

On Line With...

Haviland Telephone Company, Inc.

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The Past of Web Video

What's really going on with Web-based Video? Web video is in the media daily. It's in general news, business news, and technology news. Nearly suddenly, everybody's got video, is borrowing video, is litigating to stop video. What's behind it? Who's watching all this content? Why are we apparently moving from text to video so rapidly? Who's paying for it? To a casual observer, it looks like a video log-jam down river is inevitable.

For example, the satirical news site, The Onion, announces it is starting up an on-line satirical news site. (Beware, its wickedly biting satire isn't for everyone!) Their apparent intent is to compete against Comedy Central, AOL Comedy, and the National Lampoon's web content, each of whom already has a video following. NBC and Newscorp announce plans to directly compete against Youtube, the site that reports astronomical counts of daily site visits. Viacom, a major content owner, announces beginnings of suit procedures against Youtube. BitTorrent, the "Napster of video", is apparently going legit, with intent to charge user-participants for video. CBS agrees to distributing some of its shows on MSN and AOL. Some CBS content is already available on its website, iTunes, and Yahoo. And in a continuing development, that may be related, several vendors are rolling out free, or very inexpensive anyway, on-line software. Similarly, media rumor is that a web video clip of Don Imus' unsavory reference to the Rutgers basketball team is what killed his radio show.

Our interest as a broadband provider is total bandwidth usage. If our customers all end up watching web video for fun, business, and pleasure: we'd like to plan for it. If it's a flash in the pan, well, that's different.

But it's very difficult to imagine that there is really a business case for free video clips from amateurs. Or that the hottest new business of tomorrow might be free on-line videos of news that's available on TV.

We don't pretend to know where this is going, but perhaps you've noticed that nearly everything on the web today includes some kind of advertising? Oh, really? The TV network news sites on the web do. The newspaper web sites do. Television station web sites include ads. Some weather web sites do. In general, most free content sites include ads. Even premium, paid, on-line news subscription services often include advertisements.

Perhaps Google, originally a mere search engine, is the proto-type. Begun in 1996 as a home-grown search engine called "BackRub," the company used open-source software that analyzed web links that pointed to websites. It's original business plan was to sell its search engine technology to web portals. But it was several years before the company successfully licensed its search engine technology to a major portal. But meanwhile, Google slowly expanded the portion of web content it searched. From just a few thousand usages or clicks daily, within 5 years it's free search engine was generating 100 million daily hits on over 1 billion web pages. In 2000, Google hit paydirt, big. Google began to allow advertisers to post ads when users searched key words. Advertisers selected their own target key words and paid only when customers clicked on their ads. Suddenly, advertisers had access to 100 million users in several languages across dozens of countries.

So, remember the Imus firing? It was primarily the advertisers who pushed CBS for action: they began pulling their ad dollars. Maybe web video is really, only,

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(Video Past continued)
and forever about advertising. If so,
media as we know it has changed.

Or has it? My kids were recently watching an old black and white Red Skelton show from the mid-50's. I was struck by the included sponsorship, which was apparently produced and aired simultaneous with the show. This reminded me of where free video originated: broadcast TV shows were made "free" by advertising dollars. Perhaps we're just recycling an old idea.

Virus & Spam Warning

A reminder that we will never send an e-mail with an attachment to be executed. If you have questions about any e-mail that purports to come from us, please, call us. Our web site is the most likely place we will post important announcements, updates, or warnings.

CPNI Changes Likely Soon

The FCC has issued a new order regarding CPNI (customer information that can only come from telecom service providers). The reference is Docket 96-115 at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-07-22A1.pdf.

Several changes appear to be likely. Among the most likely:

- 1) Move from "opt-out" to "opt-in": Companies will be required to obtain customer permission before disclosing CPNI to contractors, data brokers, or even joint venture partners.
- 2) Carriers will be required to obtain customer password before giving out call records, anytime the customer phones or visits.
- 3) Carriers will be required to contact customer when an on-line account changes, a password changes or is forgotten, or the address changes.

We currently use an "opt-out" approach, but have never sold or otherwise provided CPNI to an outside party. Watch for further details as implementation dates draw near.

"811" Implemented

Don't forget that the Kansas 1-Call "Dig Safe" number is now abbreviated. Although you will always be able to dial the old 800 #, all you have to dial is "811". For more information about Kansas 1-Call, log on to the website: www.kansasonecall.com.

Send us your local news & tidbits!

Nearly every month we have room in the newsletter for something more interesting than the telecom and broadband world. Stunning, huh? Share it with your neighbors and our other customers via the telephone company newsletter. Just call us and we'll try to squeeze it in.

Need More DSL Speed?
6 Meg available for only \$59.95.

Changes to High-speed Internet:

All premium DSL customers in our east exchanges (Conway, Argonia, Norwich, and Riverdale) have had DSL speed bumped up to 4 Mbps, about a 30% increase. This was possible due to the nature of the ATM aggregation device's setting. Other exchanges use a different aggregation device, and aren't effected by the change.

However, we are nearly done with other changes in these west exchanges that will permit future, faster DSL speeds. Each of these towns formerly had a 3 Mbps pipe to our edge aggregation device. That has been changed to a pipe over 50 times bigger.

Why DSL?

Our network uses Digital Subscriber Line for high-speed Internet. If you are a Premium DSL (\$49.95) customer, your service runs about 60-80 times faster downstream (toward you) than dialup Internet and about twice as fast upstream as comparable cable-modem service. That means faster retrieval of all web content. If you're a Super-premium (\$59.95) residential customer, your downstream speed is about double that. You've made a big investment in your computer. Let DSL help you get the most from it.