

# KEMMER TV'S DIGITAL DIGEST

VOLUME 1 ISSUE 2

KEMMER TV'S DIGITAL DIGEST

MARCH 2009

## WELCOME !

Welcome to the second edition of the **DIGITAL DIGEST!**  
Anyone, at any time can E-mail me any questions. I will also add any of your friends or relatives to this mailing list.

Just had Road Runner installed on Saturday.

Please change your address books to [kemmertv@wi.rr.com](mailto:kemmertv@wi.rr.com) I just couldn't stand dial up anymore. **LARRY**

## CHANNEL 6 WITI

The economy is forcing Channel 6 to "suspend" its morning weekend newscasts, p.m. Saturday and 5 p.m. Sunday news shows starting the first along with the 6th weekend in April.

General manager **Chuck Steinmetz** says he hopes the move is temporary, saying "that's why we use the word *suspend* and not *cancel*." Unaffected in the change are the Fox station's 9 and 10 p.m. newscasts.

Steinmetz notes that both the 6 p.m. Saturday and the 5 p.m. Sunday shows are frequently pre-empted by sports. And he stresses that breaking news and weather would be covered live, even though there aren't any scheduled newscasts.

"We absolutely plan to be there on Saturday and Sunday mornings if conditions warrant," he says.

A little good news in this gloomy report is that Channel 6 is resurrecting **Gus Gnorski's** "Ask Gus" in the 8:30 a.m. Saturday slot starting April 4.

Steinmetz said the show will return as reruns until production can be resumed on new episodes. The how-to program ended its original 15-year run in November 2007.

**JSONLINE**

## STILL NOT READY

Nielsen Media Research estimates the number of households that are not ready for the upcoming DTV transition is down to 4.5 million, or about 3.9% of all TV households.

That projection is down by over half a million (570,00 homes) since Nielsen's mid-February status report, when the total was 5.1 million and unreadiness was at 4.4%.

Albuquerque-Santa Fe remains the least prepared market at a hair under 10%, down from 12% in mid-February.

Nielsen defines completely unready as homes without cable or satellite service and without a TV with a digital tuner or a DTV-to-analog converter box hooked up. The ratings company concedes some could have converter boxes not yet hooked up.

## MORE COUPONS

According to the Office of Management and Budget, the National Telecommunications & Information Administration now has access to funding to help unclog the DTV-to-analog converter box coupon program.

"We apportioned these funds earlier this week; coupons will start being received next week," confirmed an OMB official.

The \$40 coupons, up to two per household, allow analog over-the-air TV's to display a digital signal. Over a third of TV stations have now gone all digital after more than 400 pulled the plug on the original DTV hard date of Feb. 17.

The Obama administration set aside \$650 million in the economic stimulus package to be used primarily to allow NTIA to start sending out converter box coupons to fill over four million requests on its waiting list.

NTIA ran up against a funding ceiling in early January. Another \$90 million is for DTV education and FCC expenses associated with educating consumers about and administering the move of the hard date. Acting FCC Chairman Michael Copps had said the commission had enough to handle the initial Feb. 17, but not enough for the intervening months until June 12, the new hard date.

It was NTIA's much-publicized waiting list that helped prompt then President-elect Barack Obama to call for moving the DTV hard date from Feb. 17 to June 12. Republicans had countered that simply fixing the accounting problem rather than allocating more money could have sufficed.

NTIA has said it will take two-to-three weeks to clear up the backlog of requests. but that if there is a rush on requests that create another backlog.

## BLU-VIOLET RAY

Sanyo has announced that it has developed a blue-violet semiconductor laser capable of outputting 450mW.

The company said this allows it to read and write data on discs with up to four data layers at speeds of 12X.

At present, Blu-ray discs store 25GB of data on each of its two layers. Sanyo's four-layer disc would hold 100GB of data or about eight hours of HD video.

Sanyo claims that a device equipped with the laser would be able to burn an entire two-hour program to disc in as little as ten minutes. The only thing you'll have to wait for is the new laser coming to market – Sanyo said it's unlikely to be available for at least another two years.

**Hdtvbiz-news**

## NCAA MADNESS

With ONLY A FEW DAYS to go before the start of the NCAA men's basketball tournament, CBS is nearly sold out of inventory and is approaching \$30 million in ad revenue for March Madness on Demand, its Web video product that allows fans to stream each of the 60-plus tournament games the network televises.

According to CBSSports.com senior vp and GM Jason Kint, ad revenue for MMOD will increase more than 20% compared with last year's record \$23 million haul.

CBSSports.com has once again signed on AT&T, Coke and Pontiac as presenting sponsors and has inked deals with close to 35 different brands (up from 30 last year). Among those advertisers is Comcast, which has committed to be the first sponsor of the "boss button," which enables at-work viewers to display a fake spreadsheet on their screens with a mouse click if their supervisor approaches while they're watching live games.

Demand has been as strong as in recent years despite a brutal economy and increased caution among online advertisers, Kint said. He believes the quality of the inventory -- along with the potential size of the MMOD audience -- combine to make the offering stand out during a recession.

"It's very unique," he said. "MMOD -- there is nothing quite like it. It's video, and advertisers say that it is challenging to find mass-reach video content that is predictable and premium."

Kint predicted that MMOD would exceed the record 4.7 million unique viewers who streamed live games last year, especially since CBS has expanded its distribution. In 2008, the network pushed the product across the Web, making it available on sites such as ESPN.com, Yahoo Sports and MySpace while dropping all registration requirements. This year the content also will be distributed on recent CBS acquisitions CNET and GameSpot, among others.

**Mediaweek**

**EDS NOTE: KEEP AN EYE ON CHANNEL 58.3 FOR ADDITIONAL NCAA GAMES. MOVIES MAY MOVE TO 49.3**

## MILWAUKEE 3-D THEATRE

Milwaukee-based Marcus Theatres is installing new digital 3D projection systems and screens at 13 locations in Wisconsin and other states, the company announced Wednesday.

The new systems will be ready for the March 27 opening of DreamWorks Animation's first 3D release, "Monsters vs. Aliens." With the new equipment, Marcus will offer digital 3D at 27 of its locations in seven states.

"With up to 14 digital 3D films scheduled for release in both calendar 2009 and 2010, this powerful technology has promising revenue potential," said Bruce J. Olson, president of Marcus Theatres. Upcoming digital 3D releases include "Ice Age 3: Dawn of the Dinosaurs," "A Christmas Carol" and "Avatar."

In Wisconsin, the new 3D locations are: North Shore Cinemas, Mequon; South Crosse Cinemas, Shore Cinemas, Oak Creek; Hollywood Cinemas, Grand Chute; La Crosse; Eastgate Cinemas, Madison; and Cedar Creek Cinemas, Wausau. La Olson said the agreement with equipment vendor RealD provides for the installation of an additional 12 digital 3D systems in the future.

Marcus Theatres is the seventh-largest theater circuit in the nation. It owns or operates 675 screens at 55 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio.

## ADULTS 50+

Retirement Living TV (RLTV), the only network dedicated to adults 50+, collaborated with Horowitz Associates to gain insight on the 50+ consumer segment in the annual State of Cable & Broadband 2009(TM) report. The study provides insight on TV, broadband and other technology-related attitudes and behaviors of the 50+ population and all TV households. The study measures the perceived value of Retirement Living TV among this segment and reveals compelling findings about the audience for the network.

The study finds that the 50+ population are well on their way when it comes to having digital TV services in the home: Two thirds (65%) heads of household 50+ report having some sort of digital TV service (digital cable, satellite, or FiOS/U-verse). Six in ten (59%) have broadband at home. Currently, two out of ten households headed by a 50+ adult have a 3-service (TV, Internet, and phone) bundle, and an additional 30% say they would get a bundle if it meant a 10% discount off their monthly bill. These consumers are currently spending an average of \$155 a month across all their telecommunications services.

Consumers 50+ are heavier TV viewers than any other segment in the survey, reporting an average of 5.2 daily TV hours (vs. 4.6 among total heads of household 18+). Moreover, despite high penetration of digital TV services, the 50+ segment is more likely to be watching TV in "real time." On average, among digital cable subscribers 50+, 72% of viewing is real time. Seventeen percent (17%) of their viewing is devoted to on-demand content, and 9% watching shows previously recorded on the DVR. "Consumers 50+ are not only loyal and low-churn customers, but are prime targets for 3-service bundle marketing," said Patrick Baldwin, GM, RLTV. "The research supports what our own experience has already shown -- it is these consumers who are the most valuable and attractive customers for our distribution partners. In the current economic climate, video providers can ill afford to ignore specialized programming for this audience."

"This data confirms that the 50+ population is indeed valuable to advertisers, media companies, and service providers," notes Adriana Waterston, VP, Marketing and Business Development, Horowitz Associates. "It is important to remember that the 50+ segment of today is very different than what we might have perceived about the 50+ populations in years past. Baby Boomers are now a core part of this segment. As these Baby Boomers near retirement age, we can anticipate they will be seeking out information, communication and entertainment that is relevant to their current and changing lifestyles."

This survey was conducted among a stratified random sample of consumers using cable systems as the primary sampling unit.

**SOURCE Retirement Living TV**

## PLASMA TV

At least in its plasma television business, LG Electronics seems to be facing a dilemma — whether to pulling out or continue.

Executives at the firm say the answer is not simple as the over 50-inch plasma market is still competitive in terms of prices.

It seems highly unlikely for LG to withdraw from the plasma market within the next few years. But one clear sign is that the overall outlook for the market is "not positive."

"Considering profitability, the plasma TV business won't be a cash-cow. Restructuring it is one possible option, though the timing is not ripe," an LG executive told The Korea Times, Friday, asking not to be identified.

In the wake of global turmoil, plasma technology is on the wane as consumers seek LCD TVs as their flat panel of choice, attracted by lower prices.

Flat-screen companies are moving on to the next innovation, the next-generation organic light-emitting diodes (OLED).

Plasma screen has strength in its wide-viewing angle. But LCD TVs use less electricity than PDP TVs and are better in bright rooms. They are also more affordable in smaller sizes.

"LG hopes to focus on the LCD TV business even in the over 50-inch category as the TV price range of PDPs and LCDs have narrowed, significantly. But it's up for LG Display to ramp up its eighth-generation LCD lines," another LG official said.

LG Electronics' flat-screen affiliate LG Display is set to ramp up its eighth-generation lines within the month with a monthly target capacity of 83,000 glass sheets, according to an LG Display spokesman.

The eighth-generation LCD line is optimized to produce panels over 50-inches. After LG Display reaching economies of a scale in its latest lines, the market for PDPs over 50-inches could be negligible.

"The demand for LCD TVs in larger sizes is showing signs of a turnaround. At the earliest, LG will slow down its plasma TV business in early 2010," the executive added.

In a recent press conference, LG Electronics CEO Nam Yong said his company has been considering restructuring its plasma business as the sector was "at a critical phase."

Nam emphasized LG is not planning to inject any additional capital to strengthen the plasma business and added the company will make a crucial decision when the sector falls into the red.

In 2008, LG suffered a decline of 1.5 percent in sales of its plasma modules from the previous year due to a sharp drop in the prices of TVs and a slowdown in sales of PDP modules.

Japan's Panasonic, the world's biggest producer of plasma TVs, will reduce production to about a third of its maximum output this year.

## NO PLASMA TV

Vizio says it has stopped producing Plasma High-Definition sets and will now concentrate entirely on its LCD series, according to the New York Times.

In an article published today, Vizio's co-founder, Laynie Newsome, told the newspaper that the company is nearly out of existing Plasma inventory, although it's still selling Plasma sets at its web site. And the low-cost TV maker has no plans to resume Plasma production.

Newsome explained the company's decision by saying that Plasma does not sell as well as LCD in part because its picture does not look as good in retail showrooms. Generally, Plasma sets look better in dark rooms while LCD sets fare better in well-lit rooms, such as electronics stores.

Vizio's decision is another blow to the Plasma HDTV which has lagged behind the LCD in sales over the past two years for a variety of reasons. Vizio has become a top seller of new TVs because of its lower prices and consumer-friendly promotions.

The Times notes that Vizio's departure leaves just three large-volume Plasma makers in the United States: market leader Panasonic, Samsung and LG Electronics.

## NO TV

(February 8, 2009) -- Pioneer, the maker of high-end Plasma High-Definition TVs, told Reuters last week that it's considering leaving the TV business entirely.

The company is projecting a loss of \$848 million for the year ending March 31, which would be its fifth consecutive annual loss

"There is a whole spectrum of possibilities with withdrawal on one end, in-house development and production on the other and sales of procured TVs somewhere in the middle," a Pioneer spokesman told the news service.

Several other news reports, however, say Pioneer has decided to exit the TV business and bundle its DVD/Blu-ray business into a joint venture with Sharp.

Pioneer has carefully crafted a reputation in North America for selling expensive, but exquisitely made Plasma HDTVs. Some high-def enthusiasts swear by them, saying they offer the best picture on the market. (Pioneer only makes LCD sets for the European market.) However, the sets are often hundreds of dollars more than comparably-sized models from rival companies.

Reuters notes that Pioneer captured just 5.9 percent of the Plasma TV market share in the first three quarters of 2008, badly trailing LG, which had 15.5 percent, Samsung, which had 22.8 percent and top-ranked Panasonic with 37.2 percent.

## DID YOU KNOW?

In factories that make plasma, no fluorescent lighting can be used. The alternate lightning used makes everything look yellow.

If you're looking for an original remote at a reasonable price try **Mr. Remote** or **Replacement Remotes. com**.