

KEMMER TV'S DIGITAL DIGEST

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SEPTEMBER 2010

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Welcome to my newest clients, many of whom are also satellite customers. Having gone through the 2nd wettest June and July on record, a lot of people got really tired of the "rain fade" that goes along with satellite reception. Having been a satellite customer myself it really normally doesn't happen that often but it is really annoying when it does.

Also keeping me busy is the fact that DirecTv still does not have a contract with CBS to carry their programming in HD. Dish Network has a contract with them but has yet to add it to their channel line up.

Most of channel 10 & 36's new channels are also not available though a satellite system.

As always, if you have any questions you can E-mail me at kemmertv@wi.rr.com Or call **262-246-6495**

Now you can also visit my new website at www.kemmertv.com

LARRY

10 & 36

Channels 10 & 36 (PBS) have also been heavily advertising their new channel listings since September first. People in this part of the state have found that it is near impossible to pick up digital channel 10 with rabbit ears. Channel 10 is being broadcast on 8. So Channel 10 is now being simulcast on channel 36-2. (36 is being broadcast on 35.)

Schedule on September 1, 2010

- 10.1 HD WMVS
- 10.2 World
- 10.3 V-me
- 10.4 Weather (new)
- 36.1 SD WMVT
- 36.2 SD Simulcast of 10.1
- 36.3 Create
- 36.4 Classical music
- 36.5 Jazz music
- 36.6 Traffic

"Over-the-air antennas will have an easier time receiving MPTV 10.1 HD with a new simulcast of the "VHF signal for 10.1 HD" on "UHF signal 36.2 SD" starting September 1. Since the digital transition in July of 2009, some viewers found it difficult to receive 10.1 HD in southeastern Wisconsin without subscribing to a television service. This dual broadcast should remedy the reception gap.

WIDE-WIDE SCREEN

Hewlett-Packard is developing a new TV screen that will be so wide that it can display an entire basketball court.

The web site notes that HP CTO Phil McKinney recently told the DisplaySearch Emerging Display Technologies Conference that the screen would be "triple wide" compared to today's flat-screen sets.

He described the screen as offering a view similar to what Jack Nicholson would see sitting courtside at the Los Angeles Lakers basketball games. (The actor can often be seen sitting in the front row during Lakers game broadcasts.)

In Europe, Philips last year introduced a High-Definition TV that has the widest aspect ratio yet. Called the Cinema 21:9, the 56-inch LCD HDTV delivers the closest proportions yet to a screen in a movie theater. The aspect ratio is 2:33 to 1, close to the 2.39:1 that many movies are offered.

However, Philips has yet to introduce the widescreen display in the United States.

McKinney, writes ZDNet, did not say when the HP widescreen set would be introduced, but it seems likely that it would be offered in the United States. His company is working with the NBA on the concept.

WIDE FOOTBALL

If you love football and HD as much as we do, then you know the pain we feel when we watch a game with lots of empty space or the times when you can't see the linebackers. This is because we are HD snobs in an SD world and while football has been presented in 16x9 for close to 10 years, with few exceptions it is still framed for 4x3. Well FOX changed the way we'll watch football forever.

The Patriots vs Falcons game on Thursday August 19th was the first to feature the Ultimate Experience which features a new less obtrusive score bug and is framed for 16x9. This of course means that SD viewers will have to watch it letterboxed.

We suspect that despite some marketing efforts by Joe Buck and Kurt, that FOX will receive quite a bit of flack about this, but honestly with the HD household penetration breaking 50 percent, we have to say it is about time. Of course the majority doesn't always win against the vocal minority, but we have our hopes up that they do this time and this trend takes hold in all HD sports. A few more screen captures and embedded video after the break.

ENGADGET

GOOGLE TV

Google has cornered the market on Web searches, and its Android software is on track to power more than 50 million mobile phones by the end of the year.

Now it's turning to TV — but even Google, with its massive war chest, may end up frustrated trying to get in front of a sizable TV audience.

To crack into TV, Mountain View, Calif.-based Google has enlisted other big-name partners: Sony is gearing up to launch a Google-enabled Internet TV, featuring both a standalone TV model and set-top-box-type unit incorporating a Blu-ray Disc drive. Logitech is working on a Google TV controller with a wireless keyboard, called the Revue. Best Buy expects to carry Google TV devices at its retail outlets, and Dish Network plans to provide integrated access to Google TV features later this fall.

The search giant's utopian idea is to deliver open-source software to let consumer-electronics makers, pay TV providers, content owners and others create new ways to search, discover and organize content on the TV. That, according to Google's plan, will let it extend its Internet power to the big screen in the living room. The company is an undisputed online juggernaut, boasting 620 million daily website visitors and generating \$22.8 billion in advertising sales last year.

Already, Google TV provides searches across YouTube clips, Amazon's video-on-demand service and Netflix's Internet-streaming feature. Recent reports surfaced that it is also mulling the idea of renting movies through YouTube for \$5 each.

And fundamentally, Google's tack is different from other Internet-connected video approaches to date. Apple, for one, last week announced a new broadband set-top box that provides access to Netflix and the ability to rent 99-cent episodes from ABC and Fox — basically, an end run around traditional pay TV services.

Google, on the other hand, is aiming to be absolutely central to the total television experience, embracing it and extending it in new ways. In fact, the company is angling to work with operators to enhance traditional television services, said Rishi Chandra, group product manager for Google TV.

Todd Spangler

BLOCKBUSTER

Blockbuster has told the studios that it plans to declare bankruptcy next month, reports The Los Angeles Times.

The move, which has been expected, will be designed to keep the video retailer in business. The bankruptcy will focus on allowing Blockbuster to restructure \$1 billion in debt.

However, the Times reports that Blockbuster will likely close between 500 to 800 stores during the bankruptcy process, which could take up to five months.

Blockbuster has already closed hundreds of stores in the past year or two to streamline operations and reduce debt. The video retailer, which once ruled the video rental business, has seen its business suffer in recent years due to Netflix's by-mail rental service, cable's Video On Demand and new movie streaming services from Netflix and others.

However, the studios will likely help to keep Blockbuster in business so it can provide competition for Netflix and related businesses.

TRADE IN GAMES

Best Buy is rolling out its previously announced plan to buy used video games in about half its stores this week.

The trade-in program, which allows customers to exchange their pre-owned titles for an instant Best Buy gift card, will soon expand to additional locations, the chain said. Stores will also begin selling used games shortly.

The move mirrors GameStop's successful used-game model, which has proved popular with gaming enthusiasts and parents.

The retailer already offers a similar program online at BestBuy.com that enables customers to get estimates for their games, mail them in for free, and receive a Best Buy gift card seven to 14 days later.

"The expansion of our trade-in program reaffirms our commitment to consistently pursue new ways to bring a better gaming experience to consumers," said Chris Homeister, senior VP and general manager for Best Buy's home entertainment group. "Fall marks the launch of several highly anticipated gaming titles and new technology, and we're thrilled to provide gamers with innovative ways to connect with the games they love."

To kick off the in-store program, customers who trade in their games beginning last Sunday, Aug. 29, will receive an additional \$20 Best Buy gift card on top of the trade-in value on more than 100 popular titles.

Exchanges will be made at the customer service desk or dedicated trade-in desks at select stores. Locations of participating stores can be found at www.bestbuy.com/gametradein.

SAMSUNG STILL #1

Samsung continues to be the leading LCD HDTV shipper in the United States, claiming 19.7 percent of the market in the second quarter of 2010, according to market research firm iSuppli. The former leader, Vizio, is closing the gap, while Sony remains a distant third.

Fourth place now belongs to LG, which jumps ahead of Sanyo with an 8.8 percent market share. Toshiba suffers a notable drop of 1.4 percent, but still manages to hold on to sixth place. Seventh place Panasonic has slid from its 5 percent market share a year ago, though its plasma sales aren't counted in these numbers. Despite a big marketing campaign for its Quattron sets, Sharp's sales continue to erode — it now has an anemic 2.4 percent of LCD shipments.

Overall, LCD shipments were up 12.8 percent from Q1, but the weakening economic recovery could halt an increase in the current quarter. Two trends that will probably continue: buyers gravitating more toward LED-backlit sets (a 5-percent jump from the first quarter) and more new HDTVs connected to the Internet (roughly 32 percent overall).

WAITING FOR THE TECH

Sitting on your duff waiting to get cable hooked up is not just annoying — it can take a bite out of your wallet, too.

The average cable appointment wait in the U.S. is 4.8 hours, which costs consumers \$312 worth of their time, according to a recent survey. Furthermore, 49% of consumers had to cancel or reschedule their personal plans due to an in-home appointment.

Bear in mind, however, that the survey was commissioned by TOA Technologies, which sells workforce-management software to service providers that allegedly provides more accurate scheduling. The company commissioned a similar survey last year (see *Waiting for the Cable* (or Telco Guy)).

Other findings from TOA's survey: 81% of consumers wait two or more days per year, and 26% report waiting 5 or more days per year for in-home appointments. The survey of about 3,000 people in the U.S., the United Kingdom and Germany was fielded in mid-August by research firm Vision Critical.

Yeah, it's a pain waiting for a cable or telco technician. But it's just as big a hassle to wait for a plumber, or to take your car in to get serviced.

Perhaps the key takeaway for cable companies from the survey is this: There's a great opportunity to exceed your customers' expectations, by completing appointments as quickly and accurately as possible.

ON LINE SALES

Reston, Va. - Consumer electronics was the top-performing e-commerce product category during the second quarter, according to a new report by ComScore

CE was followed by computer software (excluding games); computers, peripherals and PDAs; and books and magazines on the market research firm's online ranking.

ComScore estimates that total online spending rose 9 percent in the U.S. during the period to \$32.9 billion, representing the third consecutive quarter of positive year-over-year growth following a year of flat or negative sales.

"The second quarter's continuation of the first quarter's strong retail e-commerce growth rate is encouraging," said ComScore chairman Gian Fulgoni. "We remain cautiously optimistic heading into the second half of the year, but we will be keeping a close eye on unemployment rates, which along with potential uncertainty in the stock market could limit growth in e-commerce spending in the near term."

The ComScore study also found that multichannel retailers regained online market share from pure-play e-tailers during the three-month period, following five consecutive quarters of market share declines.

The report showed that online purchases by upper-income households (earning at least \$100,000 annually) grew 17 percent year over year, about twice the overall e-commerce growth rate during the quarter.

By Alan Wolf -- **TWICE**

OLD EQUIPMENT

As of Sept. 1, Wisconsin residents were no longer able to put electronics into their trash. Instead, things like televisions, computers, cell phones, DVD players and fax machines must be recycled.

"You can't throw out, or treat as garbage, computers, monitors, keyboards, mice, anything you hook up to your computer, printers, TV sets, DVD players, VCRs, other video players, copy machines, fax machines, cell phones," said Tom Eeg, assistant commissioner of public works for the City of Racine. "I guess they can no longer go to the landfill and need to be recycled."

Racine residents can bring their electronic equipment to the Pearl Street Facility, at 9th and Pearl streets. The facility is open Saturdays from mid-April through mid-November. Most items are accepted free, though there is a \$10 fee for televisions and computers, Eeg said. The city's free recycling day is Oct. 2, he said, and city residents will be able to bring in their old electronic equipment to drop off, with no fee.

Eeg said people haven't been flooding the facility with electronics; only two TV sets were dropped off last week, he said. The city stockpiles the items, he said, until they have a full load for a certified electronics recycler to pick up.

OTHER RECYCLERS

Best Buy stores accept most electronics equipment. There is a \$10 fee for televisions and monitors, but the store reimburses customers with a \$10 Best Buy gift card. More information is available at <http://www.bestbuy.com/recycling>

Radio Shack stores accept most electronics equipment. They pay customers for many items. Details on the Trade and Save program are at <http://radioshack.cexchange.com>

Asset Recyclers, 6455 S. Pine St., Burlington, accepts most electronic equipment. There is no recycling fee for items dropped off at their location. There is a fee for pickup service. For more information call (262) 806-4078 or visit <http://www.arecyclers.com>

Goodwill retail stores throughout southeastern Wisconsin accept most electronic equipment for recycling. There is no fee to drop items off.

Milwaukee PC accepts most electronic equipment for recycling at its stores; no television sets are accepted. There is a \$6 fee for cathode ray tube monitors. <http://www.milwaukeepc.com>

SE Wisconsin Computer Recycling, 23026 W. Overson Road, Norway, accepts most electronic equipment for recycling; no television sets are accepted. There is a \$3 fee if a monitor is turned over independent of a computer system. They will also schedule pickups for no charge. For more information, call (262) 498-1356 or visit <http://www.sewiscomputerrecycling.com>

More information, including a by-county list of drop-off locations, is available at <http://dnr.wi.gov/org/aw/wm/ecycle>