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## KQED expands new media content distribution

-- KQED Interactive partners with Google, Pulse, and PBS.org to offer content in new ways --

October 29, 2010, San Francisco --- As technology advances on a daily basis, and users demand content delivered in ever-changing ways, KQED Public Media remains a leader in innovation and distribution. KQED has been working with a variety of partners to offer content to the Bay Area and beyond in convenient and cutting-edge ways that reflect our changing world. Some of the newest partnerships include the launch of a Google TV optimized version of KQED channel video, KQED News on the popular Pulse mobile application, and an expanded content presence on PBS.org.

### Google TV

KQED Public Television is the first public television station to be featured on Google's recently launched Google TV. KQED Interactive worked directly with Google to create a new video portal especially adapted for viewing KQED content on a large television screen. KQED is the only public media station, and the only local television station, featured on the system, which allows users to navigate via a standard remote-control D-pad (arrow keys and enter), with fonts and interface optimized for "couch distance" viewing. Google is now featuring KQED Public Television on the Google TV Spotlight Gallery at [google.com/tv/spotlight-gallery.html](http://google.com/tv/spotlight-gallery.html). It is also available directly at: [kqed.tv](http://kqed.tv).

### Pulse

KQED is listed as a "featured source" on the popular Pulse application. Pulse is a news reading application for iPhone, iPad, and Android devices that incorporates panning story bars and fills them with content from various sources. Pulse redefines news, giving readers the opportunity to experience news from traditional sources, selected blogs, and social networks in one interface. More information about Pulse is available at [alphonsolabs.com/](http://alphonsolabs.com/), and the iPad app is on iTunes at [itunes.apple.com/app/pulse-news-reader/id371088673](http://itunes.apple.com/app/pulse-news-reader/id371088673).

### PBS.org

KQED content is also featured on the newly redesigned [PBS.org](http://PBS.org), which launched October 25 and expands local content from member stations and auto-localization features. PBS member station and partner content is now seamlessly featured alongside national productions as part of the home page, topic pages, special features, and series sites. In addition, PBS.org is automatically localized so Bay Area visitors can view video, KQED schedule information, and content that is specific to the Northern California community.

### About KQED Public Media

**KQED Public Media** ([kqed.org](http://kqed.org)) has served Northern California for more than 50 years and is affiliated with NPR and PBS. KQED owns and operates public television stations KQED 9 (San Francisco/Bay Area), KTEH 54 (San Jose/Bay Area), and KQET 25 (Watsonville/Monterey); KQED Public Radio (88.5FM San Francisco and 89.3FM Sacramento); the interactive platforms [kqed.org](http://kqed.org), [kteh.org](http://kteh.org), and [KQEDnews.org](http://KQEDnews.org); and Education Network. KQED Public Television, one

of the nation's most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *This Week in Northern California*; *Truly CA*; and *Essential Pépin*. KQED's digital television channels include 9HD, Life, World, Kids, and V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service delivering more than eighteen local newscasts daily. KQED Interactive hosts KQED's cross-platform news service, KQED News, as well as offers video and audio podcasts and a live radio stream at [kqed.org](http://kqed.org). The Education Network brings the impact of KQED to thousands of teachers, students, parents, and the general public through workshops, community screenings, and multimedia resources.