

Mediacom All Digital Upgrade

Project Overview – Des Moines

2011/2012



Cable TV



Internet



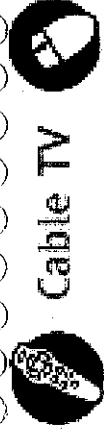
Phone

Mediacom has continually invested in the newest technologies to increase the capacity and capabilities of its fiber-based communications network.

Now, the next step moves analog customers into the **digital** age, delivering an all-digital channel lineup to all Mediacom **Family Cable subscribers**.

Many communities view Mediacom's extensive upgrades as positive economic development tools to attract residents, employers and businesses.

100% DIGITAL!



Cable TV



Internet



Phone



Cable TV



Internet



Phone

10 years ago,

**cable service delivered mostly cable TV programs and
channels and a little bit of Internet.**

Today,

Mediacom delivers the following services:

Digital, HDTV

Digital Video Recorders (DVR)

Video On Demand

Broadband High Speed Internet

Internet Video and Rich Social Media

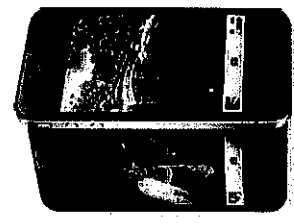
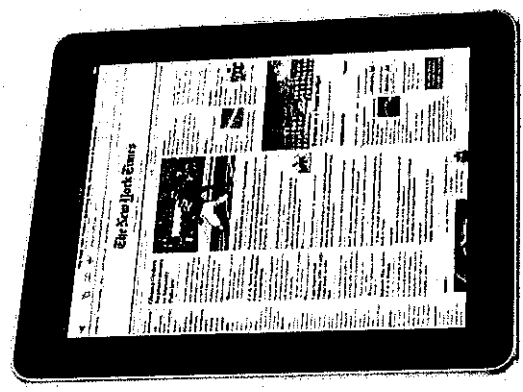
Voice, Video Chat and Global Phone Services

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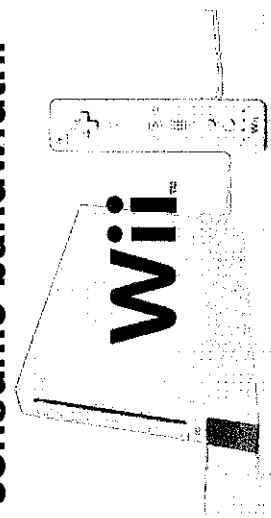
Cable TV Internet Phone

Now, everything talks to the Internet

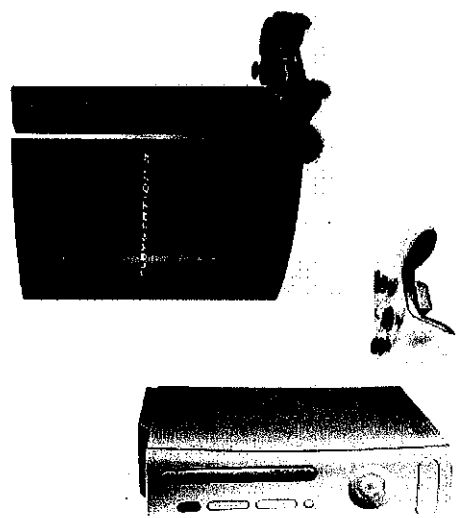
The new smart phones and devices use our broadband connections at your home and business and consume bandwidth.



Gaming consoles need Internet connections and consume bandwidth.



Even new TVs connect to the Internet over our High Speed Internet and consume bandwidth.



hulu PLUS

Tune in to a smart tv

Web-connected TV Apps - stream shows, videos and movies right on your TV.

Click here to learn about Samsung Apps

Mediacom

Plasma 7000

A Samsung Plasma 7000 TV displaying various web-connected TV apps like Hulu, YouTube, and Facebook. The screen shows a grid of app icons.



All Digital Example: More Choice

Content over the same cable is now delivered in multiple flavors.

Television programming arrives over Mediacom Cable TV service AND Mediacom High Speed Internet services.



Can be watched via Digital Cable Television



Is viewed via HD Digital Cable Television



Is listened to via Audio Streaming High Speed Internet



TV Games over High Speed Internet



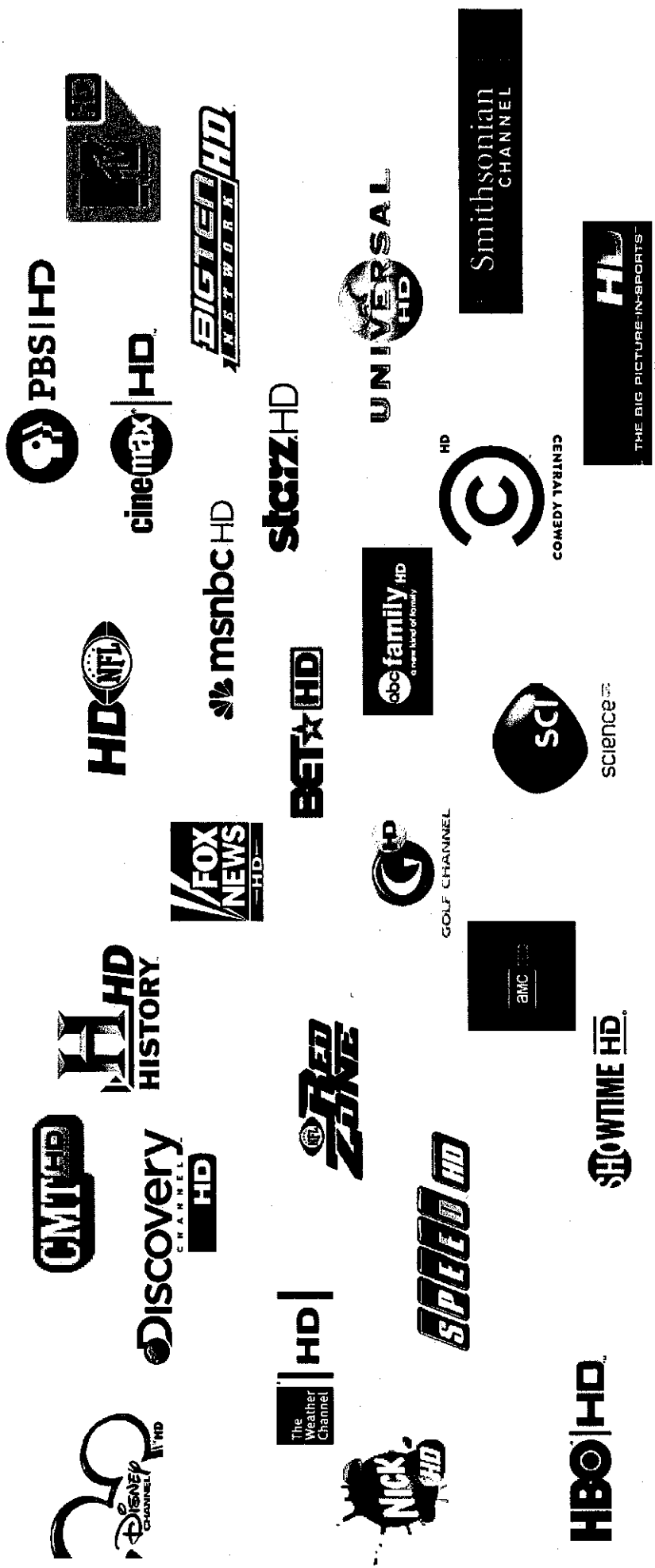
More digital toys on the way

All of these arrive via the same, Mediacom 100% Digital Services cable.

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All Digital Example: People Want more High Def

Consumers and businesses are demanding more HDTV Content



Mediacom is answering market and consumer demands in Des Moines by delivering these and many other of viewers' most popular HD channels via our Mediacom 100% Digital Services cable.





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This upgrade has been underway since 2008

2008 -- Mediacom's performs initial major upgrade of its Des Moines area infrastructure

- Delivery of All Digital lineup to customers in the greater Des Moines area
- Simultaneous delivery of analog signals to customers without digital TV receivers (digital simulcast).
- Customers using Mediacom Digital Cable or digital-ready televisions began seeing better picture quality and expanded lineups.

2009 -- Digital Transition for local TV broadcasts

- US Government mandated that all terrestrial television stations eliminate broadcasts in the analog bandwidth and move to an entirely digital spectrum.
- Mediacom supports its non-digital customers by converting broadcasters' digital signals back to analog for reception on older, non-digital TVs.

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All Digital - Right Now

This phase of the All Digital expansion delivers a 100% digital upgrade to our customers in your community

- This next phase delivers an All Digital Family cable channel set currently on channels 23-78
- **DOUBLES** the HDTV channels, adds additional standard definition channels, adds 3DTV capabilities
- Enhances Des Moines service offerings which already deliver some of the fastest Internet connection speeds in the country
- Popular expanded digital services
 - HD Video On Demand and HD Pay Per View
- Better picture
- Enhanced audio fidelity
- Improved system reliability



What do customers need to do? Before February 2012;

- **Older TVs** (manufactured before March 2007) that do not have a built-in digital tuner or a Mediacom Digital Receiver will need a Digital Adapter to receive the new digital lineup.
- Digital Adapters can be picked up, or ordered from Mediacom. Mediacom will provide you up to 3 Digital Adapters at no cost through 1/30/2013. Beginning 1/31/2013, a fee of \$0.99 per Digital Adapter will be added to your bill.
- Consumers interested in upgraded services to receive **additional channels** and extras such as **Video On Demand, Pay Per View, the navigation guide**, and **HD** channels may discuss these options with a Mediacom representative.



What effect does the change have on customers? Before February 2012;

2011 Digital Conversion Markets

Mediacom will provide customers with up to three Digital Adapters at no cost through January 30, 2013.

Beginning January 31, 2013, a modest monthly fee of \$0.99 per adapter will be added to customer bills.

Customers adding Digital Adapters on or after 9/15/2011 will be able receive up to 3 Digital Adapters for no charge through 1/30/2013

For customers adding **four or more** digital adapters, **the fourth and any additional** Digital Adapter will each have a modest \$0.99/adapter monthly charge . This includes existing and new customers throughout the project period. After the upgrade project is completed in your area, any Digital Adapter added to an account will have a modest \$0.99 monthly charge.



What do customers need to know?

Mediacom has been simulcasting analog and digital programming. Beginning **February of 2012**, Mediacom will begin reducing some simulcast analog channels.

Consumers will need a Digital Adapter to continue seeing programming currently broadcast on channels 23-78. These are currently delivered through an analog signal and will move to a digital signal.

This includes digital subscribers with an analog TV connected directly to a cable without a box.



Digital Adapter (DTA)



What do customers need to know?

NEWER HD TV benefits

Less impact to customers using Digital Cable or newer digital-ready TVs

- Customers using digital cable service or **newer** televisions with built-in digital tuners (known as QAM) are digital-ready.
- Those customers will not need additional equipment but will need to re-scan or re-program remote control devices to include new channel additions.
- Many of Mediacom's customers currently subscribe to digital cable to use interactive features or to access HD or other channel sets beyond a Family Cable subscription.
- Many of those customers continue to use analog televisions in secondary locations throughout their homes or offices.
- Digital adapters will allow digital signals to display on those older televisions.

Who is affected?

- Over 75% of Mediacom's customers already use our digital cable services via some form of a Digital Cable Box (DCT).
- Of the remaining 25%, many have at least one digital ready TV with built-in digital tuners. These TVs do not need a Digital Adapter to receive the All Digital Family Cable service.
- **Analog TVs not connected to a Mediacom Receiver need a Mediacom Digital Adapter(DTA).**

Likely scenarios where a Digital Adapter is needed to convert digital channels back to analog:

- Broadcast Basic Subscriber (Digital Adapter expands lineup to include up to 14 additional channels)
- Family Cable subscriber with cable connected to an older non-digital ready or Analog TVs. (Digital Adapter converts signals back to analog for channels 23-80 plus adds 14 additional channels.)
- Digital or HD services subscriber with an additional older Analog TV without a digital box or digital tuner.

When will this happen?

Mediacom and your municipality are currently working to provide you with the appropriate digital interface for your TV.

Now Dec 2011 Jan 2012 Feb 2012

ACTION: All New Customers and Service Calls will install any necessary DTAs
Customers can pickup, order for free shipment and self Install DTAs

Now - Feb 2012

Mediacom and Municipal presentations, open houses and town hall style gatherings to distribute Digital Adapters also available at Mediacom offices.

Begin shut off
of analog channels
to convert them to
digital channels.

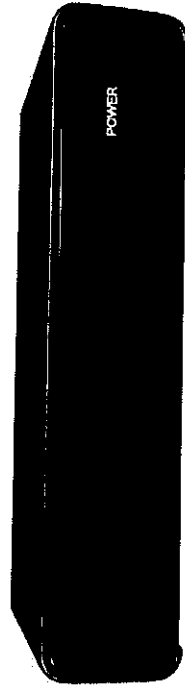
Customers will need
to have some form of
a Digital Adapter
Installed

Mediacom



What next?

Mediacom representatives will discuss pick up or shipment of a **Digital Adapter (DTA)**.



Digital Adapter (DTA)



Why now?

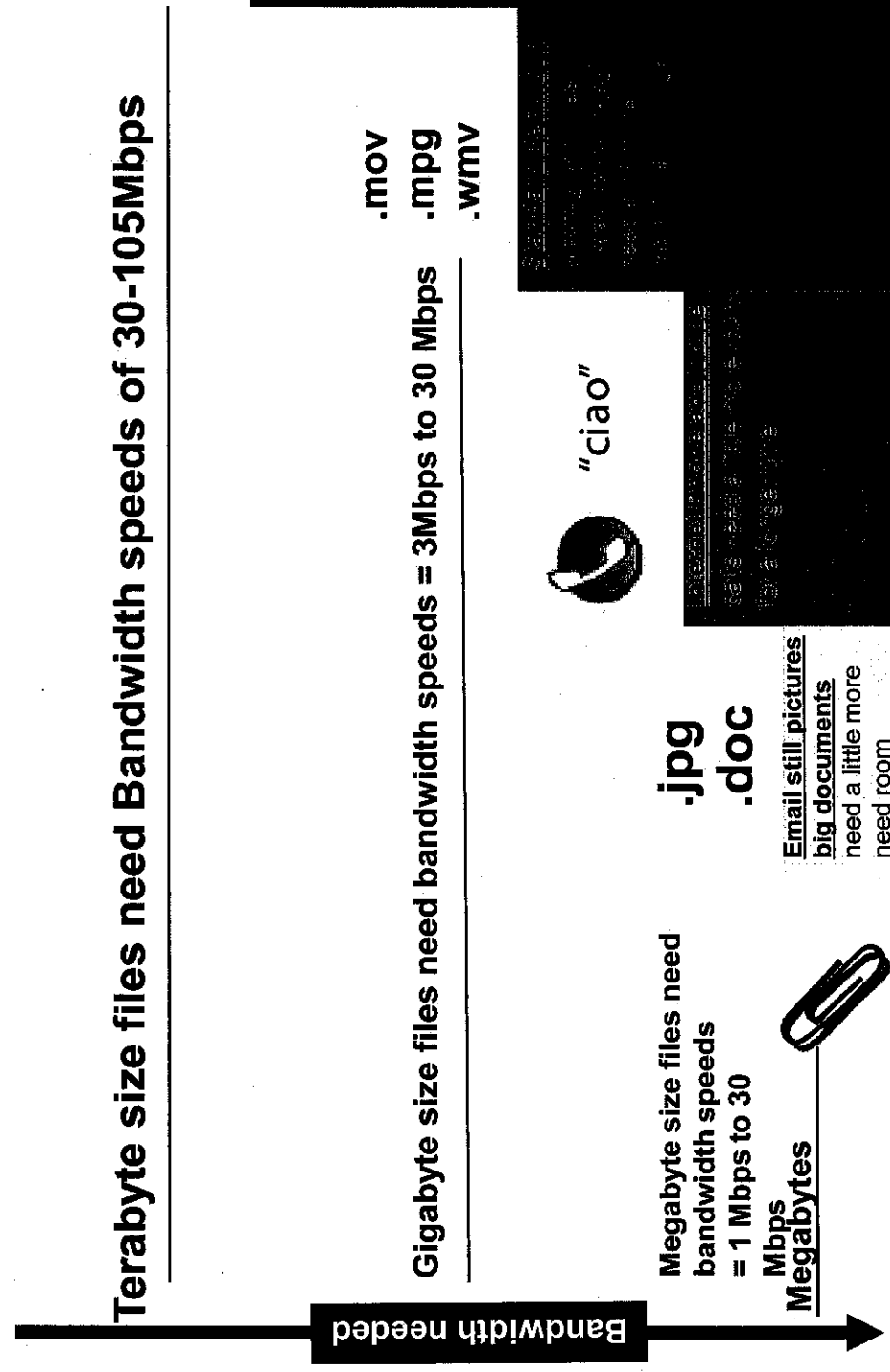
- As HD equipment costs fall, consumers are rapidly investing in HD entertainment systems across all demographics and demanding more HD programming.
 - Digital looks better, sounds better and takes up less bandwidth than analog
 - One analog channel can be replaced by 10 digital channels or 3 HDTV channels enabling Mediacom to deliver popular HD programming and greatly increased Internet speeds.
- Consumers are also investing in more advanced computer and gaming systems for home and work.
- Consumers are increasingly using more bandwidth intensive social media, entertainment and communication applications like YouTube, Facebook and Skype.
- Collectively, all of the above digital offerings are very “hungry” and inhale digital bandwidth. Mediacom is delivering this bandwidth.

(See next Slide comparing bandwidth usage)

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**Bandwidth Usage Consumed –
Media consumes more bandwidth**



Really "Real" and Real pretty
3D/HDTV/LiveHD Moving pictures need more than a whole lotta continuous room without interruption or error



Really pretty
(HDTV) Moving pictures need a whole lotta room almost all of the tir

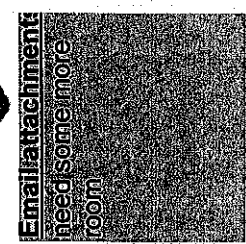
**.mov
.mpg
.wmv**

Gigabyte size files need bandwidth speeds = 3Mbps to 30 Mbps



**.jpg
.doc**

Email still pictures big documents
need a little more
need room



Email
doesn't
need much
room

ilobytes



Interactive

Mediacom



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All Digital and local broadcasters

Result of Digital Transition – more efficient use of broadcast spectrum

Also gives local broadcast stations the ability to deliver multi-cast channels – more programming to local viewers.

For example, local broadcast stations are delivering alternative programming on their additional digital channels:

KDSM – carries Cool TV and The Country Network

WHO – carries Weather Plus and Antenna TV

WOI – carries Retro TV

IPTV/KDIN – carries IPTV Learns and IPTV World



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Overview of Available Mediacom Services

Mediacom now offers the most advanced systems in Iowa.

Cable Services

- Digital Cable Television
- High Definition Cable Television
- Video on Demand
- Digital Video Recorder
- High Definition Premium and Movie Channel

Advanced Internet Services

- High Speed Internet Services
 - Fastest Internet in Iowa: Speeds up to 105 Mbps
 - Many communities Speed up to 50 Mbps

Phone Services

- Unlimited calling to US, Canada, Puerto Rico and US Virgin Islands
- Advanced Calling features



Glossary of Terms

DTA:	Digital Transport Adapter/Digital Tuner. Referred to as Digital Adapter. Device issued by Mediacom to receive channels after digital upgrade.
DCT:	Digital Cable Terminal. Device that allows customers to receive all digital channels beyond Basic & Family Tiers. Also provides customer with Channel Guide, Video On Demand, Pay Per View & Music channels
HD DCT:	High Definition Digital Cable Terminal. Device that allows customers to receive all digital channels beyond Basic & Family Tiers including High Definition Broadcast Basic channels. Also provides customer with Channel Guide, Video On Demand, Pay Per View & Music channels
ATSC:	Advanced Televisions Systems Committee. Tuner that allows reception of Digital Television (DTV) signals broadcast over the air
QAM:	Quadrature Amplitude Modulation. Device installed on newer TVs to receive digital cable channels through the cable
BB:	Broadcast Basic. Channels 2-22
DBB:	Digital Broadcast Basic. Channels 87-123
HD:	High Definition.



Contact

**Please note that we have a number of
Local Offices:**

- Des Moines: 2205 Ingersoll Avenue
- Ames: 225 South Dayton Avenue
- Knoxville: 3306 East Main Street
- Marshalltown: 1201 Industrial Blvd.

Website:

www.MediacomCable.com/GetDigital

Phone Number:

855-230-2225