

<the SHOW> | VIDEOS

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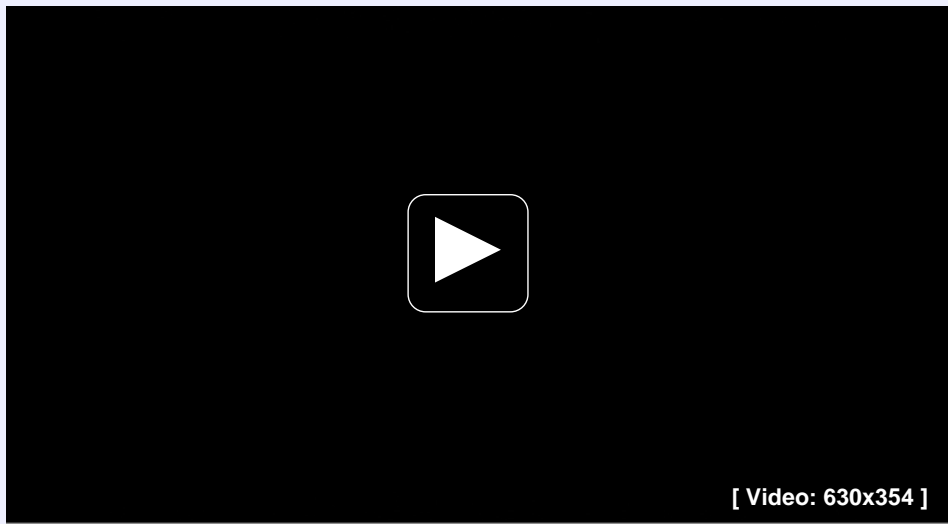
[80x60]

[80x60]

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BEHIND THE SCENES: Stand by your man

full screen lower lights



[Video: 630x354]

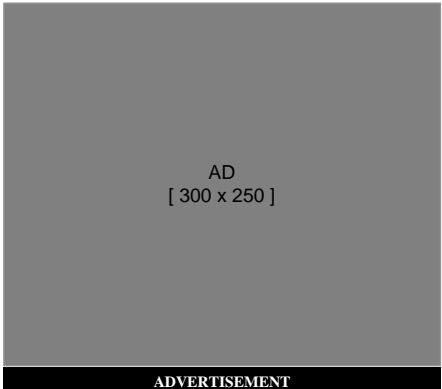


A man of his word - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu nisi vel dolor consectetur adipiscing elit wuisque eud.

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- NEXT
- NEWEST
- MORE
- Alls well that ends well
- It ain't over till its over
- Taking a second to smell the coffee

EXCLUSIVES | BEHIND THE SCENES | CURRENT SEASON | PAST SEASONS | BLOOPERS | ANOTHER CATEGORY | SEVENTH TOPIC

Favorite things to do (5 videos)

Stand by your man (9 videos)

All work and no play makes Jack a dull boy (4 videos)

Are you talking to me? (4 videos)

playing

A man of his word

THUMB [76 x 57]

Alls well that ends well

It ain't over till its over

Taking a second to smell the coffee

Big Guy's perspective on the election

How you doin?

FOOTER

NOTES

This wireframe depicts the proposed redesign of the 3tier player. The main elements are:

- **Topic/Show Header** (imagery & branding, page title, mini-site navigation, ad units)
- **Video Screen** (video, video controls, titles, descriptions, social functions, ecommerce links, video data)
- **Navigation** ("tabbed" interaction function, titles, thumbnails, overlay states, descriptions, video data)
- **Context Pod** ("tabbed" interaction function, titles, thumbnails)
- **Ad unit** (300x250 ad)
- **Footer**

- Functional Sectors -

Functional Sectors

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BEHIND THE SCENES: Stand by your man [full screen] [lower lights]

[Video: 630x354]

AD [300 x 250]
ADVERTISEMENT

NEXT NEWEST MORE

- [] A man of his word
- [] Alls well that ends well
- [] It ain't over till its over

00:09 [] 01:05
[] PAUSE [] email [] get link [] get code [] MENU

A man of his word - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu nisi vel dolor consectetur adipiscing elit wuisque eud. [] SHARE [] SHOP THE STORE [] DOWNLOAD ON ITUNES

EXCLUSIVES **BEHIND THE SCENES** CURRENT SEASON PAST SEASONS BLOOPERS ANOTHER CATEGORY SEVENTH TOPIC

Favorite things to do (5 videos)
Stand by your man (9 videos)
All work and no play makes Jack a dull boy (4 videos)
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playing
A man of his word

THUMB [76 x 57]
Alls well that ends well

It ain't over till its over

Taking a second to smell the coffee

Big Guy's perspective on the election

How you doin?
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eu nisi vel dolor consectetur adipiscing elit wuisque eud. (00:45)

A man of his word
Alls well that ends well
It ain't over till its over

FOOTER

NOTES

The functional sectors are:

- Topic/Show Header
- Video Screen
- Navigation
- Context Pod

Location Identifier:
Displays the Category and/or Playlist of video playing (depending on tier implementation.)

Lower Lights:
Upon clicking the 'lower lights' button, a semi-transparent masking overlay is applied to the entire page, except for the video screen and sponsor logo in header). Button text changes to 'raise lights'.
- All other interactivity on page is disabled.

Refer to the "Lower Lights" wireframe



Ecommerce links:
- Display 0, 1, or 2 links (but not two of the same)
- Visual treatment should be consistent, simple and convey an actionable item
- Destination URLs are specified in CMS

Description:
Displays the clip title and description

Share – 3rd party feature from AddThis



NOTES

Default (Mandatory)

Optional



- This feature is updated dynamically upon clicking the tab. It utilizes inherent functionality of the Brightcove platform and accomplishes the following:
- Shows depth of content
 - Displays the next clips that are queued up for playing
 - Maintains context for playing clips while user browses playlists and clips in navigation area
 - Provides a means of quickly accessing the newest clips
 - Provides a means of viewing Highest Rated clips

NOTES

Navigation:

The main purpose of the navigation is to allow users to find and play editorially published and managed videos via a browse-able means.

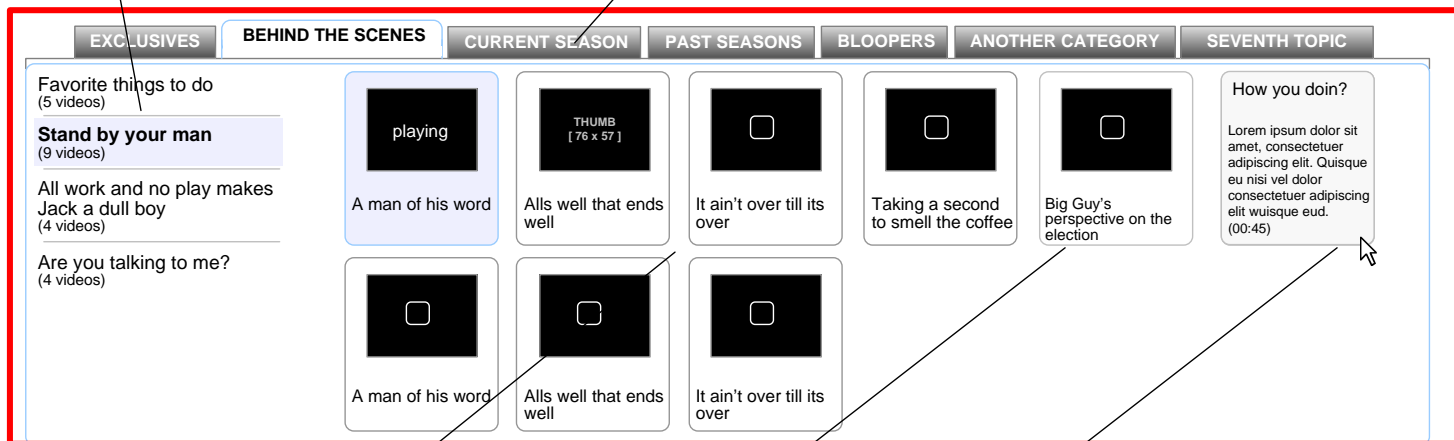
A user chooses a top category/tab, then a playlist title, then a clip. By default, upon clicking a category/tab, the first playlist and all associated videos are displayed.

Playlists

- the playlist area reflects all associated playlists contained in the active tab/category

Tab interaction

- width of tab conforms to width of text (providing adequate margins)
- once there are more tabs that can fit in the width (TBD) of the tab/category navigation strip, arrows (or some other indicator) appear or become enabled to allow a user to view more tabs going left to right or right to left.
- if a user navigates using the arrows, and when doing so, moves the active tab/category out of view (either left or right), the playlist and video clips areas will remain reflecting the active tab/category



- the video clip area contains all associated clips contained in the active playlist

the video thumbnail contains the following attributes:

- image
- title
- description
- length of clip
- play icon overlay
- "playing" text overlay
- change of color state

mouseout (default): image, title, play icon overlay

mouseover: title, description, length of video

onclick (active video): image, "playing" text overlay, change of state color

NOTES

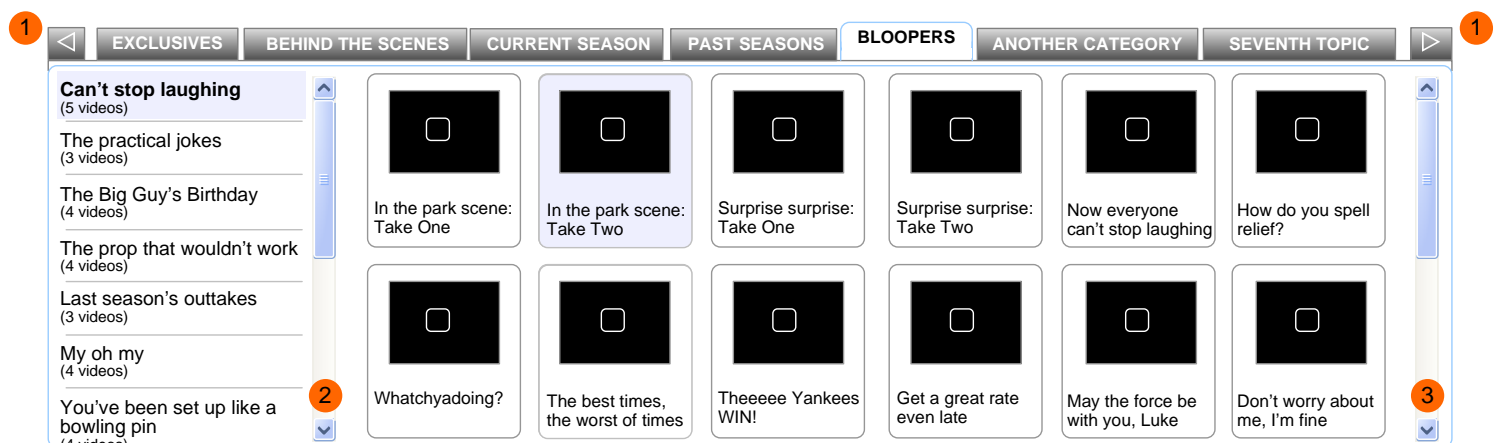
Functional Sectors: Navigation (continued)



1 If there are more tabs that can fit in the width (TBD) of the tab/category navigation strip, arrows (or some other indicator) appear or become enabled to allow a user to view more tabs going left to right or right to left.



- if a user navigates using the arrows, and when doing so, moves the active tab/category out of view (either left or right), the playlist and video clips areas will remain reflecting the active tab/category
- if a user clicks on a playlist or clip, the tab/category strip will slide back to the active category



This wireframe shows a “multiple everything” scenario with:

- 1 Multiple category, with some not visible and therefore the slider arrows appear on both ends
- 2 Numerous playlist titles and therefore the scrollbar is visible to allow a user to view more.
- 3 This particular playlist has more than 12 clips and therefore the scrollbar is visible/enabled to allow the user to view more.