

TV Guide's Online Video Guide:

Cutting Down on Clutter

A search for “American Idol” on Google Video yields 66,280 results. The same video search on MySpace Video returns 500 results, most of which are users creating videos of themselves or of little kids—with search-engine-misleading titles like “The Next American Idol.” However, video search solutions have begun to emerge. The latest is a new product from Gemstar-TV Guide, which enables users to effectively search, browse, and watch clips from *American Idol* or any of their favorite television shows or movies.

Built on Microsoft technology and launched in mid-April, *TV Guide's* online video guide is a video search and browse product that lives on the *TV Guide* website. “More and more people are accessing online video and it’s much higher if you’re looking at younger demos,” says Paul Greenberg, GM of *TV Guide* Online. So it is only natural that *TV Guide* sought a solution to help users find the videos they’re looking for.

The primary feature of *TV Guide's* online video guide is a search-and-browse function. A search for an “American Idol” clip, for example, returns 698 specific results pertaining to the Fox Network’s reality singing competition. Mousing over a result shows its metadata, including the video type, whether it’s a clip or a full episode, when the clip was posted, what network posted the clip, and whether there’s a cost to view it.

Users who come to the site without a particular video in mind can browse by Top Videos, Top Shows and Movies, Top Celebrities, Genres, or Networks. Users can drill down even further and sort by Network, Clip, or Full Episode. “The problem is it’s no longer a linear world,” explains Greenberg. “You have to be able to sort by many different parameters and different axes to allow users to find what they want in an on-demand world.”

Users can immediately view clips from their favorite sitcom or add them to the Clip Collector on the left and watch them later.

Once users find what they want, *TV Guide* links out to the source of the video—no videos are hosted on the site. “We’re showing users what videos other sites are showing,” says Greenberg. “If we did host, we would want to make deals with content providers but we think the idea of giving people an actual link to the site is pretty valuable.” In the *American Idol* example, if a user clicks on one of the 698 results, a new window opens up and the user’s media player starts the video.

The online video guide is very specific; it does not index sites containing user-generated content. “In looking at research, it seems that seventy percent of what users are looking for on YouTube are professional videos,” says Greenberg. According to Greenberg, *TV Guide's* online video guide scrapes “the three major network sites (ABC.com, NBC.com, and CBS.com), iTunes, iFilms, MovieLink, and other sites with high-quality professional video.”

Since the online video guide is free for users, it is completely ad-supported. A *TV Guide* representative says, in the

future, it would consider licensing this product in a similar fashion to how it currently licenses its listings grid to third parties, such as multi-systems operators (MSOs), cable companies that operate several systems throughout the country.

In the past, the searcher's mentality may have been quantity over quality—the more results that show up for a particular search, the more information they can access. But as search

has evolved to include an awesome amount of content, including audio and video, searchers need more relevant results to be efficient. "Video search is fragmented," says Greenberg. "As it gets tougher to find what it is you're looking for, as the amount of content proliferates, people need a way to cut through the clutter."

(www.tvguide.com)

—JARED BERNSTEIN

peopleware

Interwoven Inc. has named **Joseph L. Cowan** as its CEO. Cowan has also been appointed to the company's board of directors. **Max Carneccchia** continues to serve as Interwoven's president. Most recently, Cowan served as chief executive officer of Manugistics Group Inc. Prior to joining Manugistics, Cowan was president and CEO at EXE Technologies.



Mario Girard

Nstein has appointed **Luc Filiatreault** as president and CEO. Prior to joining Nstein, Filiatreault worked in the information technology industry for close to 20 years. Filiatreault was co-founder of Informission Group before being acquired by Quebecor in 2000. Nstein's former chairman and CEO, **Mario Girard**, left the company.

SirsiDynix has announced that **Keith Sturges** has joined the company as president of SirsiDynix International. Most recently, Sturges was business unit chief executive officer and corporate chief marketing officer for Misys Healthcare. He was also SVP of sales and marketing for two start-up companies, as well as VP of Oracle's Advanced Services division. Sturges joins the company as **Peter Gethin**, SirsiDynix managing director for Europe, Middle East & Africa, has decided to retire.



Keith Sturges



Gail E. Hamilton

Open Text Corporation has named **Gail E. Hamilton** to its board of directors. Hamilton is the former EVP of Symantec and has over 20 years experience growing technology and services businesses in the enterprise market. Most recently, Hamilton led a team of over 2,000 employees worldwide at Symantec and had P&L responsibility for the global services and support business.

Volantis has appointed **Dave Raggett** as chair of the W3C Ubiquitous Web Applications Working Group. Previously the principal researcher at Volantis Systems, Raggett is a W3C Fellow and has been closely involved with work on web standards since 1992, contributing to HTML 3.2, 4.0, XHTML, MathML, XForms, and the W3C's work on voice and multimodal interaction.

NTT DoCoMo Inc. has launched a fourth U.S. Advisory Board, chaired by former United States Federal Communications Commission chairman **Michael K. Powell**, currently chairman of the MK Powell Group and senior advisor of Providence Equity Capital, and which will include **Dr. C. Fred Bergsten**, founder and director of the Peterson Institute for International Economics, who served as chairperson on two previous boards.

Xerox Corporation has appointed **M. Stephen Cronin** president, Xerox Global Services. He replaces **Tom Dolan**, who is assuming the role of president, Xerox Global Accounts. Cronin joined Xerox in 1989 as HR director for Xerox's European Systems Business. He was director of Xerox Europe marketing and communications, and managing director of Xerox United Kingdom/Ireland. Most recently, Cronin served as chief of staff for Xerox's Developing Markets Operations.



Stephen Cronin

Apex CoVantage has announced that **Sayan Bhattacharjee** has joined the company as VP of strategic sales and business development of Apex Research & Content Solutions. He will be responsible for developing new business in the market research and financial services market sectors. Most recently, Bhattacharjee handled business development for Netscribes.

Karen Calhoun, senior associate university librarian for information technology and technical services at Cornell

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