

KEMMER TV'S DIGITAL DIGEST

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WELCOME !

Welcome to the very first edition of the **DIGITAL DIGEST!** This Digest is being put together in order to keep the public informed about the newest in changes in Electronic products, changes in broadcasting in Southeastern Wisconsin, and programming choices.

I will endeavor to make this a Bi-monthly Digest, (six issues per year), and in the near future include such columns as "TEST THE TECH", and "SOMEONE ELSE JUST ASKED ME THAT!"

Anyone at any time can E-mail me any questions. I will also add any of your friends or relatives to this mailing list.

Articles may be copies from other sources, which I always will name and some articles will be produced by me. I will also include any news that my readers may send me that are pertinent and once again give credit to the author.

My name once again is Larry Neuens and my E-mail address is neuens@execpc.com

NBC WEATHER PLUS

The sun is setting on NBC Weather Plus, the 4-year-old digital joint venture between NBC and affiliated local stations, which programmed the 24/7 local weather service on their digital channels. The service was one of the first digital projects conceived as a way for a network and its affiliates to work together to create new revenue streams.

NBC News President Steve Capus informed the on- and off-air Weather Plus staff headquartered at CNBC facilities in Englewood, N.J., Tuesday morning that the operation would be phased out in stages through the end of the year.

Mr. Capus said the NBC affiliates board had notified the network last week of its desire to disband the partnership in which the 10 NBC owned-and-operated stations and approximately 80 affiliates have been participating. Only the NBC O&Os had signed on for the online aspect of Weather Plus. "That's been, quite frankly, frustrating on our part," Mr. Capus told Television Week.

He said that jointly owned but locally focused Weather Plus would have come to this end even without NBC Universal's acquisition of a minority stake in The Weather Channel, for which NBC News will assume programming responsibility and with which NBC News already is sharing some content and talent. NBC has been plugging The Weather Channel after some "Today" show weather segments.

"This is a tough business," Mr. Capus said. "It has not been a

profitable business."

However, the general manager of one of the first affiliates to sign up for Weather Plus, who declined to be identified, said he is eager for Weather Plus to go away.

NBC Universal is offering its owned-and-operated stations and affiliates pickup of Universal Sports, a 24/7 digital sports network, in the wake of terminating its Weather Plus operation.

NBCU affiliate stations have been extended a first refusal offer until Dec. 1. Rollout has already begun on all O&O multicast signals and some affiliates, reaching 30 million homes.

Universal Sports offers some 2,400 hours of live programming per year, in addition to 5,000 hours of archival footage. The channel also has exclusive local coverage of many Olympic sports events, including track and field, skiing, swimming and gymnastics.

Local affiliates will also be given five minutes of local ad time per hour, 10 hours of infomercials or local sports programming per week, seven hours per week of local sports-related programming, highlight clips for local news shows and online content for local Web sites.

Universal Sports will begin airing the World Cup Ski Season from October through March, as well as the 2008 Beijing Paralympics beginning in November. The network will also air Olympic trials, highlights and encores throughout the year.

HOUSEHOLDS WITH HDTVs

The Leichtman Research Group released a study showing that 34 percent of U.S. households now have at least one High-Definition TV.

The research firm says the number is double the percentage of households that had a high-def set two years ago.

Leichtman added that 22 percent of all households purchased a new set in the past 12 months with 43 percent of that group spending more than \$1,000 on a new set.

Nine percent of HDTV owners say they switched TV providers when they purchased their sets.

MADISON CBS

On October 26th, WISC-TV became the first in the region to air all of its regularly-scheduled newscasts in high-definition. Of note, the CBS affiliate has been airing feature stories within its newscast in HD since January of this year, but on Sunday, it became the first in the area to go wire-to-wire in high-def. The first completely HD newscast aired at 5:30PM.

MPTV CHANNEL CHANGES

Viewers who receive their digital TV signal over the air will find MPTV-HD, the high definition channel, at 10.1. It will provide a simulcast of the programs on MPTV-10, one of the two analog channels operated by Milwaukee's public television station.

A digital version of MPTV-36, the other analog channel, will be available on 36.1, but it will not be high definition. Both analog stations will continue to present their regular programming until Feb. 17. On that date, television stations are required to begin broadcasting in the digital format.

MPTV offers several other digital stations, including MPTV Create, which presents cooking, gardening, travel and other lifestyle programming; V-me, a Spanish language mix of education and entertainment; and MPTV World, providing public affairs coverage and documentaries. V-me will be 36.2, MPTV World will be 36.3, and MPTV Create will be 36.4. These channels, as well as 10.1 and 36.1, also are available on some cable systems. Viewers should consult their cable guides to find the locations.

On September 1, MPTV KIDS, on digital channel 10.3 and Time Warner Cable channel 552 on Time Warner Cable, will end. The same day, the weekday schedule of children's programs on MPTV-10-HD and MPTV-10 will expand to 13 hours, from 5 a.m.-6 p.m.

MPTV KIDS began as a pre-packaged service from PBS, a 24-hours children's channel. Three years ago, PBS stopped offering that service to stations. At that time, MPTV made the decision to continue running the channel using a back-up feed of PBS programming and repeating it every 12 hours. PBS is now eliminating that back-up feed so they can transmit more and more programs in high definition, which requires the use of greater bandwidth. Therefore, MPTV can no longer offer a 24-hour children's channel.

MPTV has been and continues to be committed to children: the new 13-hour block of children's programming, delivered in HD for the first time, is evidence of that. To review the children's lineup from 5 a.m.-6 p.m., click on TV Schedules above.

In addition, MPTV Classical, a digital channel offering classical music 24-hours a day will move to Channel 36.5. MPTV Jazz, which offers mainstream jazz music 24-hours a day will move to 36.6. MPTV Weather provides National Weather Service maps and forecasts for Southeastern Wisconsin 24-hours a day. It will move to 36.7. The MPTV Traffic channel will move to Channel 36.8. It offers Southeastern Wisconsin freeway cameras and traffic reports 24-hours a day.

"THIS TV"

Stations are getting another option for the post-digital switchover world as Metro-Goldwyn-Mayer is rolling out "This TV," a new ad-supported around-the-clock linear digital channel designed for broadcast stations' digital spectrum.

The new network, a partnership with Chicago-based Weigel Broadcasting, will launch this fall. It gets immediate carriage with Weigel stations in Chicago, Milwaukee and South Bend, Ind.

The idea is for MGM is to leverage its library of more than 4,100 films and 10,000 hours of television programming, but also to give stations the chance to localize the look.

This TV will offer stations programming all day every day, but stations signing on have the right to a certain number of pre-emptions so that they can localize the channel with sports, news and weather if they want.

The lineup will be film-heavy, with possible titles including *12 Angry Men* and *Class*, starring Rob Lowe. It also will have classic television shows ranging from *The Addams Family* to *Thirtysomething*.

"This is counter programming to some of the digital offerings you are seeing out there like news and weather," said Jim Packer, co-president of MGM Worldwide Television. "We do have some competitors out there, but we feel that we have the backing of the MGM library with titles that are local-station-centric [and] have proved that they work on free TV -- that are the kinds of titles we feel are uniquely positioned to help out a station."

Also crafted into the plan is that stations can take a certain amount of programming off the service and plug it into their regular analog station lineup.

MGM also partnered with Cookie Jar Entertainment to handle all Federal Communications Commission-approved educational programming for the new network. This TV will offer a kids' block every day of the week.

Weigel executive vice president Neal Sabin will oversee programming for the new outfit. He previously launched independent stations and formats such as "The U" at WCIU Chicago and "Me TV" and Me-Too," which are digital formats featuring classic TV on WCIU's analog and digital multicast channels.

"We've built a number of successful stations in competitive markets, and having MGM's rich library of quality entertainment will provide our broadcast partners with a distinctive advantage," Sabin said. "The 'This TV' name also gives us a number of on-air marketing opportunities such as: 'This is the place for movies,' 'This is the channel!' 'Stay here for This' and 'This is what you're watching.'"

Kim Bryson, MGM senior VP of ad sales, will handle ad sales for This TV out of MGM's New York office. Packer's goal is to get at least 40% clearance across the country within the first year.

The network will be entirely in standard-definition and will forego the use of infomercials, which Packer noted can present challenges for stations trying to gain local cable coverage.

Online plans are still being formulated, but at launch, the service will have a central Web site and then work with local stations for localized enhancements on station sites.

The network will launch without any talent, but Packer said MGM is not opposed to using a hosted-movie format, which Sabin has done on some of his stations.

BROADCASTING & CABLE

49-1 "METV"

Now that channel 58-3 is THISTV, many of my clients are asking "What happened to the old re-runs on METV?"

Channel 49 digital is part of the way up on channel 58's tower. The nice thing is that after Feb. 17 they will remove their analog transmitter of 58 and move digital 49 to the top.

The bad thing is not everyone can receive it. I have been surprised at the number of people that can but most of those are west and south of the tower. (Their tower is near St. Michael's Hospital on Villard and Green Bay). Reception of 49 in West Bend and most points North of the tower is nearly impossible.

SOMEONE ELSE ASKED ME THAT!

"I was talking to a friend and they said that I would have to do a "scan" to receive the new channels. How do I do that?"

Doing a re-scan or an auto channel search varies dependent on the make and model of your converter or digital TV. The first best thing is to get out that instruction book that you've been afraid to read.

The MENU button is one that people have forever dreaded. Guess what? The Menu on your TV is the same as the one in a restaurant! It contains a list of things that are available and typically has more than one page. Just like the restaurant menu you have to maneuver through it and select what you want.

Once the Menu button is pushed you also have buttons on the remote that have arrows $\uparrow\downarrow\leftarrow\rightarrow$ and a button in the center. That center button may be marked OK, ENTER, or SELECT.

Most Menus have a listing marked Set-Up or Installation. What you will need to do is arrow up, down, left or right, to that listing and press the center button. That generally leads you to another listing of things available. In this listing you will be looking for words like channel, auto tuning, auto channel search, or channel scan. Push menu or exit when done.

If you arrow over to one of these and hit the center button again the TV or converter will automatically search for channels available and store them in memory. This is a procedure that you should learn because it may need to be re-done many times in the future.

As I said initially it is easiest to have the manual handy when you do this. At least now you have the terms that are necessary to get you into this part of the menu!

NEWEST CHANNEL LISTING

4-1	CHANNEL 4	NBC	(28)*
4-2	WEATHER Plus	NBC	(28)*
6-1	CHANNEL 6	FOX	(33)*
10-1	CHANNEL 10	PBS	(08)*
12-1	CHANNEL 12	ABC	(34)*
18-1	CHANNEL 18	WB	(61)*
24-1	CHANNEL 24	UPN	(25)*
30-1	CHANNEL 30	VCY	(22)*
36-1	CHANNEL 36	PBS	(35)*
36-2	V-ME (SPANISH)	PBS	(35)*
36-3	MPTV WORLD	PBS	(35)*
36-4	CREATE	PBS	(35)*
36-5	CLASSICAL	PBS	(35)*
36-6	JAZZ	PBS	(35)*
36-7	WEATHER	PBS	(35)*
36-8	MPTV TRAFFIC	PBS	(35)*
49-1	METV		(48)*
55-1	CHANNEL 55	PAX	(40)*
55-2	QUBO (CHILDREN)		(40)*
55-3	ION LIFE		(40)*
55-4	WORSHIP CHANNEL		(40)*
58-1	CHANNEL 58	CBS	(46)*
58-2	CHANNEL 41	MLW	(46)*
58-3	THISTV		(46)*

(* INDICATES PHYSICAL CHANNEL)

Many people may find channel 41-1. That is a repeat of channel 58-2 and is low power. Channel 52-1 thru 5 is also low power out of Mayville. Channel 63-1 is Spanish and also low power.

A very interesting web site that contains a ton of information is www.rabbitears.info This site can also be used if you would like to know of available digital stations and programming for other parts of the state.

Enough for now...

LEN



KEMMER TV 262-246-6495