# Advantages

- Provide services customers want
- Leverage existing infrastructure
  - SONET network
  - Licensed & unlicensed spectrum
- Least cost long-term
- Opportunities to grow
  - Expand foot print
  - New services/technologies coming
- Competitive advantage
- State-of-the-art technology

# Issues & Challenges

- Financing
  - RUS Broadband Loan Program
    - Took a much longer time than anticipated
  - $3.4 million
  - Plus $3 million to be self funded
- Keeping it competitive
  - Services, pricing, bundling
- Programming
  - Contracts and must-carry
- Regulatory hurdles
  - New band plan
  - Agency approvals
- Internal Processes and Change
  - Staffing
  - Marketing
  - Location

# Technology

- Converging technologies
- Interoperability
  - Synchronizing multiple providers
- Application platforms
  - Voice (traditional & VoIP), video, data (fixed and mobile)
- Multiple network access platforms
  - Coax cable, FTTP, Wireless (licensed & unlicensed), DSL
- Multiple inter-exchange transport
  - Telco dark fiber, SONET, new GIG-E overlay, etc.
- MPEG-4 Headend
  - Increased our channel capacity
- Can we deliver HDTV and other [illegible] or emerging services?

# Puzzled?

towers
Broadband
MPEG-4
WiMax
VoIP
Encryption
Processor
ASTRIA
Wireless
BRS
Coshipa
RC
Licenses
Coax
Branding
analog
Survey
Middle Ware
Tribune Media
Fiber
FTTP
smart card
Netherlands
Legal
Remote
Arris
Video
Legal
Channels
TIME
Irdeto
Antennaes
Engineering
new band plan
ProForma

# Project Status Summary

Accomplished over the last 2+ years:

- Survey completed
- Broadband loan applied for and approved
- Towers up and antennas installed
- Redundant fiber route to towers
- GIG-e upgrade to increase capacity on fiber ring
- Licenses transferred or leased
- Staffing beefed up
- Programming secured
- Marketing and advertising has started
- All equipment on site except all STBs
- Coordination of over 45 vendors, business & government entities to make project work!

# Project Status: Accomplishments (cont.)

- Purchased 6500 sq. ft. building
  - Renovations in progress
  - Watertown, SD—23,000 pop
    - Largest Market
- Turned up a Navini system in Milbank for data services in November 2006
  - Using STA
  - Acquired 2-way radio and Motorola dealership – Milbank Communications
  - Now have 146 customers
- Began dialog with Sisseton-Wahpeton Tribal College
  - Want to work together to bring wireless services to tribal entities
    - Schools, casinos, government offices
  - Want to work together to build/develop TV studio

# Project Status

- Pending
  - Vendors on-site April 23, 2007 to cooperatively turn-up service
  - Field testing STBs for 2 weeks
    - Working in lab
    - 900 STB units arriving in 4 weeks for conversions
    - Committed to additional 4000 units over the next 5 years
  - New Watertown High Tech Center
    - Continued work on exterior & interior
    - Hiring of sales person in May
      - Will have 5 employees working there
    - June grand opening of this location
  - Continue to work with Tribe to accomplish goals