

# KEMMER TV'S DIGITAL DIGEST

VOLUME 1 ISSUE 3

KEMMER TV'S DIGITAL DIGEST

MAY 2009

## WELCOME !

Welcome to the third 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 shoot me an E-mail with their addresses or if you have any questions. [kemmertv@wi.rr.com](mailto:kemmertv@wi.rr.com)

Please mark your calendars in June too. I'll be up-north for a convention / seminar from June 10 through the 15th. If you need something done before that please call me ASAP.

LARRY

## HOW MANY HDTV's?

As of February 2009, 33.3% of U.S. TV homes had at least one HD set, up from 19.3% in February 2008, according to Nielsen's National People Meter panel.

"Not since color TV was introduced more than 50 years ago has a new TV technology been so rapidly adopted," Steve McGowan, Nielsen's SVP of client research initiatives, writes in a blog post. "And despite the recession, Americans seem willing to continue to spend their hard-earned money on this new technology."

But somewhat fewer homes — 28.8% of all U.S. TV homes — 2009 received HD programming in February. Other research has shown an even bigger disconnect: 22 million (56%) of an estimated 39 million HDTV households actually receive HD programming, according to an In-Stat report in January.

The average U.S. TV household had 2.6 sets (2.0 standard-def sets; 0.5 HD). Among homes with HDTVs, the average was 3.0 sets (1.4 HD; 1.6 SD TVs), according to Nielsen.

### Multichannel News

## NETFLIX

On April 1st, Online rental pioneer Netflix delivered its **2 billionth** home video since the company launched its subscription service in 1999.

Netflix reached the milestone by delivering a copy of *Nick and Norah's Infinite Playlist* to Clay Shannon of Birmingham, Ala. To mark the occasion, Netflix is giving Shannon a complimentary lifetime subscription.

The company reported it has more than 10 million subscribers who can choose from more than 100,000 disc titles, including more than 1,300 Blu-ray Disc titles, shipped from 58 distribution centers across the United States.

Netflix began Sept. 23, 1999, with a lone warehouse in San Jose, Calif., with an inventory of just over 2,000 titles. It reached 1 billion shipments in February 2007.

### Home Media Magazine

## CONSUMER SPENDING

A majority of consumers intend to spend at least the same amount on entertainment this year despite the poor economy, according to a recent study from The NPD Group. The study, which questioned 10,000 consumers, found that digital music downloads, CD and video game expenditures will benefit from this spending.

For 2009, about 75 percent of consumers intend to buy as many digital music downloads; 65 percent will spend the same or more on video games, and 60 percent intend to spend the same amount on music CDs.

When it came to purchases made during the preceding three months, 51 percent of those asked had bought a DVD or Blu-ray disc. A console or portable video game software had been bought by 36 percent of the respondents, and 31 percent had bought a music CD.

On average, **Americans spend \$160/month** on a per capita basis on entertainment. However, the majority of this goes towards subscriptions to TV and Internet services, NPD said. The only areas where spending is expected to decline is on newspapers and magazines. **NPD**

## WI CONSUMER COMPLAINTS

Here are the top 10 consumer complaints in 2008 to the state consumer protection agency:

1. Telemarketing
2. Landlord-tenant issues
3. Telecommunications (telephone companies)
4. Home improvement
5. Satellite dishes
6. Internet service providers
7. Credit cards
8. Gasoline/fuel non-heating
9. Motor vehicle
10. Travel/tourism

**(Source: Wisconsin Department of Agriculture, Trade and Consumer Protection)**

## WORLD'S LARGEST TV

The world's largest, a [25,000+ square feet display](#) just debuted in May at the Dallas Cowboys stadium. It's the world's largest video screen.

The massive display weighs 600 tons, is 180 feet long and 72 feet tall. It's made of **10.5 million LEDs**. When replays are shown, they are automatically made into slow motion. More than ten minutes of direct exposure will render a Dallas Cowboys cheerleader sterile. Every fan featured on the screen will get a million dollars deposited into an account of their choice. (not really)

GIZMODO

## ONLINE VIDEO

Internet users in the U.S. watched 14.5 billion online videos last month, an increase of 26% from March 2008, while the average amount of time spent watching Web video content per month jumped 92 minutes to nearly 5.5 hours, according to research firm comScore.

Google's YouTube topped the list, generating some 5.9 billion videos viewed in March (40.9% market share), followed by Fox Interactive Media (which owns MySpace) with 437 million videos.

Fast-rising Hulu, the joint venture between NBC Universal and News Corp., came in third with 380 million views. In March, Hulu represented 2.6% of videos viewed, but 4.9% all minutes spent watching online video.

Rounding out the top 10 for the month were: Yahoo (334.7 million views), Microsoft (288.2 million), Viacom (277.8 million), CBS Interactive (191.7 million), Turner (167.3 million), Disney Online (125.2 million) and Time Warner's AOL (105.2 million).

YouTube and other Google sites had 100.4 million unique viewers in March, followed by Fox Interactive Media with 55.2 million, Yahoo with 42.5 million, Hulu with 41.6 million and CBS Interactive with 35.4 million.

ComScore's Video Metrix rankings are based on video-content Web sites. Online video includes both streaming and progressive download video.

MULTICHANNEL NEWS

## TRANSITION EXPENSES

Acting Federal Communications Commission chairman Michael Copps has asked Congress for \$1 million for DTV-transition related expenditures in fiscal year 2010, which begins this Oct. 1, or four months after the June 12 hard date.

He also told legislators he needed \$1 million to hire economists and engineers, among others, to help provide the data that could drive an FCC effort to promote media ownership diversity.

Copps said the \$1 million in DTV money was not only to deal with the remnants of the full-power DTV transition, but to prepare for the "next" transition: low-power TV.

"Even after the transition for full-power stations takes place on June 12, 2009," he told Congress, "we anticipate an ongoing need for DTV efforts, not only to deal with the aftermath of the

full-power transition, but to begin addressing the 'next' DTV transition—the transition of the thousands of low-power and TV translator stations across the country that are still broadcasting in analog."

**Copps is asking for \$355.8 million in all**, an increase of \$6 million over the FCC's fiscal 2009 budget. That total include \$15 million to upgrade its IT systems, including key word searches of comments in ongoing proceedings, which the agency says would make it easier for the public to track and participate its decision-making process.

In the irony department, the commission also needs to modernize its phone system, which Copps called antiquated and pointed out meant "expensive, **long-distance phone bills**" for intra-agency calls to its Gettysburg, Penn. call center, which is handling DTV transition queries from the public.

## DICK GOLEMBIEWSKI

The expert on Milwaukee's TV history, Dick Golembiewski, died Sunday March 29, after suffering an apparent heart attack while shoveling snow.

Dick's detailed "Milwaukee Television History: The Analog Years," the product of more than a decade of research, came out late last year.

The 51-year-old Golembiewski worked the microphone at WMSE-FM (91.7) under the name Dick Nitelinger, a persona he kept alive at his Horror Hosts site.

Dick also founded the "Folk City" program on WMSE radio in 1984, and hosted it through 1992. He also did a talk show, "Milwaukee Talking" in 1985-86.

Dick chronicled the history of Wisconsin's TV horror hosts for articles in Scary Monsters magazine, as well as on his website: [Milwaukee TV Horror Hosts](#).

Dick's book: *Milwaukee Television History: The Analog Years* was published by the Marquette University Press in December of 2008. It received the Milwaukee County Historical Society's Gambrinus Prize for the best book-length contribution to Milwaukee historiography published in 2008.

## HD Wii

Wedbush Morgan analyst Michael Pachter, the crystal ball of gaming, now predicts that the next generation of consoles will debut no sooner than 2013.

"We do not expect the 'next' generation to begin before 2013, if at all," said Pachter in a newsletter today.

Specifically, Pachter said to not expect any new hardware in 2010 other than "the long-romoured high definition Wii, which is likely to upgrade the Wii to current console technology."

"We remain convinced that the publishers will resist the introduction of any video game hardware technology that requires a refresh of software, as the publishers have as yet to capitalize on the immense investments made in being competitive in the current cycle," elaborated Pachter.

## SAVE MONEY NOW!

If there was ever a time **not** to procrastinate, that time is now.

With the economy in poor shape, and many Americans pulling back on their spending for fear of what tomorrow (or even this afternoon) will bring, now is not the time to assume that the cost of some of your entertainment and communication expenses are set in stone.

I found that out the hard way recently when I wondered if I could pare my expenses. Off in the corner of my desk sat a forlorn fax machine. Once humming with activity, it had been quiet for most of the last three years, except for the occasional times it spit out an ad for a fake vacation or bogus health care plan. I gave it little thought. That was the problem.

I canceled the fax's rarely used, but just as rarely noticed, phone line and cut my monthly expenses by \$30.

Bitten with the savings bug, I went on a rampage, poring over every bill in sight. Next on the chopping block: a third-party long-distance service once offered through Costco that was cheap at the time, but was now costing me much more than an all-in-one phone plan. I refigured my telephone plan, originally ordered 15 years ago, to now include unlimited local and long distance. Total savings: another \$32 a month.

Seeing our newfound cash flow, my wife asked me to examine her business phone bills. We removed a separate long-distance plan in favor of an all-in-one service and saved \$20 a month. For those keeping score, that's \$82 a month so far.

With just a few hours of work, it became clear that it was possible to save hundreds of dollars, even thousands a year without decreasing the level of services we already received.

Here are some more tips on how to do the same.

**DON'T ASK, DON'T TELL** Cable, satellite and telephone companies can only be overjoyed that millions of their customers take no action to lower their bills, and instead routinely pay much too much for overpriced plans they purchased a decade ago.

Faced with increased competition, they will gladly tell you about better package prices if you ask, but they won't be calling you up to tell you how you can save money.

Pull out your bills and then call all your providers. Tell them you're paying too much and you want to lower your bill. They can only say no.

**IF THEY SAY NO, THREATEN TO SWITCH** As in a teenage romance, your digital providers seem to care about you only when you're about to break up. If you're thinking about switching to another satellite, cable or phone provider, call your current one and let it know.

And remember this: The regular customer service representative won't be as empowered as someone in the cancellation department to cut you a better deal.

"We will work with our customers to find a package that suits them," said Bill Kula, a Verizon spokesman.

At their discretion, Verizon sales reps can cut the price of

DSL service, offer free months of Internet access, increase the discount on voice service or give a \$50 American Express gift card to customers returning to Verizon's television service.

AT&T gives its employees similar powers to make deals. Reps are known to offer enhanced services for a basic price, and to lower the cost of one service to its bundled price even if you're not buying the bundle. "If it's a matter of keeping the customer, we'll do the best we can," said Fletcher Cook, an AT&T spokesman.

Satellite and cable companies are also quick to make deals once you tell them you're thinking of bolting. Receiving discounted service, months of free pay TV or low or no-cost DVRs is common.

**BUNDLE YOUR SERVICES** With traditional landline ownership dwindling as more customers use only cellphones, the major phone and cable companies are chockablock with packages intended to keep you from straying. AT&T, for example, offers local and unlimited long distance for \$40.

That price drops to \$35 if you also get wireless (but you must tell the company to combine your bills). A \$99 package includes unlimited landline service, a DSL connection and wireless service for \$10 less than those services would cost if priced separately. The company will also pay new customers \$100 to sign up.

Verizon offers a package of unlimited local and long distance via landline, DSL and 150 channels of DirecTV starting at \$80. Unlimited landline voice calling and DSL are \$50 a month; depending on the plan, new customers can receive a \$125 to \$175 rebate. Comcast is reducing the price of some of its HD packages by \$15 to \$20 for the first year. And Time Warner is cutting the package price for its cable, DSL and phone service by \$20 a month for one year in some regions.

Copyright 2009 The E.W. Scripps Co

## DVD STILL THE FAVORITE

Consumers have spoken. They'd still rather pop a disc into a DVD player than download or watch a video online, according to a new survey.

Sales and rentals of DVDs and Blu-ray discs in the U.S. made up 88 percent of consumer home video spending over the past three months, according to the survey released Tuesday by market researcher NPD Group.

Your average U.S. consumer paid about \$25 per month on video purchases and rentals, with 63 percent on DVD purchases, 7 percent on Blu-ray Disc purchases, 18 percent on rentals, 9 percent on video on demand, and only 3 percent on digital downloads.

Despite the continued popularity of DVD and Blu-ray, online viewing has gained a foothold. In the past three months, 9 percent of connected consumers said they watched movies online versus 5 percent last year. Eight percent rented a movie online, a jump of 4 percent since last year, NPD reported.

The information was taken from an update to a recent NPD Group.

CNET

# KEMMER TV 262-246-6495