor I am very excited about the project over at the Participatory Culture Foundation called [Democracy]: Internet TV. Just imagine being able to take our churches' video content and placing it on the net using their Broadcast Machine...” - Pastor Mike Norton, First Baptist Live Oak Church
- “We believe this has the potential to empower independent voices and assist progressive organizations' efforts to educate and mobilize voters across the country.” - Cecile Richards, Former President, America Votes
- “Another Oh My moment today... [Broadcast Machine] could be an excellent way... to distribute educational video...” – Tim Merrit, Digital Video for Teachers
- “If [PCF] is able to deliver on their stated visions, your donation just may help trigger a profound grassroots technology-induced human evolution.” - Chris Holland, The Apple Blog

Why do individuals and organizations need Democracy?

People from different backgrounds – non-profits, community groups, small businesses, independent artists, bloggers – are all looking for a strategy to publish video online.

PCF's platform is flexible and powerful enough to provide a solution for anyone:



Above: DTV playing fullscreen video of an SEIU rally.

Internet TV always connects - for video publishers, the Democracy platform provides a direct link to their constituencies without the inconvenience of TV schedules or commercials. Publishers can create as many specialized channels as they choose, targeted for different audiences, while incurring almost no additional cost. On the viewing end, Democracy player allows viewers to automatically download their favorite content and watch it at their convenience, without worrying about catching video content during restricted broadcast schedules.

A video e-mail list - grassroots organizations can create internet TV channels and post them to their websites, allowing any visitor to subscribe to them easily. This creates a lasting relationship, like being on an e-mail list. Videos can highlight an organization's achievements or showcase their work. And any video can include a fundraising pitch or call to action that links from the Democracy player directly back to an online donation page or signup form. The platform augments work that groups are already doing, bringing it into an engaging and innovative new medium. For example, arts organizations will soon be able to sell downloads and offer pay channels to support their work. Any channel can be listed for free in the Channel Guide, and users will be able to re-broadcast videos they enjoy (or want to support) to their own personal channels or in e-mails to friends, further widening a video's reach.

Collaborative publishing - With Broadcast Machine, members can even upload their own video submissions to an open channel, making it possible for an organization to hold contests, upload member-created videos from the grassroots, and even gather video feedback from their membership... it's like being able to add video comments to a blog post.

Supports independent media – Broadcast Machine is perfect for adding video capacity to the work of independent media producers, grassroots organizations, video bloggers, and non-profits. Citizen journalists can publish video footage from places that television news cameras aren't covering. For example, a single video camera in the Houston Superdome after Hurricane Katrina could have used Broadcast Machine to publish hours of up-to-the-minute footage to an unlimited audience watching in the Democracy player. Or on the local level, the Democracy platform can function like cable access television, publishing videos of city council meetings to the community. Make a list of 5, 10, or 100 organizations you support or causes you want to succeed; you'll be hard pressed to find a single one that wouldn't be stronger and more effective if they had this capacity.

- *"The PCF's Internet TV platform is a powerful step in making new technologies available to every citizen and organization and creating entirely new realms in news, current-events, arts, and entertainment programming."* - Andy Rappaport, PCF Contributor, Technology Entrepreneur
- *"... Broadcast Machine lets me create my own channel and makes it easy for people to find and watch my past shows. DTV will allow more people to join the citizens media revolution."* - Steve Garfield, leading videoblogger, SteveGarfield.com

Individuals and groups using the PCF platform, just the beginning...

CurrentTV – (*independent media*) – new cable news network Current, launched by former Vice President Al Gore, publishes video using Broadcast Machine, featuring a mix of viewer-created content and segments produced in its San Francisco studios. Viewers have another chance to catch the short video “pods” in the Democracy player besides during their regular TV broadcast schedule, creating a fluid new distribution network with virtually no additional cost to Current.

Digerati University – (*technology and education*) – Digerati University broadcasts free video tutorials of popular Mac software. The channel is published by the Maine Media Art Project, a volunteer project in Maine working to educate students with free in-school workshops – and now online for everyone.

Digital Bicycle – (*community media*) – this project, dedicated to making it easier for Community Media and Technology Centers to distribute media content amongst themselves, will be using Democracy for sharing and publishing content across the nation.

First Baptist Live Oak : Messages from Mike - (*religion & spirituality*) – Pastor Mike Norton of the First Baptist Live Oak church in California made his video sermons available to download in Democracy. In addition, Pastor Norton publishes channels of videos highlighting his church's community activities, and a tutorial on podcasting and video blogging.

Media Rights – (*social-issue media*) – this community organization used the Democracy platform to distribute videos made for its 5th Annual “Media That Matters” film festival. MediaRights uses Broadcast Machine's flexibility by publishing videos both on their website and in the Democracy player.

Mom's Brag Vlog – (*family & videobloggers*) – Erin Nealey of Durham, North Carolina, publishes a channel about the daily life of a stay-at-home mother of two. Besides documenting the antics of her young children, her channel offers a new way for family members in other cities to stay in touch.

Pancake Mountain – (*children's entertainment and cable access TV*) – Washington, D.C. – based cable access show that broadcasts smart, fun programming for kids featuring independent musicians and artists. By publishing online, Pancake Mountain is able to reach a much larger viewership than its limited cable access reach, all for no additional cost.

Rocketboom – (*video blogs & citizen journalism*) – hugely popular daily news video blog, a three-minute burst of current affairs, cultural, and technology news, garnering this homemade video blog enough viewership to make it the first videoblog picked up by TiVo.

Room 132 - The Classroom of Mr. Pettis– (*public education*) – In room 132, Mr. Pettis makes a video per week and students submit their assignments by publishing their own video blogs. It's an ideal use of the interactive possibilities of internet TV. Other educators are already publishing classroom lectures to the Channel Guide, and the potential audience is global – anyone in the world with an internet connection can watch Mr. Pettis' classroom.

SEIU – (*membership organizations*) – the fastest growing labor union in the country, with 1.8 million members, SEIU uses the Democracy platform to publish a four-part documentary about working families in America, as well as news and on-scene footage from workers seeking to unionize.

telemusicvision – (*music videos*) – telemusicvision is a new music video channel that features music videos from independent music groups. The Channel Guide can serve as a venue both for independent music groups that want to put out their videos and for viewers who want to discover new bands.

Witness International – (*human rights groups*)– Witness is using the Democracy platform to distribute educational documentaries about the human rights crisis in Darfur, Sudan, and elsewhere, as well as calls-to-action.

Press and Blog Coverage of the Launch of GetDemocracy.com.

"Want to see the future of Net video? Download the open source Democracy Player from the Participatory Culture Foundation, a renegade nonprofit code shop. The app lets you subscribe to RSS channels, download in the background via BitTorrent, and view most video formats in full-screen resolution. [The companion site, Video Bomb, offers RSS feeds for tons of clips.] With Democracy, a well-stocked BitTorrent tracker, and a little RSS fu, who needs a TiVo?"

- Wired Magazine, May 2006 issue
- <http://www.wired.com/wired/archive/14.05/networks.html>

"Democracy strikes the same balance that great free software tools like Firefox achieve: an elegant, simple tool for everyone to use; a powerful, active developer community that anyone can hack in."

- Cory Doctorow, BoingBoing, February 21, 2006
- http://www.boingboing.net/2006/02/21/democracy_a_new_plat.html

"From the moment in which television can be transformed from a top-down medium, where few 'players' decide and determine what everyone else can select to see to an open medium where everyone has the right and ability to contribute her video-based content, television is doomed to be transformed for good. That historical moment may be getting one definite step closer today, with the upcoming launch of Democracy Player, the final component of an open video access and publishing platform that truly allows anyone (on Macs and PCs) to view, vote, subscribe, show, share, publish and distribute video-based content online at no cost at all.

- Robin Good, Master New Media, February 21, 2006
- http://www.masternewmedia.org/news/2006/02/21/online_open_television_platform_launches.htm

"Democracy Brings Power to the People ... The system is undeniably slick. One cool feature is the integration with Video Bomb, which means that whenever you click the "bomb" icon beside a video, that clip is added to your personal Video Bomb feed. Friends and family can subscribe to the feed, and by simply launching the Democracy player can see all the video content that you think is worth watching."

- Nate Anderson, Ars Technica, February 23, 2006
- <http://arstechnica.com/news.ars/post/20060223-6248.html>

"Democracy debuts; 'TiVo for Web video'... Democracy is more than just a video player; it's an entire Internet television platform that also enables users to turn their videos into an Internet TV channel, and provides programmers with open source code offered under the Gnu Public License."

- MacWorld, February 22, 2006
- <http://www.macworld.com/news/2006/02/22/democracy/index.php>

"There's other stuff to love about Participatory Culture and their work: namely, their apps are GPL'ed, and they are a nonprofit, whose apparent only goal is to put the means of distributing video content on the web into the hands of as many people as possible."

- Victor Agreda, Jr., Download Squad, February 22, 2006
- <http://www.downloadsquad.com/2006/02/22/dtv-now-for-windows/>

"Download of the Day: Democracy internet video player."

- Lifehacker, February 22, 2006
- <http://lifehacker.com/software/video/download-of-the-day-democracy-internet-video-player-156259.php>

"Democracy Player: making it drop-dead easy to subscribe, watch, and share video channels online; like a BitTorrent PVR community."

- Andy Baio, Waxy.org, February 21, 2006,
- <http://waxy.org/links/>

"Tuesday, Patrick demos the Democracy Player from the Participatory Culture Foundation."

- Leo Laporte, This Week in Tech [TwiT] 43: "Old Yeller"
- <http://thisweekintech.com/43>

PCF 2005 Budget and Goals Achieved

Expenses: \$340,000

Incubated by Skyline Public Works

Rappaport Family Foundation – \$315,000

Mitch Kapur, personal donation – \$25,000

Staffpeople:

1 executive director, 1 product development director, 1 outreach coordinator, 1 website administrator, 3 Dem. player programmers, 1 B.M. programmer, dozens of volunteers.

2005 goals achieved:

- Released video publishing software Broadcast Machine – makes publishing high-quality video virtually free, currently in use on over 500 websites. ParticipatoryCulture.org homepage was visited by over 1 million people.
- Released beta versions of Democracy video player for Mac. Built the Channel Guide, an innovative and open-submissions home base for internet TV channels with over 500 channels of diverse video content.
- Launched Videobomb, the popular social bookmarking site for sharing video. Conducted outreach and training with dozens of partner organizations. Received extensive coverage in traditional press, tech & cultural blogs, and media news websites.

PCF 2006 Goals – helping to keep internet TV open and independent ...

2006 goals achieved [to date]:

1. Launched GetDemocracy.com on Feb. 21st, 2006, unveiling the Windows, Linux, and updated Mac versions of Democracy: internet TV, as well as updated versions of Broadcast Machine:
 - a. Democracy player (beta) has been downloaded more than 250,000 times since Feb. 21st.
 - b. More than 35,000 people have joined PCF e-mail lists for updates and information.
 - c. More than 200 users have been engaged in Get Democracy discussion forums since Feb. 21st.

2006 goals to be met:

2. Continue outreach to individuals and organizations to spread use of the Democracy platform and facilitate a diversity of video content. Execute marketing strategy to promote free & open-source internet TV in the online video landscape, like Mozilla Firefox for video:
 - a. Reach more than 2 million downloads of Democracy and 650,000 users by the end of 2006.
 - b. Register more than 3 million page views of PCF websites and add 200,000 e-mails to listservs.
 - c. Work with educational and non-profit partners to publish online tutorials of the public-interest uses of Democracy platform.
 - d. Recruit 500 volunteer “televangelists” through GetDemocracy.com for peer-to-peer outreach.

For a copy of PCF's detailed sustainability plan, as well more information on how to support PCF, please contact David Moore, Outreach Coordinator, at drm@pculture.org. Thank you.

“The Participatory Culture Foundation folks are doing great work on making video an online staple. This is potentially pathbreaking stuff.” - Dan Gillmor, Center for Citizen Media