Meeting with FCC Office of Strategic Planning and Policy Analysis and Office of Engineering and Technology

January 13, 2010

- CTB TECHNOLOGY
  - ✓ Broadcasting (Multicast IP) AND Broadband (Unicast IP)
  - ✓ Ancillary Capacity within Existing ATSC Format
    - o Incorporates Evolving Standards
    - o Though not locked into ATSC, can be backward compatible.
  - ✓ Distributed Transmission System Architecture
  - ✓ Multi-frequency Network v. Single Frequency
    - o MFN – Greater Capacity, Avoids Self-Jamming
  - ✓ Return path
    - o Today – Out-of-Band or Third party
    - o Tomorrow – White Spaces or In-band
  - ✓ All Screens; All Services
    - o Mobile - Seamless, Automatic Hand-off
  - ✓ Multicast Internet services solves the inefficient port-to-port limitations of the legacy unicast Internet.
  - ✓ Low cost of mass storage enables flexible caching methods.
  - ✓ Enables Conditional Access Services and à la Carte Subscriptions.
- MARKETPLACE ADVANTAGES
  - ✓ Superior Propagation (lowest broadband frequencies)
  - ✓ Fewer Cell Sites
  - ✓ Lower Cost
  - ✓ Lower Prices
  - ✓ Increased Competition
- CTB SERVICES (simultaneously)
  - ✓ Broadband
  - ✓ 30-50 IPTV video channels
  - ✓ Traditional ATSC broadcasting

- PUBLIC POLICY ADVANTAGES
  - ✓ Shovel Ready
  - ✓ Avoids Lengthy, Contentious, Uncertain FCC / Congressional / Legal Proceedings
  - ✓ Contributes Substantially to Resolving the Looming Spectrum Crisis
  - ✓ Avoids Further Entrenchment of *Status Quo* and Spectrum "Warehousing"
    - o New Broadband Competitive Entrant
  - ✓ Preserves Benefits of Broadcasting
    - o Localism
    - o Ethnic / Minority / Local programming (including Small Business LPTV)
    - o Free OTA multi-channel video for lower income groups
  - ✓ Resolves Boiling Dispute among Stakeholders
    - o Wireless Carriers Win Needed Mobile Video Capacity
    - o Broadcasters Preserve Investment and Move into the Untethered Content Delivery Future
    - o Public Continues to Receive Free OTA

