

<http://web.archive.org/web/20070315070756/http://www.currenttv.com/faq#whatis>

TWITTER, INC.  
EXHIBIT 1011

## FAQ

## QUESTIONS

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## Releases

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## Submission FAQs

- [Pod submission FAQ](#)
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## Full Submission Terms

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## Community Standards

Short version: Be cool. Longer version: [Read on.](#)

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## About Current

### What is Current?

Current is an independent cable and satellite TV network. We launched in August of 2005 in the US, and in the UK and Ireland on March 12, 2007. Read the [whole story](#).

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### What channel is it on?

On DirecTV we're 366.

We're on digital basic on all Time Warner Digital systems, and we're 103 in NYC, 142 in LA.

We're on Comcast digital basic nationwide, where we're on Channel 107 (except Seattle and Dallas where it's 125).

On Echostar's DISH network, we're channel 196.

For other carriers, look up your neighborhood channel [here](#).

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### What's your programming like?

Check our [schedule](#) to see what's on Current TV right now and what's coming up.

You can also check out our [video preview](#) for a sampling of our best on-air programming.

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### What's a 'Pod'?

A Pod is a short video that tells a story, profiles a character and/or shares an idea. Current TV Pods are nonfiction videos that are anywhere from one minute to seven or eight minutes; it's a self-contained story, a profile of an interesting character or a dose of information. It's like the atom of the Current TV universe. We play Pods on all subjects, in all styles -- everything from first-person narratives to [animated political satire](#). Pods can stand alone to tell a story, profile a person or inform the audience in some way.

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### How does the Current Journalism program work?

It starts, as so many things do, with an upload: You submit a Pod through the CJ (Current Journalism) [assignment desk](#) for consideration by Current's Vanguard Journalism team.

**You must read and accept the Current Journalism code of ethics as part of your upload process.**

Then we'll take a look. If your Pod meets the standards and ethics requirements, we'll put it on our website where it will be eligible for community greenlighting and a shot at winning the weekly leaderboards competition, which may result in your piece getting on air. It may also

assignments from us in the future.

For some concrete examples of Current Journalism stories, check out the CJ [Case Studies](#).

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### What is VC<sup>2</sup>?

Viewer-created content. It's TV made by independent creators, anyone with a camera, drive and a story to tell. There are many categories of VC<sup>2</sup>.

**Pods:** Pods are short videos that tell a story, profile a character and/or share an idea. [Learn more on the Entertainment and Information Pod assignment desk](#).

**Current Journalism:** Current Journalism Pods are news segments made by VC<sup>2</sup> producers who follow our highest journalistic standards. [Learn more on the CJ assignment desk](#).

**Promos:** Current TV promos do the heavy lifting of telling our audience who we are, why we're different, and why you should participate in the network. [Learn more on the promo assignment desk](#).

**V-CAMS:** V-CAMS are viewer-created ad messages for our sponsors that can run on Current TV and beyond. [Learn more on the V-CAM assignment desk](#).

**Raw Intel:** This is raw footage caught with a video camera. This is reserved for footage that is newsworthy and/or is so riveting on its own, we'll consider buying it without all the extra editing and post production needed to create a finished Pod. (We're not looking for 'home movies' unless they catch something unusually compelling.)

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### How can I get involved?

The first step is registering for our site and jumping in to our online community. You can watch and greenlight Pods and leave constructive comments for producers. Your greenlights help us program the network.

If you're a creator, you can participate via VC<sup>2</sup> (see above) or you can also send longer form documentaries and similar content to our acquisitions department. Mail this content to Acquisitions Department, c/o Current TV, 118 King Street, San Francisco, CA 94107.

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### Can I get a job at Current?

If you're interested in working in our office, check out the [jobs](#) page. If you see a posting that speaks to your soul -- and for which your soul is well-qualified -- then by all means, hit [jobs@current.tv](mailto:jobs@current.tv) with your resume. If you're an aspiring producer, the best way to get attention from our programming department is to upload a VC<sup>2</sup> Pod. If your work is fantastic, you'll get noticed. Who knows, maybe you'll even get hired on to the Current team like former VC<sup>2</sup> contributors [Joe Hanson](#), [Adrian Baschuk](#), [Mark Rinehart](#), and Roberto C. Grijalva.

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### Who owns Current?

Current is one of the few independent media companies with national cable and satellite TV distribution. It is financed by private investors and individuals.

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### Isn't Al Gore involved?

Yes. Al Gore is the chairman of the company.

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### Where is Current based?

We have our headquarters in San Francisco, a studio in Los Angeles, ad sales in New York, and a newly opened office in London. But we like to think that Current is also wherever our VC<sup>2</sup> producers happen to be.

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## In the Current Community

### How does VC<sup>2</sup> (viewer created content) work on the Current website?

The Current website hosts a virtual production studio where people upload video, and community members help us decide what to put on TV. It's where VC<sup>2</sup> content comes from.

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### What is greenlighting?

Greenlighting is how you tell us what you'd like to see on TV. You have to be a [member](#) of

reflecting what is current in the lives of young people?

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#### What does the "Not Ready For TV" button do?

Use this button for Pods you've viewed, but just don't think are ready for primetime. We hope you'll also leave some constructive criticism for the producer, so that he/she has some things to consider when revising. The "Not Ready For TV" (or "redlight") button will also have a negative effect on the Video Score. While redlights will not have the same weight as greenlights, they will result in the lowering of the Video Score. The amount each score is lowered will vary from Pod-to-Pod, as it is based on a ratio of the total votes a Pod has at the time it receives a redlight.

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#### What is the Video Score?

The Video Score is meant to be a reflection of your video's popularity in our community. It goes up when a registered user gives the video a greenlight; it can go down as members use the "Not Ready For TV" button. (More on that [below](#))

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#### How is the Video Score calculated?

The Video Score is calculated based on two things: the number of greenlights/not ready votes an upload has been given, and by whom. We weigh each person's greenlights differently based on how active they are in our community and whether or not they have greenlit successful videos before they get popular.

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#### What is the leaderboard?

For Pods (both Entertainment and Information Pods and Current Journalism Pods), the leaderboard counts for more than just street cred: Every week, the winner of the leaderboard wins \$1000. If the producer has all of the legal paperwork in order, the Pod may make it to TV.

Promos are selected for air by our promo staff, and V-CAMs are selected by our staff with approval from the sponsor -- all of whom look carefully at the Video Score.

Here's how to participate:

1. Watch videos on the site ([here's a good place to start](#)).
2. Greenlight the ones you think would be great for Current TV (and boost their [video scores](#)).
3. Make a case for your picks on the [message boards](#).
4. Watch videos rise and fall on the leaderboard until Thursday at 5PM PST, when the top Pod will take home \$1000.

This is your chance to take a direct hand in programming this network. All it takes is a greenlight -- so get started!

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#### What do the little icons in the lower right corner of the video player mean?



You can click to greenlight this video and help program our network.

redlight

Use this when you don't think a video is quite ready for TV.



This video is on its way to air.



This video has been deemed ineligible for air by our programming or legal department. If you see a video with this icon, there will always be a reason given in the text below.



This video has aired on Current TV!

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#### I uploaded something. Why isn't it on your website yet?

We screen every video that is uploaded to Current TV to make sure it is [in our format](#) and does not violate our [community standards](#). We try to do this within a 24-hour period with the

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