TelVue Corporation (teve.ob) is a small, public company with over twenty years of operating experience in Cable Television Public, Educational, and Government Video markets. TelVue 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, broadband 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. Coupled with relevant training and professional content, community video portals can also be a significant driver of job creation. b) TelVue believes the best way to drive sustainable broadband adoption is to provide federally funded PEG.TV Internet video portals to communities and anchor institutions including towns, K-12 institutions, and community colleges, 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, training and professional development material, and emergency preparedness information. TelVue proposes to focus the program in its home state of New Jersey. The momentum from the New Jersey roll-outs will allow National expansion beyond the BTOP funded period. Example PEG.TV accounts include: Brookdale CCC, NJ - http://www.brookdale.cc.nj.us/pages/122.asp 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 Bloomfield, NJ - http://www.wbmatv.com/site1/page6.aspx Metuchen, NJ - http://www.metuchennj.org/#videos Woodbridge, NJ - http://origin.peg.tv/pegtv_player's=woodbridgechannels 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 500 PEG.TV accounts serving New Jersey communities with an average size of 25,000, 1.25M 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 community and anchor institutions in New Jersey to promote broadband adoption while providing a valuable service to the community including job creation through accessible training and professional development. e) TelVue expects to hire two (2) software developers, three (3) technical support engineers, three (3) application and video trainers, and one (1) project manager based in our Mt. Laurel, New Jersey office to support the roll-out of 500 PEG.TV accounts. f) The TelVue PEG.TV Internet video platform is already deployed and operational. The federal funding requested will help fund two (2) year standard PEG.TV accounts service for up to 500 communities and anchor institutions in New Jersey. Two (2) 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. TelVue has priced out PEG.TV for the BTOP funding using an 'at-cost' calculation and additionally includes a 30% project cost match. The total project cost for 500 PEG.TV accounts is $2,436,671. TelVue is requesting $1,700,420 in federal funding and TelVue will contribute $736,251 in cost to fund the deployment of 500 PEG.TV accounts.