

Who Moved My Cheese

Steve Israelsky, Cablecast Community Media
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A Channel Line-Up 1985

OSHAWA PETERBOROUGH EDITION

▶ CANADIAN CHANNELS

2 27		Bancroft (2), Peterborough (27), Toronto (41)
41	Global	
3	CKVR (CBC)	Barrie
5	CBLT (CBC)	Toronto
6	CJOH (CTV)	Deseronto
9	CFTO (CTV)	Toronto
11	CHCH	Hamilton
11	CKWS (CBC)	Kingston
12	CHEX (CBC)	Peterborough
13	CKCO (CTV)	Kitchener
25 44	Radio Canada	Toronto (25), Peterborough (44)
47	CFMT	Toronto
57	CITY	Toronto
TV0	TVOntario	Peterborough (18), Toronto (19), Kingston (38), Belleville (53)

▶ U.S. CHANNELS

2	WGRZ (NBC)	Buffalo
4	WIVB (CBS)	Buffalo
7	WKBW (ABC)	Buffalo
7	WWNY (CBS)	Watertown
8	WROC (CBS)	Rochester
10	WHEC (NBC)	Rochester
13	WOKR (ABC)	Rochester
17	WNED (PBS)	Buffalo
21	WXXI (PBS)	Rochester
23	WNEQ (PBS)	Buffalo (off-air only)
29	WUTV (Fox)	Buffalo
31	WUHF (Fox)	Rochester

▶ CABLE CHANNELS & PAY CHANNELS

A&E	Arts & Entertainment; New York
CF	La chaîne française; Toronto
CNN	Cable News Network; Atlanta (grids only)
FAM	Family Channel; Toronto (grids only)
FC	First Choice; Toronto
MM	MuchMusic; Toronto
NW	CBC Newsworld; Toronto
SBK	WSBK; Boston (grids only)
TBS	WTBS; Atlanta (grids only)
TNN	The Nashville Network; Nashville (grids only)
TSN	The Sports Network; Toronto
TV5	TV5; Montréal (grids only)
V	Vision TV; Toronto
WGN	WGN; Chicago (grids only)
YTV	Youth Channel; Toronto

BW Black-and-white
CZ Colorized version

SYMBOLS FOR HEARING-IMPAIRED VIEWERS
 (may not apply to all Canadian stations):

(CC) Closed-captioned (Special decoder needed)
(OC) Open-captioned (Visible without decoder)
(SL) Sign language (Interpreter appears on-screen)

And now hundreds of Cable channels plus...

vMVPD's (Multi-Channel Video providers)



PlayStation.Vue



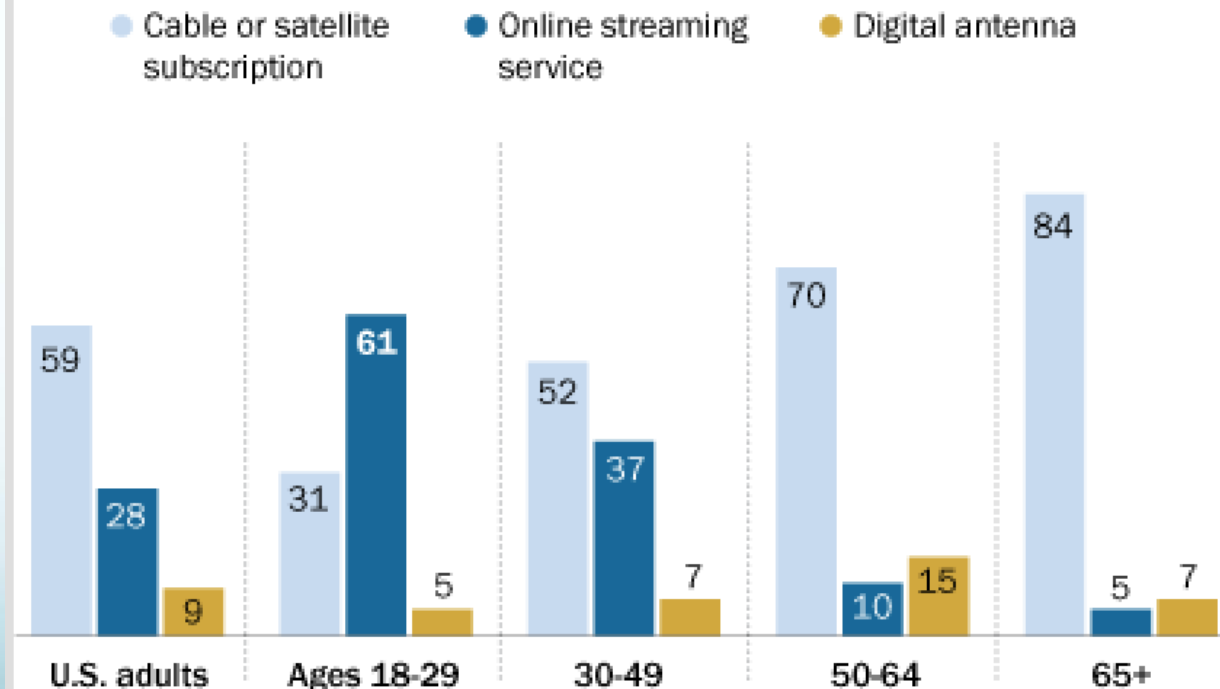
vMVPD's and off air Broadcast are increasingly having an effect

According to Nielsen's second-quarter 2018 Total Audience Report, 77.4% of TV homes have traditional cable, a big drop from 81.3% a year earlier.

But it gets Worse

Young adults use streaming services most to watch TV

% of U.S. adults who say ___ is the primary way they watch television



Source: Survey conducted Aug. 15-21, 2017.

And then there are other media distractions

- **Connected Devices/Mobile Video**
 - Snapchat
 - Instagram
 - Facebook
 - YouTube
 - Twitch
- **The Internet**
- **Video Games**

And at the same time, there is more need for local media than ever!

- Broadcast Television consolidation
- Radio Consolidation
- Local Newspaper evaporation

But with Change comes Opportunity

- The cost of channel operations has gone down
- The ways to distribute content have increased
- New channels of communication have opened
- The cost of production equipment has gone down
- The ubiquity of communications technology is staggering.

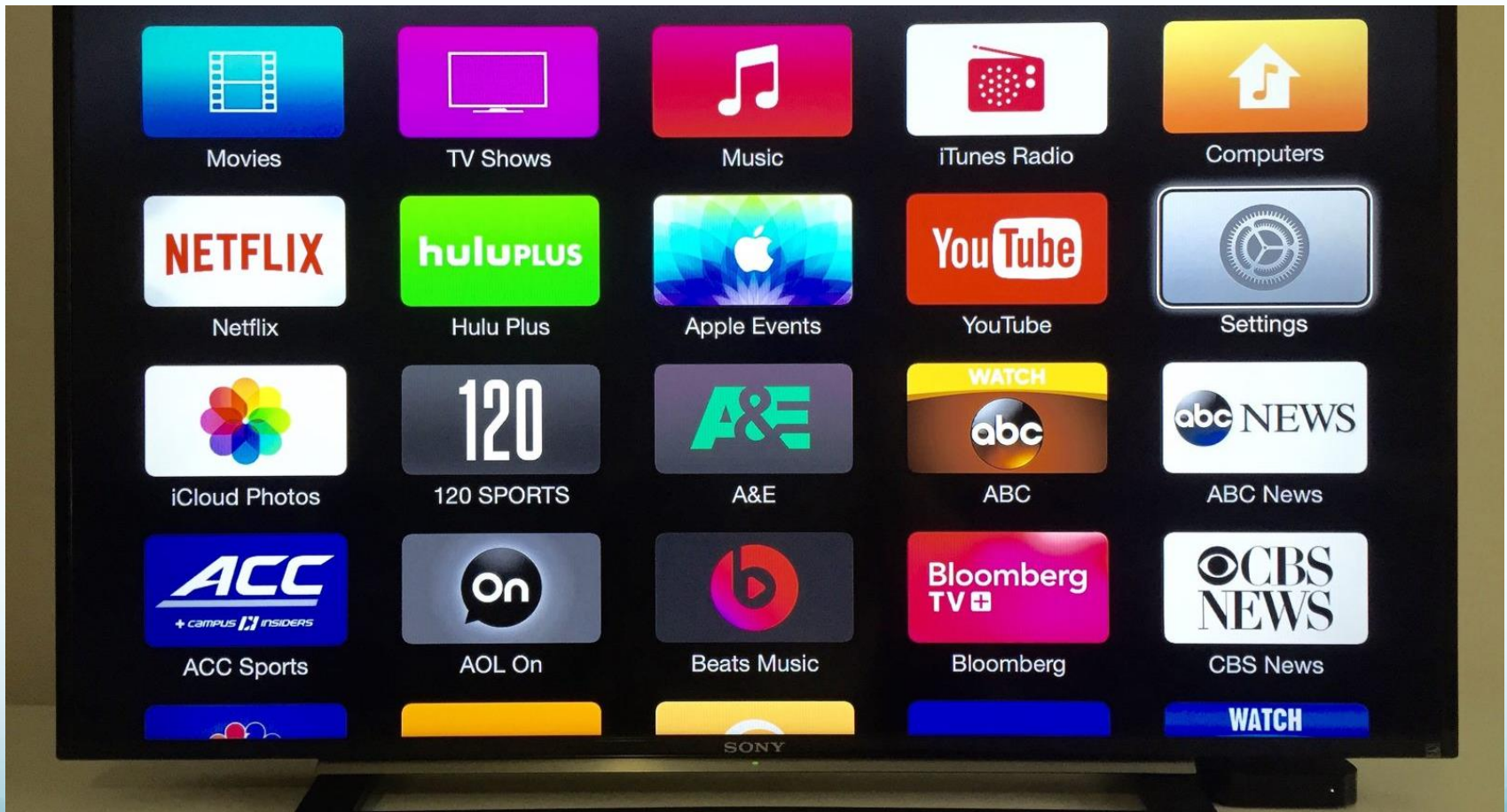
Distribution technology does more costs less

- Channel Playout
- Live Streaming
- Internet Video on Demand
- OTT Distribution
- Mobile device Support
- Schedule Streams from Remote Locations – Public Internet or bonded cellular

OTT – Roku, Apple TV, Amazon Fire and Chromecast can be game changers

- The viewer chooses the channels and apps that they are presented with, in their living room!
- The content can be presented in high definition, just like any other premium content
- Content is available live and on demand, just like HBO. You can search for content right from your couch.

Your Channel Here





Live Streams



CMAC 3 - Government



CMAC 2 - Education



CMAC 1 - Public

Ms. Beautyphile



Ms. Beautyphile



Ms. Beautyphile



Ms. Beautyphile



Ms. Beautyphile



Eight Alternatives To



Ms.

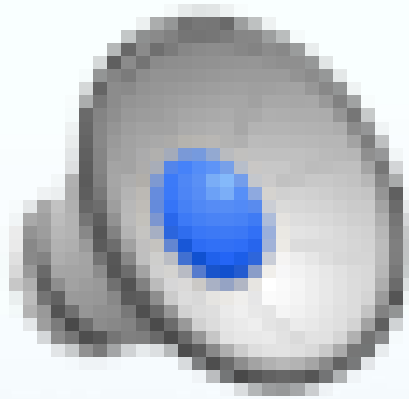
Lifestyle/Spiritual



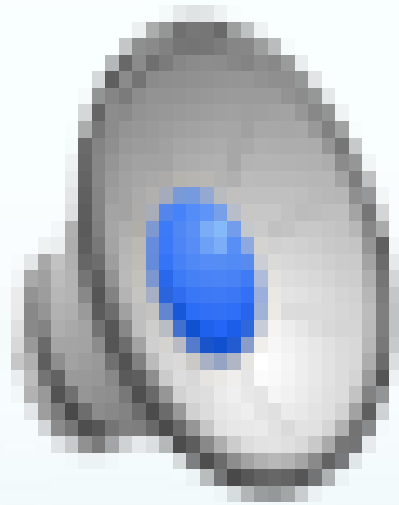
Production Technology

- Cameras are less expensive and better
- Lighting is less expensive
- Switchers are less expensive
- Multi-camera production is less expensive
- DSLR and Mirrorless Cameras are available
- Mobile Phones can be used
- Podcast Studios are cheap and easy

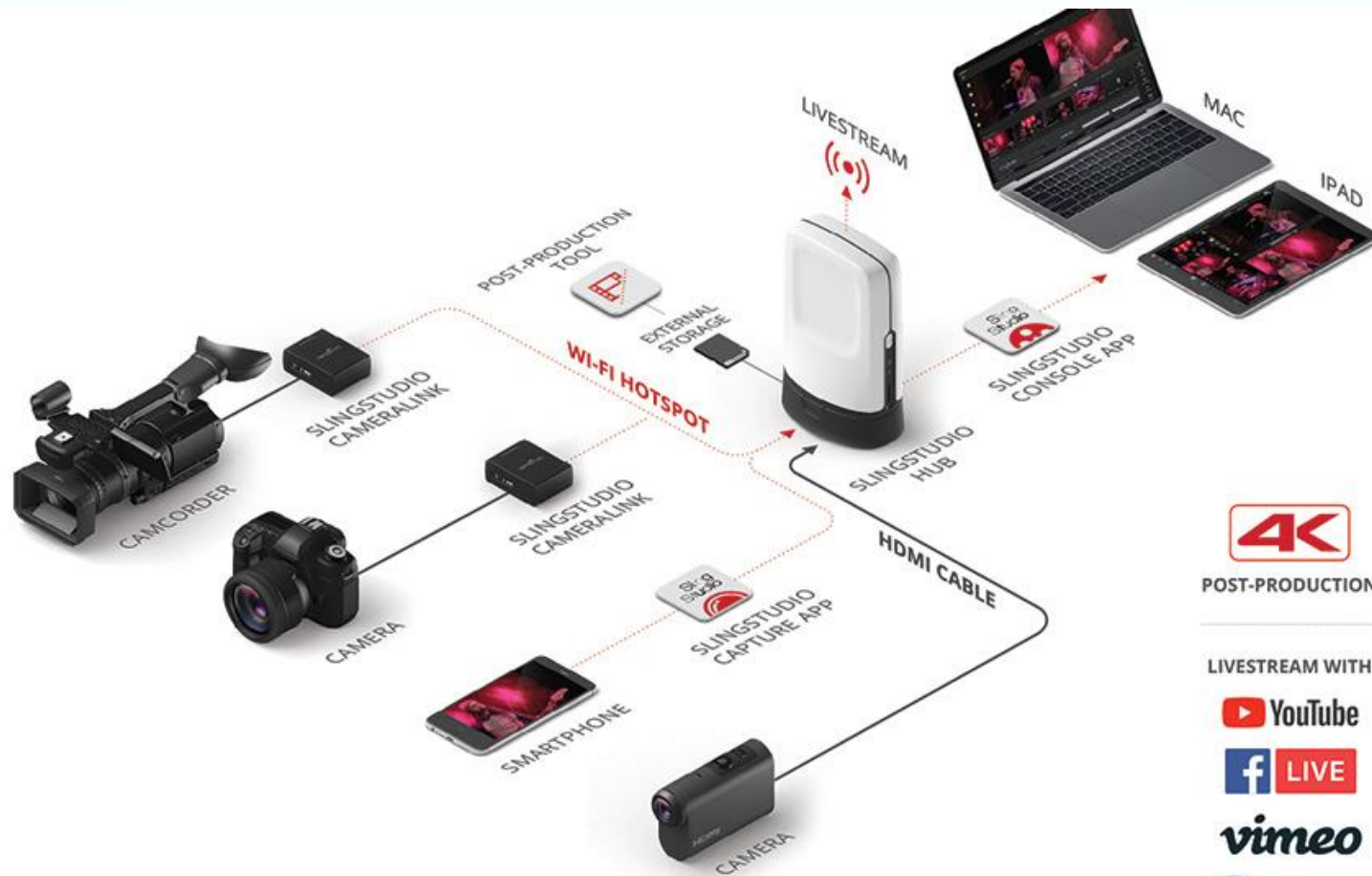
Production Technology advances - Pixel



Advances – iPhone and Gimbal



There is now even a way to link DSLR's and Phones



What's the Point?

- **Production technology is less expensive, more varied, and much more readily available.**
- **You have so many more ways to produce and teach people how to create content, and you have the mandate to do just that.**
- **The ways that you can distribute community media are only limited by your imagination.**
- **And at the same time, the need for local community media has never been greater. Fill the void. Become indispensable.**