

Chairman's Message

Hello fellow Coop members; we are pleased to provide you with the first issue of our newsletter. The Board felt that a quarterly newsletter would be a valuable vehicle to provide information to members so that you can stay abreast of issues that affect you, as well as provide a vehicle for specific industry information, etc. that may be of interest. The newsletter will be a "work in progress" until we collectively determine what it should include each quarter. If you have any thoughts, please pass them along before the next issue, which will be distributed on January 31, 2012. Likes, dislikes, suggestions for articles, etc. are most welcome. Suggestions for a newsletter name would also be appreciated.

You may have noticed that we have also developed a new look for the COOP, as our logo can be seen at the masthead of this newsletter. We feel it displays what our Caribbean organization represents, from the blue denoting the Caribbean Sea, to the palm tree shape of the logo itself.

I find myself writing this "introduction" while we are heavy into our annual budget process. I don't know about you, but as I look at various programming increases or possible "regularization" of some particular networks, developing an acceptable budget is indeed challenging. While Columbus may be the largest operator in the region, we face the same challenges as other operators...how do we maintain costs/increase revenue during a period of economic instability in a competitive marketplace? While never a first choice in strategic planning, we have in the past (both in Canada and in the Caribbean), removed networks whose value we felt were out of synch with the related subscriber fees. While I am loath to remove content, sometimes it is the correct decision for our organization. Yes, we have faced the wrath of a subset of our customer base, but we stuck to our guns and although we lost some subscribers, it was still the best financial decision to make. While we have yet to make any such decision as we enter 2012, it will always remain an option as we manage our business in the best interests of all stakeholders, in a time of perpetual change and challenge.

I hope that your respective businesses are doing well.

John Reid



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Notices

AGM

The annual AGM meeting will be held at 9:00am (continental breakfast at 8:30am) on Feb 2, 2012 at The Sheraton Puerto Rico Convention Center San Juan. The meeting should last about three hours; please keep this in mind when making your travel plans to attend the CCTA meeting.

ELECTIONS

Board elections will take place in 2012. Requests for nominees will go out early December and final nominees will go out late December with voting taking place in January.

Around the Region

Bahamas Triple Player Startup to be in the Black within 24 months

Edison Sumner, IP Solutions International's (IPSI) chief executive, said his 'Triple Play' start-up should be profitable within 24 months if it executes properly on the "aggressive plans" it has, saying it was aiming to launch at least some of its services "throughout the Bahamas" before yearend.

Chavez, Venezuela commended at Grenada redevelopment ceremony

President Hugo Chavez and the government and people of Venezuela have been commended by Prime Minister Tillman Thomas and other members of the Grenada government, for supplying funding to complete the refurbishing of the St George's Market Square.

BTC 'very confident' on \$60-\$80m target

The Bahamas Telecommunications Company (BTC) chief executive said he was "very confident" is would meet the \$60-\$80 million operating income target set by its London-based parent, having achieved a competition "milestone" by concluding an interconnection agreement with its main rival, Cable Bahamas

Operator Notes

- WestStar is in the process of upgrading its broadcast operations to HD and will be concluded in the next few weeks, which Jeremy believes is the first in the region. Since not many operators have broadcast divisions he has offered to provide additional information to members who are interested
- Columbus Communications demoed 300Mbps Broadband service at its 5th Anniversary event in Jamaica in July
- Bermuda Cablevision is now participating in the first channel audit of the Caribbean Cable Co-op membership, which is being completed by Colorado-based Cable Audit Associates. Columbus Trinidad and Trico in Tobago will have its systems audited in November.



Programming

Howie Crotin

Comcast has not yet started negotiations on a new contract; we have effectively been out of contract with *E!*, *Versus*, *Golf* and *Style* since Dec 31, 2010. *Oxygen* expired at the end of August and we are on a month-to-month extension on that service as well, as they are also part of the Comcast/NBC Universal group. As always, we are optimistic about coming to favorable terms.

We will have two new children's channels available shortly - *Baby TV* from Fox Cable Networks and *Kids TV* from Comcast/NBC. Baby TV will be available as soon as it is added to our current agreement. Kids TV will be available with the new Comcast deal.

I was just informed that the Fox cable domestic group we deal with (Michael Coffey and Chris Killebrew) will now be selling Fox Latin American signals to us as well. As soon as I get the lineup I will forward to members to determine your level of interest in these networks.

I recently had a presentation from a network called Escapes TV (escapestv.com if you want to check it out). This is a service that provides scenes from around the world in SD or HD with a VJ playing soft music in the background. They aren't stills but actual cameras set up all over the world. For any system that launches the service, Escapes will provide a fifteen-minute spot per week for a year highlighting the systems' island....which they will shoot. It is not expensive and it can be placed on any level of service. My thought when I was there that it would be great for an office or a waiting room that wanted "living" art on the wall for its visitors, or just pleasant background for subscribers when they have parties. I will advise when an agreement has been completed.

Around the Region

IMF recommends two-year wage freeze for Barbados

The International Monetary Fund (IMF) has recommended a two-year wage freeze as Barbados seeks to deal with a subdued economy.

St Kitts-Nevis records 10 percent increase in passenger arrivals in second quarter

St Kitts and Nevis's Robert L. Bradshaw International Airport saw an increase in inbound and outbound passengers during the second quarter of this year compared to the same period last year.

Jamaica to be ICT hub of the Caribbean'

"JAMAICA is on an exciting journey to transform information and communication technology (ICT) structure and skills base. Jamaica's place is to lead, not to follow," said Colm Delves, chief executive officer of the Digicel Group.





Program Times

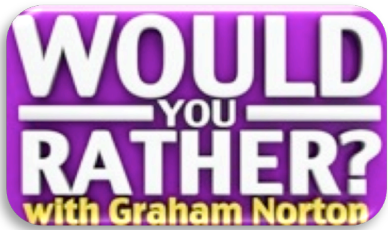
BBC

Would You Rather?

Premieres November 5
11:00p.m. (10:00p.m. Central)

Top Gear Top 40

Premieres November 28
8:00p.m (7:00p.m Central)



The African Channel

Jacob's Cross

Monday
9:00p.m & 12:00 a.m. (EDT)
Sunday
7:00p.m & 11:00 p.m.

Generations

Monday-Friday
5:00p.m & 10:00 p.m.

Isidingo

Monday-Friday
5:30p.m & 10:30 p.m.

MTV

Beavis & Butt-Head

Premieres
October 27th @ 10 p.m.

PROGRAMMING HIGHLIGHTS

BBC

Would You Rather?

Graham Norton asks the important questions and we find out the hilarious answers in *Would You Rather?* BBC America's all-new original series in which a panel show of comedians and celebrities alike are asked to contemplate and discuss ridiculous predicaments and ultimately decide what they'd rather do.

Top Gear Top 40

Through the years, the *Top Gear* trio has taken on a truckload of challenges and BBC America is looking to name the best of the best. We've narrowed it down to 40 of the most ambitious, most ridiculous auto stunts the *Top Gear* guys have been able to pull off...or at least made a valiant effort to do so. With that many races, tests and all-out vehicular battles, ordering them hasn't exactly been easy so we've challenging the fans to do it for us. Amphibious cars? The race across London? The best driving road? We'll see what the fans chose for their...*Top Gear Top 40*.

The Africa Channel

Jacob's Cross

Africa's most popular dramatic series returns for a fifth season this Fall. Set in South Africa and Nigeria, the series has everything: murder, intrigue, sibling rivalry, romance, and betrayal – edge-of-your-seat action. All set against the backdrop of the rich and powerful Nigerian oil industry. This is a one-hour dramatic series.

Generations

Generations is a pioneer among African Soap Operas. The first multi-racial, dramatic series developed in post-Apartheid South Africa, the series is seen throughout Africa and has developed a large and loyal following around the world. It is the second longest running soap in Africa. This is a half-hour series.



PROGRAMMING (continued)

Isidingo

Isidingo. One city. Two worlds. The world of South Africa's industrious middle class with its boarding houses and mine workers...and the other world, that of the rich and the ruthless. With one of the most diverse casts on television, Isidingo is full of juicy surprises and daily drama. This is a half-hour series.

MTV

Beavis & Butt-head

America's two favorite animated teenagers and cultural icons are back! MTV's most watched show in the mid-nineties returns reinvented for the Millennial generation, with the boys riffing on current culture, newsworthy topics and the best of the internet.



PROGRAMMING REMINDER

We have recently concluded a deal with Entertainment Studios (Six channels of SD or HD content). The channels are *PET TV*, *CARS TV*, *RECIPE TV*, *DESTINATION TV*, and *COMEDY TV*. They can be launched on any level of service.

We have also concluded the deal with *The Fight Channel*, 24/7 of Ultimate Fighting. Please contact Howie for details.

Industry Notes

- By 2015 12.1M Cord Cutting Homes – 10% of total Occupied Households
 - *SNL Kagan*
- Internet Video Streaming is officially mainstream – 48% of U.S. Consumers now watching some video online
 - *Multichannel News, Volume 32 Number 40*
- DirecTV has released an iPad app upgrade that lets subs with HD-DVRs stream a subset of the satellite TV giant's lineup 38 channels -- to the tablet over Wi-Fi.
 - *Lightreading.com*
- Apple is reportedly turning to the software engineer who built iTunes to lead the development of a TV set that could be introduced next year.
 - *TV Today*
- Canadian adults overwhelmingly prefer to watch their favourite television shows on a TV screen rather than on a smart phone, tablet or computer.
 - *Carrt.ca*

New Member

We would like to extend a warm welcome to our newest member DSS S.A. of Haiti, who will be launching service in December and we wish them much success in their new endeavor. Please feel free to drop Patrice Turnier and his crew a line and welcome them to the COOP. He can be reached at patriceturnier@gmail.com.





Around the Region

Real growth in ECCU for 2011 revised downwards

The economic growth outlook for the Eastern Caribbean Currency Union (ECCU) has been revised downwards, with real growth for 2011 now projected at 0.4 percent. The Eastern Caribbean Central Bank (ECCB) told the 71st meeting of the Eastern Caribbean Currency Union that macroeconomic and financial conditions of the ECCU continue to be greatly challenged by the adverse global financial and economic situation.

Jamaica less protective of investors, falls in "Doing Business" rankings news

Jamaica dipped seven spots to rank 88th in the Doing Business Report 2012 representing its seventh straight year of decline due to difficulty obtaining electricity supply and a burdensome tax structure.

Offshore oil hopes for Barbados- Company pitches plan for oil exploration off Barbados' shore

Following an informative and expansive public lecture presented by a respected International petroleum exploration team, the Barbadian Government may be substantially closer to choosing the best way forward in finally realizing the benefits of tapping into the strongly presumed liquid gold resources off the shore of the island.

Technical Corner

Darren Richer
CTO, Columbus Communications

A topical question for many of us who work in the cable television industry...will the rise of Multiscreen result in the death of traditional linear television? Many would have



us believe so. The cries of any screen, anywhere, anytime from customers are deafening if you believe the analysts and the vendors. Yet as operators, we must continue to chart an uncertain course on the evolution of platforms and products.

As small and medium operators, we are challenged with finding solutions to meet our subscribers' expectations in the new multiscreen world. But wait! Just what do we mean by multiscreen? We have delivered video over HFC networks for decades...we have delivered video over the Internet for well over 10 years...our competitors have delivered video over their DSL networks for nearly as long...mobile devices have had video in some form for over 5 years. If we have delivered video to all these devices for so long, then just what is so important about "multiscreen". Simply put, Multiscreen is providing a consistent unified experience for video content.

Providing that consistent unified experience requires a level of perceived simplicity from the subscriber. How they interact with your service needs to be consistent whether it is on the set-top box, their PC/laptop, mobile device, embedded television or gaming console. Yet, delivery to these devices is challenging and involves a myriad of encryption schemes, delivery modes and presentation engines.

To be successful in a multiscreen world it is incumbent on the operator to define what multiscreen means for them and to establish a platform that enables the operator to build that vision. It sounds like simple but it is often missed. Oddly enough, this platform for multiscreen is very analogous to our



Technical Corner (continued)

deployment of HFC. When we initially built HFC systems, we delivered linear analogue video. We kept adding services; we added high-speed data and the HFC network was extended to provide return path; we added digital services and with it high-definition and 3D programming; we added video-on-demand, taking advantage of that return path to offer a new service. Since then we have added voice and interactive services. In this instance the platform was the HFC network itself. We changed and modified the end points to add new and varied services to our customers. We also tweaked the platform as we went along by making it two-way and adding capacity.

Our approach to multiscreen should be no different. The fundamental choice we make as operators must be the platform on which we will build and extend services. The platform must allow us to aggregate content from multiple sources; it must allow us to alter and re-format that content for delivery to a device; it must allow us to impose business rules on the access to that content; it must allow us to personalize that content for an individual in a household; it must allow us to understand the customer as an individual and to recommend other content that customer. Lastly, it must be simple and easy to use for the customer.

As I look across a vast industry there are a number of companies who had some very successful elements, and this yields three basic laws of multiscreen platform success.

- 1) All services must expose their data and functionality through well-defined service interfaces.
- 2) Elements must always use these interfaces to communicate with each other without exception.
- 3) All Elements must be externalizable (not sure if that is a word!)



Around the Region

\$25M Nassau, Bahamas Airport Hotel Deal Close

The Nassau Airport Development Company (NAD) is close to signing a final agreement for a \$25 million hotel and office/conference centre to be built at Lynden Pindling International Airport (LPIA), a project likely to create between 100-150 full-time jobs.

Haitians get insurance payouts

In response to heavy rains this spring, Fonkoze reimbursed more than US\$1 million in damages and loan reimbursements for 3,800 borrowers in the first-ever payout of its innovative natural disaster insurance for poor Haitian clients.

Trinidad Union set to take action

The Communications Workers Union (CWU) is ready to take protest action against the Telecommunications Services of Trinidad and Tobago Limited (TSTT) over the company's decreased wage offer for the Senior Staff Bargaining Unit from 12 percent to eight percent for the 2006 - 2007 period.



Around the Region

BTC to review entire suite of business services

The Bahamas Telecommunications Company (BTC) pledged to review its

"entire suite of commercial products" by the New Year, adding that it had already "substantially impacted the cost of doing business" by removing the cellular inter-island Toll.

Latest Inflation Figures Released in Antigua and Barbuda

The annual inflation rate in Antigua and Barbuda was measured at 3.8 percent in September. According to the Statistics Division, food prices increased by 1.6 percent over the period September 2010 to September 2011, but recorded a decline of 4.1 percentage points over the August 2011 annual inflation rate of 5.7 percent.

Barbados economy expected to pick up speed next year

Growth in the Barbados economy this year is now projected to be little more than one percent. Dr. Delisle Worrell revealed this projection in the review of the Barbados economy for the first nine months of 2011, the Governor of the Central Bank of Barbados (CBB).

LIME signs number portability agreement in Cayman Islands

Telecommunications provider LIME has signed an agreement in the Cayman Islands to secure local number portability database services that will make it possible to port telephone numbers from one network to another.

Technical Corner (continued)

These laws come from studying companies like Amazon, Facebook and Apple who have built extensible platforms. For them, these rules have given them and their customers the to grow and evolve their platforms over time. From the time Amazon imposed this and a few other rules back in 2002, it has been transformed into a platform company. That platform today drives their Elastic Cloud service and a myriad of other services. Facebook's platform has allowed developers to extend and enhanced their service in ways they could not have foreseen. Apple's interfaces and common development environment has spawned a sprawling AppStore that caters to just about everyone's taste for software - Farmville, Angry Birds and to a large extent, Cloud Computing owe their existence to these basic premises.

In a multiscreen world these rules will allow us to build a platform that is agnostic to changes in technology and allow us to build a consistent user experience. In addition, by making many of the underlying services available to developers, operators will benefit through customers using your services in new and innovative ways.

