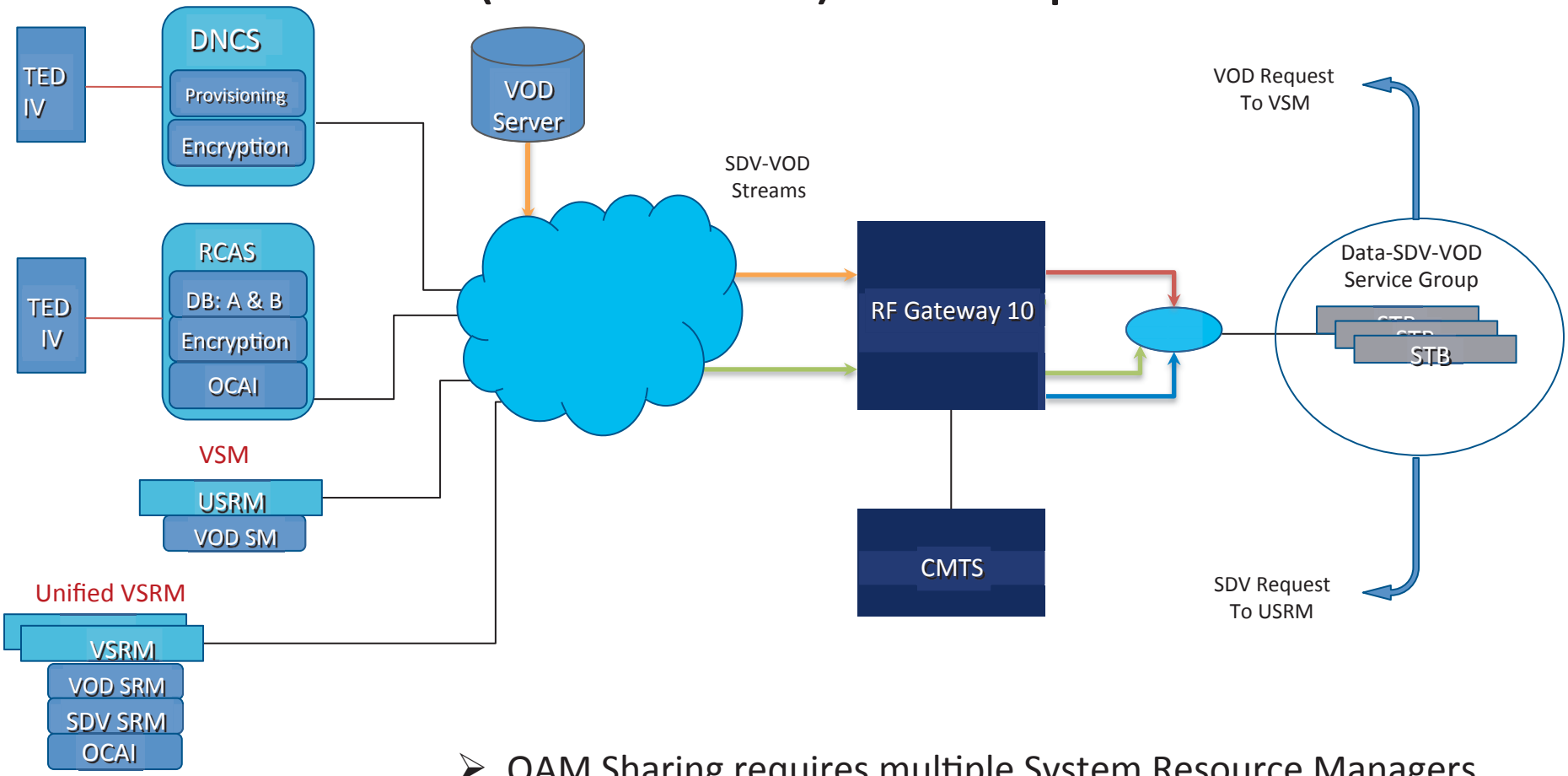
Bright House Overview

- Bright House is the #6 cable operator in US, with 2MM+ subscribers, mostly in FL
- Bright House systems are 95% Cisco Conditional Access, 5% Arris
- Early adopter of Video-on-Demand and Switched Digital Video (SDV)
- Technology & engineering partnership with Time Warner Cable
- Share many common system components with TWC, some notable differences:
  - Early adoption of unified edge QAM that serves HSD traffic, as well as narrowcast video (SDV and VOD)
  - Redundancy of Video encryption scheme
- Have seen exponential growth in HSD, SDV and VOD usage in the past few years
- To meet this demand, have invested heavily to add "edge capacity":
  - Build smaller optical nodes to serve fewer Homes each
  - Add multiple QAMs to serve narrowcast traffic
- Edge QAM must support Conditional Access to protect the high value content.
- Switching Conditional Access Systems will require us to re-invest in this space

Presented by: Jeff Chen, Bright House Networks

QAM Sharing Between HSD and Narrowcast Video (SDV + VOD) is Complicated



- QAM Sharing requires multiple System Resource Managers
- STB requests send via DAVIC (QPSK) or DOCSIS Gateway (DSG)
- Extensive system tests required to ensure interoperability
- In comparison, broadcast video system is much simpler

DOCSIS
Clear VOD Stream
Encrypted VOD Stream
Encrypted SDV Stream

BHTV Application Overview

- We launched Bright House TV application (BHTV) in 2011. We now have it supported on both Android, IOS and PC platforms
- BHTV offers over 150 linear channels, include all local stations from FL markets, and Video-on-Demand
- Since launch, we have over 1MM downloads
- We share many common components with TWC TV, but we customized the application for BHTV specific market needs, and to accommodate our unique back office components