

# Who Moved My Cheese

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# A Channel Line-Up 1985

## OSHAWA PETERBOROUGH EDITION

### ▶ CANADIAN CHANNELS

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

### ▶ U.S. CHANNELS

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

### ▶ CABLE CHANNELS & PAY CHANNELS

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



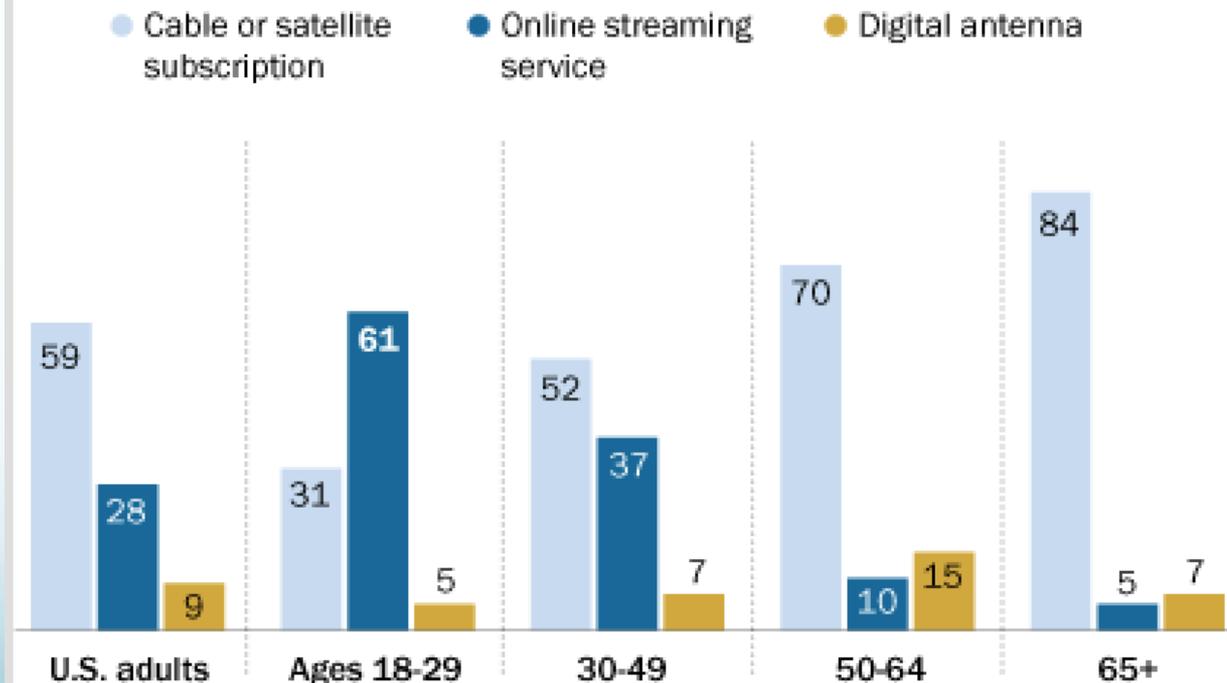
# vMVPD's and off air Broadcast are increasingly having an effect

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.

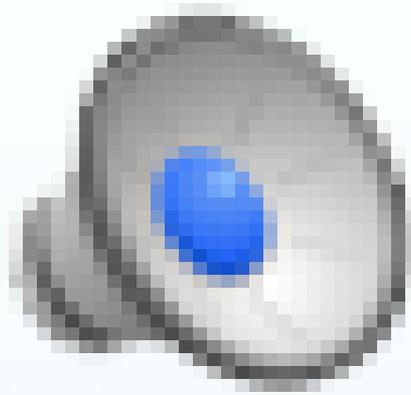
## Lifestyle/Spiritual



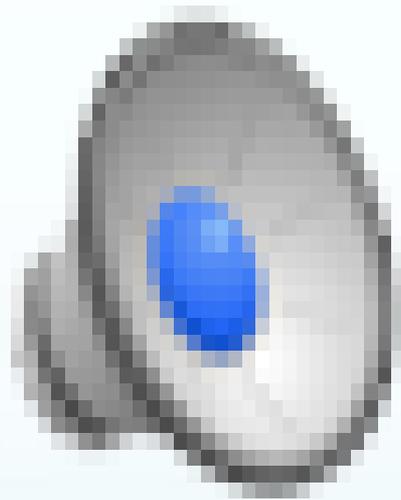
# Production Technology

- 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

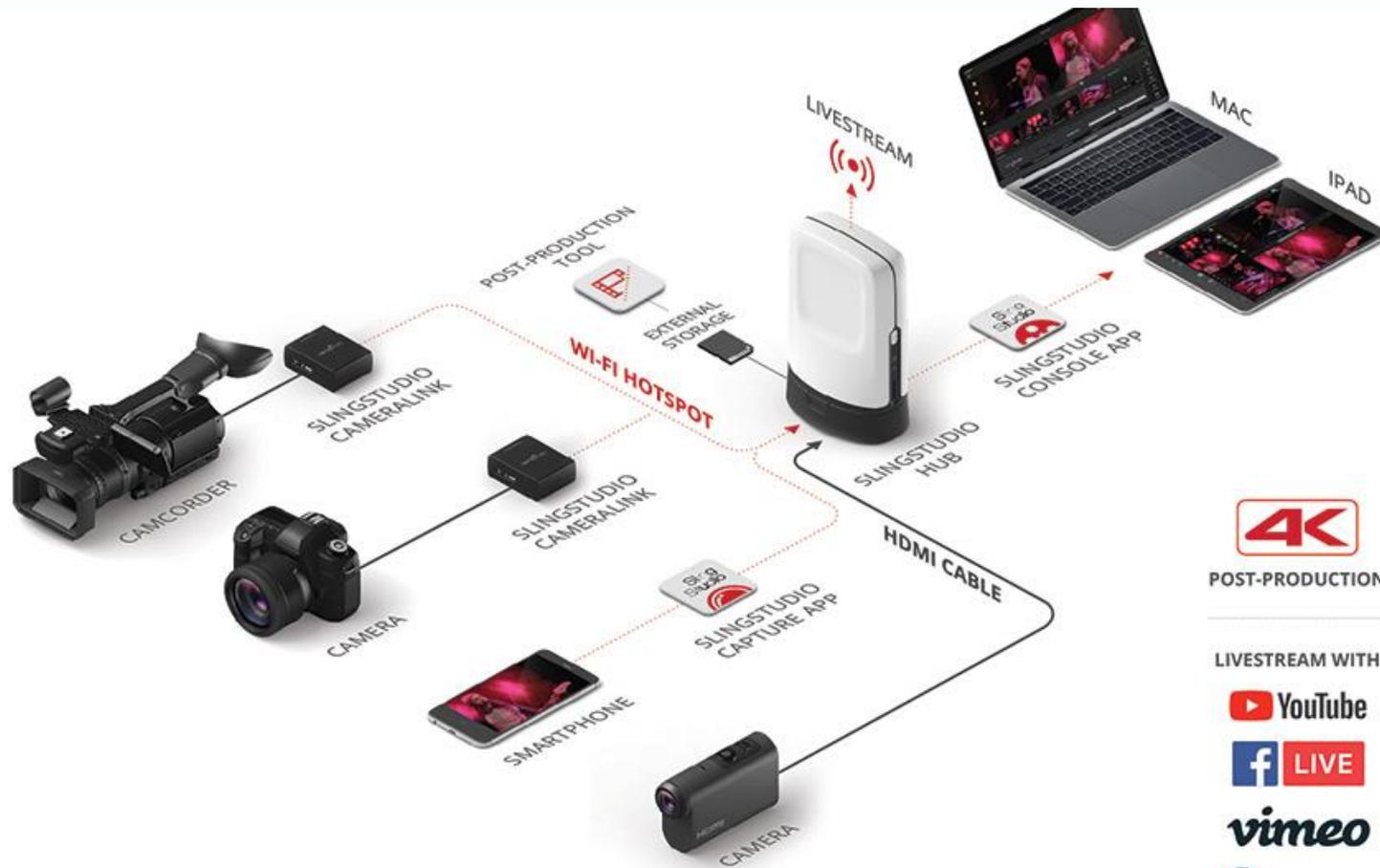
# Production Technology advances - Pixel



# 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.**