

# Liquid content

## It's all a mashup

The increasing popularity of widgets on the Web make it too easy for one to develop a limited definition for mashups. In its broadest definition, a mashup is the combination of:

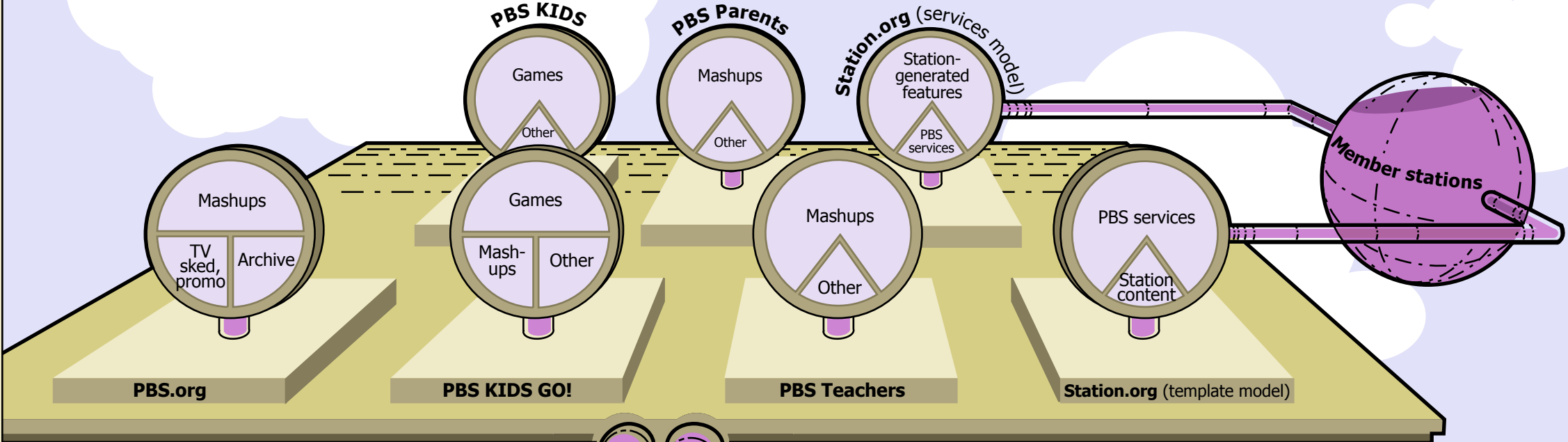
1. Data from more than one source
2. An application program interface (API) that defines what happens to the data

PBS can use this model to create much more than just homegrown versions of the Google Maps widget: **PBS Web sites can base most of their product development on the mashup model.**

### An example

The current Child Development section of PBS Parents uses hyperlinks to bind together a wide variety of text and video content sources.

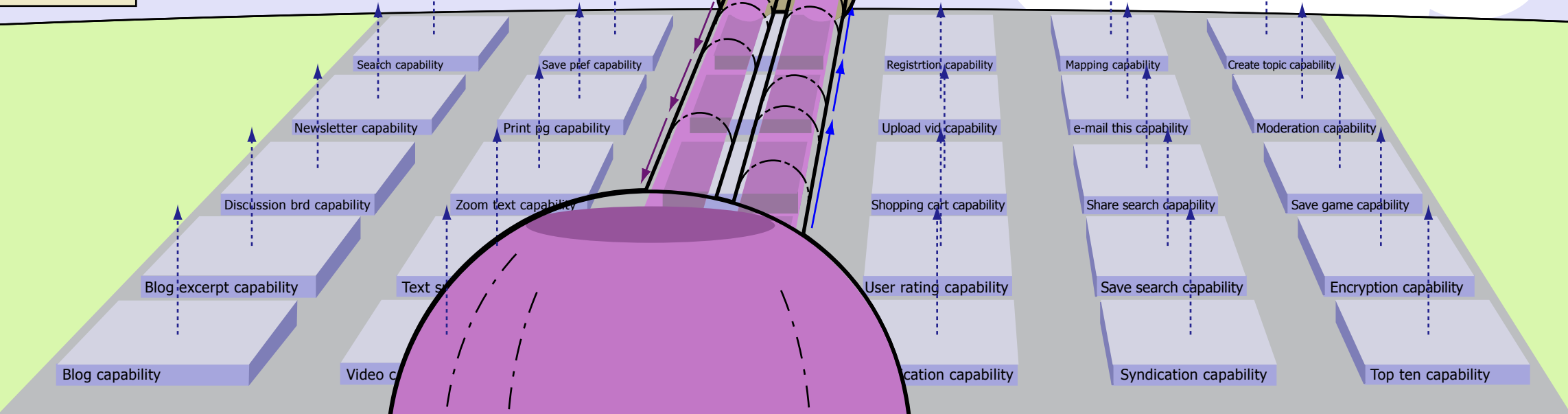
As a mashup, the area would pull data from its sources dynamically and updates to any single source would be automatically passed on to the overall section.



## How Web services work

Web services use open, XML-based standards and transport protocols to exchange data. They can be combined in a loosely coupled way in order to support complex functionality. Using a Web services approach, PBS can create a toolbox of consistent, reliable and code-agnostic capabilities for deployment across the PBS product line.

Web services are just another form of mashups.



## Making content liquid

- **Structured data:** Class codes are used to identify some percentage of the content trapped inside existing HTML pages or built into new pages.
- **Databases:** Data is exported as XML.
- **Microformats:** Taking advantage of data standards that already exist on the Web (example: Vcard for personal data)

# Using Liquid Content

**Liquid content supports a third kind of PBS home page**

Before selecting a station, the user's home page has no TV promotion (A).  
 In most cases, once the user selects a station the home page will include TV and local content promotion (B).  
 In cases where the member station has both the resources and desire to support it, the localized user will see a PBS.org home page that utilizes some of the same promotional XML data that feeds the station.org site (C).

A. National

B. Localized

C. Station fed

**Liquid content introduces an additional station support model**

PBS continues to create mechanisms that stations can implement on their sites (A).  
 Liquid content introduces a second model for stations with severely limited resources. If they convert their sites to the PBS station template, extensive liquid data populates the site dynamically (B).

A. Services model

B. Template model

**Liquid content expands PBSi's services for stations**

What PBSi supplies	Station's available resources
<div style="border: 1px solid black; padding: 2px;">DATA</div> XML data for station mashups	HIGH ↓ LOW
<div style="border: 1px solid black; padding: 2px;">CSS/HTML</div> <div style="border: 1px solid black; padding: 2px;">DATA</div> Data and code for basic structure; station adds visual design to match their site	
<div style="border: 1px solid black; padding: 2px;">DESIGN</div> <div style="border: 1px solid black; padding: 2px;">CSS/HTML</div> <div style="border: 1px solid black; padding: 2px;">DATA</div> Data, code for basic structure and a simple admin tool to make rudimentary design selections	
<div style="border: 1px solid black; padding: 2px;">DATA</div> XML data to populate templated station.org	

