

Broadband USA Applications Database

Applicant Name: TelVue Corporation

Project Title: TelVue PEG.TV - Internet streaming video and video-on-demand service for underserved communities

Project Type: Sustainable Adoption

Executive Summary

TelVue Corporation (teve.ob) is a small, public company with over twenty years of operating experience that is a leading supplier of broadcast equipment, Internet video and video-on-demand products and services to large and small communities. Currently TelVue serves over 500 communities and educational organizations throughout the United States.

a) In order to drive Sustainable Broadband Adoption, subscribers need a compelling reason to get online and stay online. Promoting the origination and consumption of Hyperlocal (community) content including video is a very effective way to attract and keep users on broadband Internet.

b) TelVue believes the best way to drive sustainable broadband adoption is to provide federally funded PEG.TV Internet video portals to small and rural communities within their existing websites. In conjunction with user training provided by TelVue, these PEG.TV video portals will become magnets for broadband use and viewing of community centric, hyperlocal video content. Video content is controlled by each community and typically includes town meetings, school events, local youth sports and educational content.

Example PEG.TV accounts include:

Queen Anne's County, MD - <http://qactv.peg.tv>

South Portland, ME - <http://spctv.peg.tv>

Concord, MA - <http://www.concordtv.org/?q=node/5>

c) TelVue's PEG.TV Internet video service platform covers the entire US, anywhere public broadband Internet is available. PEG.TV services will attract broad population demographics

depending on the video content that is posted by each community. The TelVue PEG.TV player

is highly compatible and easy to use on both PC and Mac platforms. With the planned deployment of 1000 PEG.TV accounts serving communities with an average size of 25,000, 2.5M users could be reached with the BTOP-funded PEG.TV service deployment.

d) TelVue Corporation currently serves over 500 small and large communities and educational

organizations in the US with broadcast and/or Internet video services. TelVue's market segment experience, in conjunction with the fact that our PEG.TV service is already fully operational and deployed with small municipal customers, makes accelerated deployment a

low risk project. TelVue is requesting federal funds to accelerate PEG.TV Internet video deployment to promote broadband adoption while providing a valuable service to the community.

e) TelVue expects to hire two (2) software developers, two (2) technical support

engineers, and one (1) project manager based in our Mt. Laurel, New Jersey office to support

the roll-out of 1000 PEG.TV accounts.

f) The TelVue PEG.TV Internet video platform is already deployed and operational. The federal funding requested will pay for three (3) year standard PEG.TV accounts service for up to 1000

rural and small town communities across the US. A three (3) year PEG.TV account service has a list price of \$10,000 that includes a \$1,000, one-time set-up, and \$3,000 per year for the three years. The total project cost for 1000 PEG.TV accounts is \$10,000,000. TelVue is requesting \$8,000,000 in federal funding and TelVue will contribute \$2,000,000 in discounts to fund the deployment of 1000 PEG.TV accounts.