



GoUSA TV Distribution/Syndication Consultant - Q & A

The following are answers to questions Brand USA has received regarding the GoUSA TV Distribution/Syndication Consultant RFI.

Thanks to everyone who submitted questions regarding Brand USA's RFI for GoUSA TV Distribution/Syndication Consultant. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFI, or if we were unable to understand a question, we did not provide an answer.

Q: What is the single most important requirement for this role?

A: Personal, established contacts at digital television platforms, who will welcome your call and engage in active conversation about the possibility of accepting GoUSA TV as a new channel.

Q: To create the largest impact for GoUSA TV, our intention is to utilize our international experts to perform the sales function. Is this a position for one, or several people?

A: The main function of this role is to obtain carriage on OTT streaming and vod platforms. This could be executed by one or several people. To date, this role has been carried out part-time by one person, but we are open to a team approach, if that produces greater results. We do not sell commercial inventory.

Q: What are the key distribution metrics GoUSA TV is pursuing?

A: The objective is to have more people watch GoUSA TV more often. Our reach grows with the launch of each new platform and that is why we are seeking a distribution consultant. We do have a complex metrics dashboard that delivers analytics from all our platforms. Our overall mission is to interest international tourists in visiting the United States. GoUSA TV is one of the many tools we utilize in promoting travel to the United States. Look for Visit The USA on social media platforms; check out our 16 websites at visittheusa.com and see our corporate website at thebrandusa.com - for more information about our organization. We also have deep relationships with the travel trade around the world.

Q: What commercial models is GoUSA TV currently pursuing/using in its existing distribution arrangements (eg: license fees, Revenue share, Ad sales, content sales, etc)?

A: We are private-public partnership and a not-for-profit entity. Our funding model is available on our corporate website. Revenue generation is not the primary purpose of GoUSA TV.

Q: What key international markets are GoUSA TV prioritizing?

A: We operate globally and adjust priority markets regularly. The pandemic also plays a role on focus. Markets include (not in order): U.K./Ireland, Canada, Mexico, Germany, France, Brazil, Sweden, India, Japan, Korea, China, Colombia, Chile and others. Note that all of our shows focus solely on the United States.

Q: What level of international market penetration has been secured to date and which global OTT/streaming platform partnerships have been completed already?

A: There is much opportunity for growth! GoUSA TV is on Samsung TV Plus in the U.K. & India, Plex, Reach TV, Go Transit, Roku (app-vod), Apple TV (app-vod), Amazon Fire (app-vod), Android TV (app-vod), Google Chromecast (app-vod), YouTube, [iOS](#) & [Android](#).

Q: What qualitative and quantitative proprietary research does GoUSA TV have regular access to?

A: We have up-to-date research regarding travel. We do not have access to proprietary research regarding television programming.

Q: What is the size (in hours/episodes/series) of the existing content library and how often are you surfacing new video?

A: As a starting point, look at the content on the channel. We have three content sources: Original production; donations from partners; and licensing. Several of our platforms require monthly content refresh.

Q: What existing partners is GoUSA TV currently using for backend?

A: WURL is our playout partner. Accedo for OTT & apps. Brightcove for video hosting.

Q: Is the GoUSA app API developed such that it can be onboarded into major international platforms (we need to understand how easily the channel can be integrated).

A: You are welcome to explore Accedo's capabilities and/or to recommend expansion to use of several providers. We are also interested in learning how you recommend handling translation/closed captioning for linear streaming.

Q: What marketing and communication resources are available to support the launch of GoUSA TV into major international markets?

A: We market the United States to the world. We utilize many agencies and reps around the globe to power this effort.