

Independent Cable

Serving Independent
Cable Operating Companies

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NEWS

Business News

HITS and Motorola Provide Package via NCTC for Launching HDTV, other Digital Video Services

Regardless of a cable system's size, HD programming is frequently seen as necessary for future growth and, according to a joint survey conducted by HITS and NCTC, nearly all respondents expect to offer HD programming within the next 18 months. By expanding their video services to include a broad range of HD and standard definition channels, including DVR capabilities, operators are better positioned to generate more revenue and offer a competitive lineup of digital video services. HD can generate an average of \$8.00 per household per month according to market analysis conducted by Dr. Mike Jude, Program Manager at Stratecast division of Frost & Sullivan.

To support cable system operators in launching HD service, HITS and Motorola, which jointly operate the Quick Take Plus (QT+) platform, have collaborated with the NCTC on a new QT+ launch package. The launch kit outlines the process and documentation required for a smooth, successful and speedy deployment and provides all of the forms that cable system operators will need for customizing their local HD launches. NCTC members may request the launch kit via a link from the NCTC web site as well as links available on the HITS and Motorola web sites.

The HITS QT+ service is a turnkey solution that includes hardware, software, operating services, and programming. In addition to centralized headend management, it handles channel-mapping requirements by providing affiliates with a choice of templates for channel lineups that include programming available via HITS Quantum, and locally managed channels.

Bid4Spots Cable Ad Marketplace Increases Revenue By 40%, Reaches 8.3 Million Households

Bid4Spots has announced a 40 percent increase in total ad revenue generated in its online marketplace for cable television advertising, from the first to the fourth auction. To date, the roster of participating cable operators reaches an aggregate total of 8.37 million households in most DMA markets nationwide – including nearly every Top 50 market. Many say they participate in part because Bid4Spots is a no-risk, cash transaction for the cable operators – advertisers pay in advance.

Bid4Spots hosts an online reverse auction from 8 a.m. to noon Pacific time every Thursday. Advertisers make known their intention to buy airtime within certain parameters for the following week, and the relevant cable systems bid for that business. Advertisers and cable systems can sign up for the marketplace at www.Bid4Spots.com.

Broadstripe Integrates Aurora's GEPON Solution to Deliver Scalable Commercial Services Network

Aurora Networks, Inc., the optical transport solution provider focused on delivering a cost-effective, optimized platform for next-generation cable services, has announced that Broadstripe, a provider of integrated video, broadband and home phone services, has deployed Aurora Networks' GEPON solution for its commercial services offering. The flexibility of

Aurora Networks' GEPON solution, including its Node PON, VHub and Smart Media Converter products, enable Broadstripe to offer faster services at lower prices to fit the needs of its business customers.

Aurora Networks' GEPON solution provides a manageable and scalable system that allows Broadstripe to serve business customers without the need for an active OTN location. By reducing the overall cost, but still supplying fiber to the premises to meet bandwidth needs, Aurora Networks enables Broadstripe to service businesses within their footprint – an important sector for company growth. To learn more about Aurora Networks' cable solutions, call 408-235-7000 or visit www.aurora.com.

Milestone Communications Announces Closings On California and Pennsylvania Systems Sales

Milestone Communications, Inc., a brokerage firm serving the cable telecommunications industry, served as advisor to Quincy Community TV Association, Inc. in the sale of its cable television system serving approximately 800 EBU's in and around Quincy, California to New Day Broadband of Quincy, LLC. Michael W. Drake of Milestone Communications represented the seller in the transaction.

Milestone also served as advisor to Retel TV Cable Co. in the sale of its cable television systems serving approximately 1600 EBU's in and around the communities of Canton, Ralston and Cogan Station, Pennsylvania to Zito Canton, LLC. Michael W. Drake and Roxanne Y. Criswell of Milestone represented the seller in the transaction. For additional information on Milestone, contact their Colorado office at 303-993-3557, or Pennsylvania office at 570-368-3266, or visit www.milestonecomminc.com.

Adtec Introduces signEdge-TV Converter For Digital Signage Over Digital Cable Systems

Adtec Digital has introduced a new solution for broadcasting messages from digital signage products over digital cable systems. Using Adtec's signEdge-TV Converter, high definition and standard definition audio and video content can be distributed over the digital television tier.

Adtec's solution allows audio and video signals from digital signage products, DVD players, and television receivers from direct-to-home satellite television providers to be distributed over a digital cable system in a cost effective manner.

In an analog cable system, messages generated from most digital signage products can be distributed over the cable system by taking the audio and video output of the signage device and feeding it into a standard modulator. That is inexpensive and easy to do; however, in a digital cable system it can be expensive and complex to get messages from a digital signage device onto a digital channel in a cable system. By using Adtec's signEdge-TV Converter, signage systems can be deployed on the digital tier of a cable system without spending a lot of time and money.

Adtec Digital is a developer of digital and IPTV products and solutions including encoders, decoders, multiplexers, ad servers and management servers. For more information, visit www.adtecinc.com. □