



Putting Open Source to Work

Bringing Television to the Web with Open Source

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CBS Interactive

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Overview

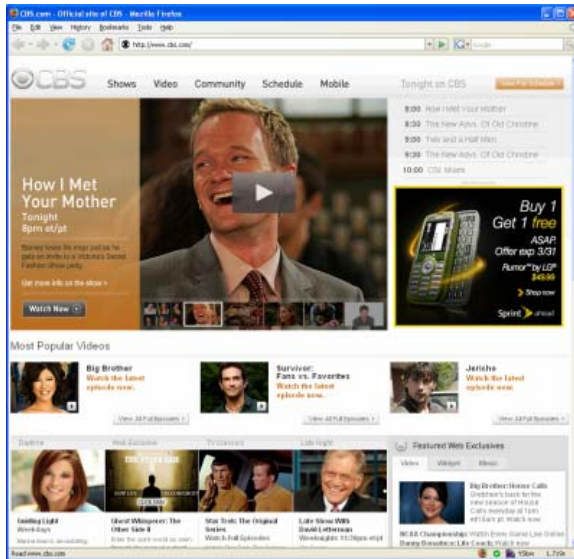
- About CBS Interactive
- CBS's Use of Open Source
- Open Source in the Future

About CBS Interactive

- CBS.com

Entertainment destination site

Video Watching, Sharing, Community



About CBS Interactive

- **CBS Sports.com**

Sporting news, scores, live games and community

Fantasy Sports

Formally CBS.Sportsline.com

March Madness on Demand (MMOD)



About CBS Interactive

- **CBSNews.com**

Breaking News, videos and community from CBSNews

Evening News Simulcast

Live Election Results



About CBS Interactive

- **Last.fm**

One of the world's largest social music platform

Leverage Wisdom of Crowds

- Personalized recommendations

- Connect users who share similar tastes

- Provide custom radio streams

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

About CBS Interactive

- CBS Audience Network

Video syndication across the web



CBS and Open Source

- Some Open Source projects CBS uses:

Linux



Spring Framework



CBS and Open Source

- Development
 - Eclipse
- Libraries
 - Spring, Hibernate, Struts, Lucene, Xerces, ...
- QA
 - Bugzilla, JUnit, ...
- Production
 - Linux, Apache, Tomcat, mod_perl, PHP, ...

Reasons for Open Source

- **Speed of Development**

Rapid prototyping

- **Ease of Access**

Access to the code as well as documentation

- **Expandability**

Ability to contribute back to core product

- **Cost**

Free

CBSNews.com

- Content Management System
 - Goals
 - Replace large commercial CMS
 - Difficult to expand
 - Difficult to debug
 - Slow
 - In-house solution based on Open Source
 - 9 months to build and deploy
 - Uses Tomcat, Xerces, Xalan, Struts, and Lucene
 - More flexible
 - Continually updating and expanding

CBS.com

- LateShow with David Letterman
 - Goals
 - Speed up publish time
 - Improve end-user functionality
 - Complete redesign
 - Hybrid Development - PHP front end / Java back end
 - Tomcat, Spring, Hibernate, Struts, Lucene
 - 4 months to build and deploy

CBSports.com

- Linux / Apache Commodity Servers
 - Hundreds of low-cost servers in server farm
 - Easily repurposed for all uses
 - Fantasy / MMOD / Gamecenters

Now and the Future

- **Instant websites**
 - Combining multiple Open Source projects quickly to launch a site

- **Quickening Pace of Innovation**
 - Being able to build off the work of others speeds up innovation

Thank You

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