

Caribbean Cable Cooperative Ltd

# CO-OP Newsletter

## Board of Directors

**William R. Ewing**  
Managing Director, The  
Cable, St Kitts

**Anthony (Tony) Butler**  
President, Cable Bahamas

**Jeremy Elmas**  
Chief Operating Officer,  
WestStar TV Ltd

**Terry Roberson**  
General Manager, Bermuda  
Cablevision

**Beulah Jonis**  
Managing Director, St.  
Maarten Cable TV

**Howard S. Crotin**  
Board Advisor

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## Chairman's Message

As I write this piece for the Co-op Newsletter it causes me to realize that this might be the final, or one of the last times, I will be asked to do this. Whichever it is, I had a great time, and many of you have been on the same ride with me for many years. We have set out to accomplish many things and I know while we have achieved some goals, we have more ahead of us.

The territory has gone through positive changes, with many of those changes coming in the last few years. We have had systems being built, systems changing hands between existing operators and new players coming into the market, and to me this suggests that the territory is still a viable thriving landscape with many years of growth potential ahead of it.

One of the challenges that still face us is trying to provide for our subscribers the same products and services that the subscribers enjoy in the larger markets. It is not just the programming, (which by the way the availability of the domestic product has grown), that I am referring to, but also on the technical side. Millions are being spent in this market by the operators to provide the things that make our product more meaningful to our subscribers: first the

Internet and telephone, HD and VOD, TVE and mobility. All of these things add up to exciting growth but at a cost. We can't over promise and under deliver. The prices of everything coming from the states are only going to go up because of the large business combinations on the horizon.

We are going to have to make tough choices in the years ahead that will include accepting only quality as opposed to quantity. We are going to have to accept cutting back in some areas in order to make all areas better. We have been fortunate to have good partners and suppliers so far, and we anticipate that the relationships will still be strong as we work our way into the future.

Sometime in the not too distant future I will be an outsider looking in and thinking back on this time we had together, on how it was and where it is. And then I will go tee off ...

— Bill Ewing —

## Audits

We will be announcing the participants for the next round of audits shortly. We will be choosing four more systems and the audits will take place after the hurricane season.





## Operator Notes

### New Members

Please welcome new member systems to the Co-op.

- Digicel Group



### Weststar plays key role in transforming healthcare

“Perhaps the most significant event in global health care for 2014 occurred on February 25. This was the day that Health City Cayman Islands (HCCI) had it’s grand opening. Health City is a new way to think of health care and health care delivery.” — David Houle, Evolution Shift.

WestStar, Grand Cayman's premiere telecommunications provider, is an important part of this significant event in the region. By providing global connectivity as well as news, information and entertainment to this transformative medical system, WestStar is playing a key role in transforming health care in the western hemisphere.

Learn more about HCCI by viewing the opening ceremony on WestStar's sister company Cayman27.

Be included in the next Co-op Newsletter

Submit your content early!



WATCH THE VIDEO

<http://bit.ly/1hUohB9>



# Programming

## Coming to Outdoor Channel in July Uncharted—The Ultimate Adventure Series

Uncharted is the ultimate adventure series. From the glaciers of the Arctic Circle to the tribal marshlands of Papua New

Guinea, Jim Shockey and his team will push the limit of what was previously thought possible. Hunting will always be a part of the episodes, but story and character development will be a primary focus. Viewers will not only be blown away

by the epic locations but will also care more about the characters who are there and the conflicts they face. The message will always be one of conservation. This is not a show where disrespect to animals, people, or land will ever be shown. Uncharted is a show about friendship in the face of adversity. It's a show about stories and legends. And it's a show about the belief and leadership of the most well-known



and respected hunter in the world. Along with award-winning cinematographer Branlin Shockey and hunting conversationalist Corey Knowlton, Jim will take viewers on adventures they simply will not find anywhere else.

## AXS TV continues to cement its status with Live music festivals—industry's largest



AXS TV continues to cement its status as TV's home for live music festivals as the premier HD network serves as the official broadcaster of three of the Industry's largest – Coachella Valley Music and Arts Festival; Stagecoach Country

Music Festival; and New Orleans Jazz & Heritage Festival. In addition to festival coverage, the Network showcases concerts ranging in music genres from rock to country to indie performances, along with providing the best live comedy on TV with original series' "Tom Green Live," and "Gotham Comedy Live" on Thursdays. Monday nights feature the newsmaker interview show "The Big Interview" with veteran news reporter/host Dan Rather and Friday nights feature mixed martial arts with the news show "Inside MMA" followed by live MMA events on "AXS TV Fights."

Some upcoming highlights include:

**Coachella Valley Music and Arts Festival – April 18-20** – AXS TV's coverage features over 18 hours of live coverage combined over all three days of the second weekend of the 2014 Coachella Valley Music and Arts Festival.



**Stagecoach Country Music Festival – April 25-27** – Live coverage includes performances from country all-stars Eric Church, Florida Georgia Line, Jennifer Nettles and many more as the network presents over 12 hours of broadcasts.



POWERED BY TOYOTA

**New Orleans Jazz & Heritage Festival – May 1-4** – The Network provides over 24 hours of live coverage from the 2014. New Orleans Jazz & Heritage Festival, featuring performances from such artists as Christina Aguilera, Santana, Arcade Fire, Vampire Weekend, Robert Plant and the Sensational Space Shifters, and many more.





Programming Highlights (continued)

**FIGHT NOW! TV in HD! Delivering exclusive live fights from biggest Global promotions.**



FIGHT NOW! TV in HD! AMERICA's only proven 24/7 combat sports channel. The fastest growing sport demands a dedicated channel!

Combat Sports enthusiasts are starving for year round action: PPV worthy LIVE fights, news and on-site Pay Per View coverage with original pre & post-fight coverage, LIVE press conferences, media tours and weigh-ins make your next PPV fight a must BUY! Every minute without Fight Now! TV, you're leaving PPV dollars on the table!

Fight Now! TV delivers **exclusive live fights** from the biggest Global promotions, all in HD!

Our expert analysts are on- location providing insider access, breaking news and behind the scenes exclusive coverage to keep your customers in the ACTION. Fight Now! TV IS the Fight Fan's destination for 24/7 unmatched Combat Sports coverage.

What are you waiting for? LAUNCH NOW to win new subscribers, keep them and increase your ARPU.

Our Live events, Pay Per View Hype, and on-location News coverage is the winning combination allowing you to reach 50M underserved Combat Sports *delivering you a knockout return!*

**Fight Now! TV Programming Special Feature:**

Launch Fight Now! TV by June 30th and give your customers an extra 3 months free red carpet access to the world of Combat Sport. For details, please contact: [cdunn@fightnow.com](mailto:cdunn@fightnow.com) or [john.sorrells@fightnow.com](mailto:john.sorrells@fightnow.com)

Join us for a 2014 incredible line up of Live Events and Special Presentations. For sneak picks of FNTV programming, visit our Youtube channel at [www.youtube.com/user/Fightnowtv](http://www.youtube.com/user/Fightnowtv) or find the programming description on our website at [www.fightnow.com](http://www.fightnow.com).

**One Caribbean Television—Celebrating Carnival with live Carnival Week coverage**



One Caribbean Television has just wrapped up its 2nd Carnival Week Production and we are proud to say it was a success! This year we featured Aruba as the Island celebrated 60 years of Carnival history, and thanks to the Curacao Tourism Board we were able to be a part of their 44th Carnival anniversary.

Our Joey Stevens and his sidekick Bob the Parrot alongside Jeanille Bonterre host of the hit show Island Xclusive gave our viewers a firsthand look at what Curacao's Carnival has to offer. Marlie Hall, host of Island Innovators discovered the true meaning of Aruba's "One Happy Island", as she covered the 60th Carnival events.

OCTV was able to give viewers a live look at Carnival in Aruba and Curacao during our prime time hours of 8pm-10pm for five days straight and streamed Carnival coverage live on our website.

One Caribbean Television is proud to be the home of Carnival and the only network bringing its viewers live Carnival Week coverage from all across the Caribbean.

In more good news, One Caribbean Television has been approved by the Canadian Radio–Telecommunications Commission (CRTC) to broadcast our network on Bell Cable.

We are looking forward to the opportunity to connect the Caribbean Canadian Diaspora with the Caribbean, and discover what the Caribbean lifestyle in Canada is like. Launch dates have not been given at this time, but we are happy to get the news out to the public that One Caribbean Television is heading north!

Watch Carnival Week: [www.youtube.com/user/OneCaribTV](http://www.youtube.com/user/OneCaribTV)



### Programming Highlights (continued)

#### Judge Mablean Coming to Justice Central

Mablean Ephriam, a former Los Angeles prosecuting attorney who's starred in Tyler Perry's "Madea" movies, presided over Divorce Court for seven years (1999 to 2006) and played a judge in Tyler Perry's Madea movies, will star in Entertainment Studios' *Justice With Judge Mablean*.

This will be the fifth court show from CEO Byron Allen's production company, which will air the show on **Justice Central**, the 24/7 HD cable court television network. "Byron's strong commitment to his television programs and cable networks is unparalleled in this industry," says Ephriam, "and I am 100 percent committed to delivering another first class television court show along with him."

Ephriam is a former L.A. prosecuting attorney who on Divorce Court was as known for her humor as her rulings. Her trademark phrase was "Look deep before you leap."

A native of Mississippi, Ephriam has also appeared in Perry's films as a strict judge who presides over the cases that Madea (Perry) finds herself involved in. She was in *Diary of a Mad Black Woman*, *Madea's Family Reunion*, and *Madea Goes to Jail*.

**Justice Central** has four other court shows: *Justice For All With Christina Perez*, *We The People With Gloria Allred*, *America's Court With Judge Ross*, and its newest series, *Supreme Justice With Judge Karen*.

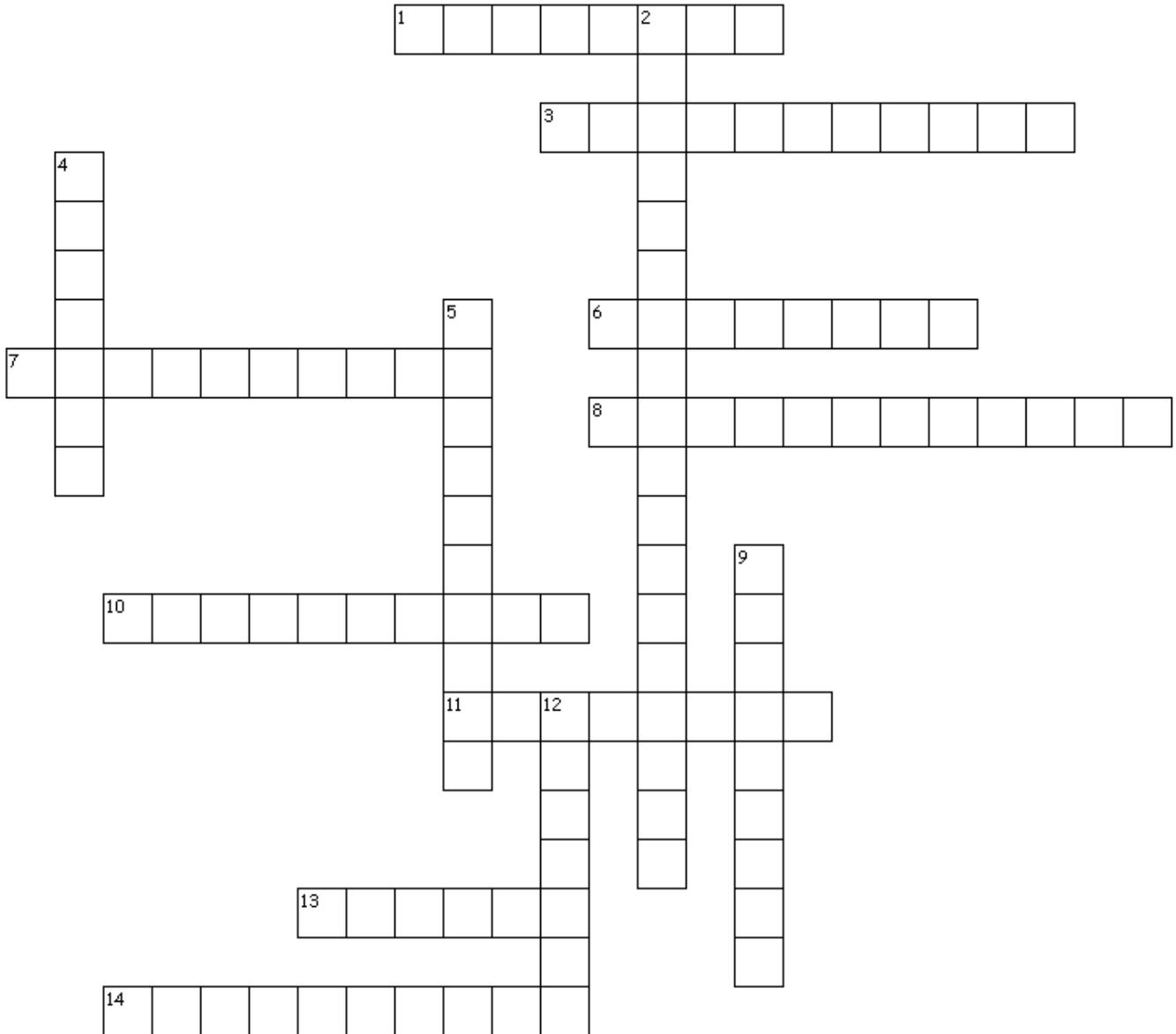


Other cable networks available from Entertainment Studios Networks throughout the Caribbean include: **Cars.TV**, **Comedy.TV**, **ES.TV**, **MyDestination.TV**, **Pets.TV**, and **Recipe.TV**. Email [Janice@es.tv](mailto:Janice@es.tv) to launch today.





# CROSSWORD: In the Caribbean Islands



**ACROSS**

- 1. Bill Ewing
- 3. Trinidad
- 6. St Lucia
- 7. St Kitts
- 8. Tony Butler
- 10. Aruba
- 11. Jeremy Elmas
- 13. Bahamas
- 14. Barbados

**DOWN**

- 2. Terry Roberson
- 4. St Georges
- 5. Cayman Islands
- 9. Beulah Jonis
- 12. Puerto Rico

**HINT**

If it's a person what system are they associated with? If it's an Island what's the capital?

**Stuck? Need the Answer Key?**

Contact [howie@cctvcoop.com](mailto:howie@cctvcoop.com)



## Co-op Website Highlights

The Co-op website is one of the best tools we have for keeping track of what available programming we have. And, here are some of the corresponding tools for you to take advantage of.

- **Participation Agreements**
- **Launch forms**
- **Technical specifications** and contact info
- **Ad Sales Avails** agreement summaries from each programmer for those who do Ad Sales
- **VOD & TV Everywhere** reports highlighting delivery methods, authentication and more (\*)
- **Contract Digest** is summary of our contracts with expiration dates and key wording on special paragraphs. Great for planning programming changes as we go forward.
- **Member Directory** of all coop members—review your listing to make sure it's up-to-date.
- **Programmer Channels** is a complete list of all of the

Co-op services and even some services that are not Co-op but available in the territory. As we go through the audit process it is important that you periodically check the list to ensure that you have properly signed up for and are reporting all of the Co-op services you have on your system. This compliance is one of the Co-op's greatest strengths and is a valuable statement to make when negotiating and renegotiating agreements.

- **Website Primer.** For those new to the Co-op, or for that matter, new to the website, we have prepared a comprehensive Primer for your use (access in upper right corner).

We are always looking for new content for the site that will make it an even more valuable resource. Please submit your suggestions for review and if possible we will add it to the site.

(\*) This project is in progress with current VOD/TVE being broken out into two separate reports. Programmers—please contact the Co-op if you have not yet provided us with the VOD/TVE details for your services.

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