



OPEN MEETING

REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE*

**Monday, July 18, 2022 - 1:30 p.m.
Board Room / Virtual Meeting**

Laguna Woods Village owners/residents are welcome to participate in all open committee meetings and submit comments or questions regarding virtual meetings using one of two options:

1. Join the committee meeting via a Zoom link at <https://us06web.zoom.us/j/82817619487> or by calling 669-900-6833 Access Code: 828-1761-9487.
2. Submit comments or questions via email to meeting@vmsinc.org any time before the meeting is scheduled to begin or during the meeting. Please use the name of the committee in the subject line of the email. Name and unit number must be included.

NOTICE AND AGENDA

THIS MEETING MAY BE RECORDED

1. Call to Order
2. Acknowledgment of Media
3. Approval of the Agenda
4. Approval of Meeting Report for June 20, 2022
5. Chair's Remarks
6. Member Comments

The comments of directors, staff, consultants or other guests during committee meetings are not comments of Golden Rain Foundation (GRF) and are only the speaker's opinions. The position of GRF is only that expressed in motions or resolutions which are adopted by the board of directors. Members may speak on subjects not on the agenda, but under this committee's jurisdiction. Member comments are limited to three minutes.

Items for Discussion:

7. Media and Communications Report – Eileen Paulin
8. Website Ad Hoc Committee Report – Ellyce Rothrock
9. Broadband Services Report – Eileen Paulin

Items for Future Agendas:

- TBD

Concluding Business:

- Committee Member Comments
- Date of Next Meeting: August 15, 2022
- Adjournment

*A quorum of the GRF board or more may also be present at the meeting.

Joan Milliman, Chair
Eileen Paulin, Staff Officer
Telephone: 949-268-2020

THIS PAGE INTENTIONALLY LEFT BLANK



REGULAR MEETING OF THE GOLDEN RAIN FOUNDATION MEDIA AND COMMUNICATIONS COMMITTEE

**Monday, June 20, 2022 – 1:30 p.m.
Board Room / Virtual Hybrid Meeting**

Members Present: Chair Joan Milliman; Directors Maggie Blackwell, James Cook, Annie McCary, Juanita Skillman; Advisors Lynn Jarrett, Lucy Parker; Alternate Deborah Dotson

Members Absent: Directors Neda Ardani, Ryna Rothberg; Advisors Theresa Frost, Tom Nash, Carmen Pacella

Others Present: Bunny Carpenter, Egon Garthoffner, Cris Prince

Staff Present: Paul Ortiz, Ellyce Rothrock, Susan Logan-McCracken

1. Call to Order

Meeting was called to order at 1:30 p.m. and a quorum was established by Chair Milliman. Online audio was off due to a technical issue. Once that was restored, Chair Milliman called the meeting to order again at 1:34 p.m.

2. Acknowledgement of Media

None present.

3. Approval of Agenda

Approved by unanimous consent.

4. Approval of Report for May 16, 2022

Approved by unanimous consent.

5. Chair's Remarks

Chair Milliman highlighted information in the June/July 2022 Village Breeze, which just came out.

6. Member Comments

None.

Items for Discussion

7. Media and Communications Report – Ellyce Rothrock

Ms. Rothrock gave a PowerPoint presentation showing:

- The scope of the Media and Communications Department, which includes Administration, Cable TV Network, TV studio, Media Services 55 and Internet Services.
- Full-time staffing equivalents from 2019 through 2023 projected
- Media and Communications revenue sources
- Media and Communications expense sources

- 2023 priorities for the department

In addition, Ms. Rothrock went over the Media and Communications Activities Report for May, which was included in this meeting's agenda packet. She highlighted:

- Trello tracking does not include Village Television, which has its own tracking system.
- Regular publications include the Village Breeze, What's Up in the Village, weekly press releases to the Globe, website updates and Garden Center e-newsletter.
- New Third Mutual Board President Mark Laws will continue the weekly email blasts to Third Mutual members.
- Manor Alterations will continue to do a news bulletin but they are revamping frequency and working on enhancements to promote in their next bulletin.
- Two emergency alerts went out in May regarding the church shooting and golf cart thefts.

She stated new resident orientations are going smoothly. Docent tours are booked and in high demand. Seven prospective docents have completed a four-hour training session with information and scripts as well as an on-bus tour taught by senior docents. They will also complete two required shadowing tours. One docent completed all the trainings and will lead first solo tour on June 30.

Director Skillman asked about offering Saturday docent tours again. Ms. Rothrock stated the goal is to get everyone trained before end of summer and approach GRF about expanding the days and time offerings. She stated docent tours are promoted through Community Services and on our website after Director Jarrett asked where the docent tours are marketed.

8. Website Ad Hoc Committee – Ellyce Rothrock

Ms. Rothrock reported that the first meeting is scheduled for July 6 and a follow-up meeting for August 10. She stated the objectives will be to gain insight from various departments and divisions regarding what they perceive as their individual landing site needs based upon resident queries and the challenges they express to those staff members. Future objectives will be:

- Finalizing the RFP after a review and identification of the top vendor candidates
- Reviewing feedback
- Wireframing (creating the skeletal framework or outline) based on feedback
- Identifying participants for the testing phase, which will be an important part of the project

9. Broadband Services Report – Paul Ortiz

Mr. Ortiz reported on subscriber counts for May 2022. He also reported on current industry trends, including:

- Content providers are going directly to consumers
- Fiber feeds are replacing satellite transmission
- Subscribers are adopting the higher internet speeds and bandwidth to accommodate streaming services

Director Skillman asked whether there are turn-on and turn-off fees associated with the internet as there is with cable programming. Mr. Ortiz answered not currently, but that is something for GRF to consider in its rate negotiations. A discussion ensued.

Mr. Ortiz reported on the meeting with The Broadband Group (TBG), which he and Eileen Paulin participated in on June 6. Highlights of that meeting included:

- TBG continues to emphasize the valuable and unique asset that GRF holds in the ownership of the current cable television and internet conduit infrastructure.
- TBG is confident that the current Broadband Services team has the expertise to execute and service a state-of-the-art fiber system that can support high-speed streaming.
- Infrastructure systems such as the one owned by GRF require continuous upgrades and service

investment. The current system is aging, and it is becoming more difficult to obtain parts and accessories to keep it running.

- The speed at which streaming content is overtaking cable television content is accelerating at a faster pace than predicted prior to the COVID pandemic.
- The cost of cable programming is continuing to increase substantially from year to year, resulting in significant cost of doing business for GRF.
- It is essential that VMS staff work closely with TBG and GRF to determine at what point, GRF moves away from cable television and into full-time content streaming. Most programming contracts are for a three-year term that become due at different times.

Director McCary asked for creative suggestions to help residents transition to streaming over the next few years. Director Skillman mentioned this transition is a 2023 priority for Media and Communications. A discussion ensued.

Items for Future Agendas

None discussed.

Concluding Business

Committee Member Comments

Director Cook stated we overcame the flashing 12 p.m. on our VCRs and the flashing numbers on our microwaves, and we will overcome the streaming challenges.

Director Dotson mentioned it's a process and won't change overnight.

Advisor Parker applauded Director Dotson's efforts on "Let's Talk Tech" and suggested utilizing some of the Village clubs that can help in a broader educational program.

President Carpenter said we should possibly put in the blast an article about signup sheets when they go to the pool, complaints about pool hours, how important that data is in determining the usage and the hours we have for Recreation.

Advisor Jarrett mentioned whether channels go away or not, these decisions aren't made overnight and we plan for them. She suggested writing an article on why these decisions are made and how challenging these decisions can be.

Director Blackwell mentioned the challenges of having an android phone. Director Dotson recommended the Village's PC Club for help navigating devices.

Director Skillman stated she always learns at the Media and Communications Committee meetings, and thanked the staff for putting the meetings together and for all their efforts to keep Village residents informed.

Director McCary thanked Director Dotson for her "Let's Talk Tech" program and suggested more communication efforts on scams, as they are becoming more prevalent and sophisticated.

Director Blackwell recommended calling Security and reporting fraud to the OC Sheriff's Department.

Chair Milliman mentioned scams regarding deliveries for packages she did not order. She recommended blocking such calls.

Ms. Rothrock reiterated the increasing sophistication of scammers. She suggested running more information including what we've run in the past about scams as well as a plug for "Let's Talk Tech" in the upcoming Friday email blast. She mentioned she would consult with Recreation staff to develop messaging on the signup sheets for the blast. She stated that the new resident orientations are submitted to the Globe each week and, once we expand the number of docent tours, we could submit those dates to the Globe as well.

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
July 18, 2022

Mr. Ortiz stated that all Village Television content is on our YouTube channel. "Let's Talk Tech" episodes are included on that playlist for those who don't catch it when it's aired on TV6.

Ms. McCracken reported on a recent scam she encountered.

Date of Next Meeting – Monday, July 18, 2022, at 1:30 p.m.

Adjournment - 2:48 p.m.

Chair Milliman adjourned the meeting at 2:48 p.m.


Joan Milliman, Chair
Media and Communications Committee



STAFF REPORT

DATE: July 18, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Media and Communications Activities Report – June 2022

RECOMMENDATION

Receive and file the Media and Communications Report.

BACKGROUND

Media and Communications staff prepares a monthly report for MACC. This report includes, but is not limited to, Media and Communications activities, communications projects, website management, analytics, docent tours, new resident orientations and more.

DISCUSSION

The website is an ever-evolving information hub updated daily via input from all departments, residents and clubs. Media and Communications maintains webmaster duties by writing, editing and posting content, which includes, but is not limited to, governance, news, club news, club updates, training, activities and calendars.

Media and Communications staff also continues to proactively engage, inform and share vital information with residents. The attached report presents engagement efforts in June through the iContact direct email service, through which flyers, newsletters and other tools are used to disseminate news and information. The average open and click rates illustrate interest and engagement in the content disseminated.

Workflow continues to be managed through the online project management system, Trello, which tracks work performed by staff and a freelance graphic artist, including deadlines, content, artwork, editing, fact checking, graphic design and distribution.

Trello tracked 72 projects in May. Additionally, Media and Communications entered 171 email addresses into iContact and posted 94 items on the website in June.

The Office of the CEO and the Department of Media and Communications work together to handle **an average of 24 phone calls and 20 emails each day, totaling more than 500 calls and 400 emails per month.**

Regular publications completed by the Media and Communications team in June include:

- June/July 2022 Village Breeze
- May/June 2022 Employee Newsletter
- What's Up in the Village (Friday email blast): Four editions
- Weekly press releases for the Globe: Five weeks
- Third Mutual weekly email blasts: Three editions
- United Mutual Board Candidates email blast: One edition
- Equestrian Center newsletter: One edition
- Garden Center email blast: One edition

Media and Communications staff also maintains specific email lists for select recipients to allow for more targeted communication while reducing communication fatigue. Current specialized lists include pool users, golf cart owners, Garden Center plot holders and real estate professionals. When the financial packet was distributed, residents were encouraged to sign up for the email distribution list. Residents can choose specific communications and opt out of others they prefer not to receive. Media and Communications also sends email communications to VMS employees and directors on each of the boards.

Key messages that Media and Communications delivered in June include:

- New June/July Village Breeze
- Get in the Act; Fourth of July Festivities
- July Fourth Holiday Facility Hours and Bus Service
- Court Reserve Replaces Kourt
- Organics Recycling Carts Are Not for Clippings
- Break Down Those Boxes
- Handling the Hucksters
- Paint & Pour With Penni Rubin
- Storytime at the Village Library
- Let's Talk Tech
- Go With the Mindful Flow
- Pills, Problems and Multiple Medications (Optimal Aging Lecture Series)
- Free Movie Mondays
- ETWD Provides Detailed Drought Emergency FAQs
- Car Washing and Overwatering
- Call for Mutual Board Candidates
- Premium Channel Changes
- 2023 Annual Reservation Lottery
- Celebrate Dads
- Calling All Nonagenarians
- Summer Splash Days
- SouthBound and Co. Rocks the House
- Getting by the Gate Ambassadors
- Water, Water Is Not Everywhere
- ETWD's Water Conservation Requirements

- Moisture Detectors Help Arrest Leaks
- The 8th Annual Art Affair Is Tomorrow!
- VMS Recognizes Outstanding Service
- Bag It, Trash It, Forget It
- Why Is My Power Out?
- You Wear It Well
- Aquatics Update
- Bulky-Item Timeframe
- TV6 Weekly Featured Movies
- Village Meeting Calendar

Additionally, Media and Communications assisted other departments, staff, directors and outside agencies with the following projects in June:

- Produced LED stop sign PowerPoint presentation for director of Security
- Produced compensation PowerPoint presentation for CEO
- Produced AARP Smart Driver flyer for Recreation
- Produced PowerPoint deck for director of Security
- Updated Clubhouse 4 Bonanza and craft/work operating documents
- Reviewed the weekly Upcoming Meetings schedules
- Produced VMS update to Third Board meeting PowerPoint presentation
- Produced GRF Special Board Meeting 2023 Budget PowerPoint presentation
- Produced Third Mutual Insurance Update PowerPoint presentation
- Updated Mindful Yoga class flyers for Recreation
- Produced CEO's TV6 PowerPoint deck for June 7, 21 appearances
- Worked on August/September 2022 Village Breeze
- Linked, wrote landing page copy for and posted June/July 2022 Village Breeze
- Produced and sent Garden Center email regarding California citrus disease for Recreation
- Produced VMS Update to Unite Board meeting PowerPoint presentation
- Created Fourth of July golf cart parade route map
- Worked on tree trimming video with Landscaping and TV6 production crew
- Produced 2023 annual reservation lottery flyers
- Produced double-sided heatstroke vs. heat exhaustion infographic for Recreation
- Produced fumigation letter and manor key instruction notice updates for Maintenance and Construction
- Produced Ronstadt Revival flyers for Recreation
- Created Children's Swim signage for Recreation
- Produced internal needs survey, RFP and agenda for July 6 Website Ad Hoc Committee
- Edited 10 PowerPoint decks for GRF Finance Department review
- Organized staff, director and CEO appearances at various neighborhood gatherings
- Posted 10 May resales reports for Community Services
- Created and distributed May/June 2022 Employee Newsletter
- Posted various club events for Village Clubs

- Posted weekly projected schedules for Landscaping Services
- Edited and posted Village Television programming and movie guides
- Created regular Facebook posts
- Created agenda, packet materials and report, and organized Media and Communications Committee meeting
- Created numerous tennis court, fitness and other signs for Recreation
- Organized docent volunteer training and development meeting
- Created July Paint and Pour flyer for Recreation
- Produced and distributed June/July 2022 Equestrian Center newsletter for Recreation
- Produced Who's Zeppelin flyer for Recreation
- Produced Optimal Aging Lecture Series: How Lifestyle Impacts Wellness for Social Services
- Produced and distributed Court Reserve Replaces Kourts welcome email for Recreation

Tasking completed by Village Television (TV6) in June:

- "This Day" live six days a week focused on Village updates with two rebroadcasts each day at 12:30 p.m. and 5 p.m.
- CEO/GM Siobhan Foster appears on Village Television weekly
- The popular "Trading Post" is on the air Monday and Wednesday at 10 a.m. and 5:30 p.m.
- The message board is updated daily with important community information
- Movies for residents' enjoyment are broadcast each Monday, Friday and Saturday; with closed captioning
- The Village Television guide is posted online and program descriptions are included on the digital guides
- Special exercise classes for residents are broadcast daily
- Produced City Council Meetings for the City of Laguna Woods
- Produced a new show "Did you Know?" with Rebeca Gilad
- Producing a new dance show with Laura Fremont
- Produced six commercials for cable network advertisers
- Produced 20 segments for cable network advertisers
- Produced "Let's Talk Tech" with Debbie Dotson, "Tales from the Woods" and "Writers and Readers"
- Produced over 25 hours of governance meetings
- Village Television broadcasts over 2,000 minutes of original content each month

New Resident Orientations

New resident orientations occur once a month for each mutual and serve as another way to subscribe residents to iContact. They were conducted in May in the Community Center board room. These charts show the number of new residents in attendance year to date.

United Mutual

Date	Attendance	Director
Wednesday, January 12, 2022	CANCELED	
Friday, February 04, 2022	14	
Wednesday, March 9, 2022	21	
Friday, April 1, 2022	13	
Wednesday, May 11, 2022	20	
Friday, June 3, 2022	CANCELED	
Wednesday, July 13, 2022		
Friday, August 5, 2022		
Wednesday, September 7, 2022		
Friday, October 7, 2022		
Wednesday, November 9, 2022		
Friday, December 2, 2022		
	68	

Third Mutual

Date	Attendance	Director
Friday, January 21, 2022	12	Jarrett
Wednesday, February 16, 2022	10	Rane-Szostak
Friday, March 18, 2022	17	Mutchnick
Wednesday, April 20, 2022	15	McCary
Friday, May 20, 2022	9	Rane-Szostak
Wednesday, June 15, 2022	8	Laws
Friday, July 15, 2022		
Wednesday, August 17, 2022		
Friday, September 16, 2022		
Wednesday, October 19, 2022		
Friday, November 18, 2022		
Wednesday, December 21, 2022		
	71	

Docent Tours

The Village docent tour program is offered as marketing outreach to prospective residents looking to learn more about the community. Tours are available to new residents who wish to become familiar with the community, amenities and history. The chart below shows the number of prospective residents who attended the docent tours.

Date	Attended
Thursday, June 9	13
Thursday, June 16	12
Thursday, June 23	13
Thursday, June 30	8
	46

FINANCIAL ANALYSIS

None

Prepared By: Susan Logan-McCracken, Media and Communications Associate

Reviewed By: Eileen Paulin, Director of Media and Communications
Ellyce Rothrock, Supervisor of Media and Communications
Paul Ortiz, General Manager of Broadband Services

Workflow Report, June 2022

Village Television	Media and Communications
"This Day" live six days a week with two rebroadcasts	Worked on August/September Village Breeze
CEO/GM Siobhan Foster on air weekly	Linked/posted June/July Village Breeze
Trading Post on air Monday, Wednesday	May/June Employee Newsletter
Message boards updated daily	Docent volunteer training, development meetings
Movies Mondays, Fridays, Saturdays	6/9 docent tour
Producing new dance show with Laura Fremont	6/16 docent tour
TV6 guide, movies/meetings schedule	6/23 docent tour
Special daily exercise classes for residents	6/30 docent tour
Produced City Council meetings for the City	6/2 Globe press releases
Produced new Rebeca Gilad "Did You Know?" show	6/9 Globe press releases
Produced six commercials for cable advertisers	6/16 Globe press releases
Produced 20 segments for cable advertisers	6/23 Globe press releases
Produced "Tales From the Woods" show	6/30 Globe press releases
Produced "Writers and Readers" show	6/3 Friday email blast
Produced "Let's Talk Tech" with Debbie Dotson	6/10 Friday email blast
Produced over 25 hours of governance meetings	6/17 Friday email blast
Broadcasted over 2,000 minutes of original content	6/24 Friday email blast
Recreation	Email subscriber list maintenance
July Paint and Pour flyer	Mail Village Breeze to residents nondelivered
AARP Smart Driver July flyer	MACC activities report, agenda, minutes
CH 4 Bonanza, craft/work room operating docs	WAHC survey, RFP, agenda, meeting organization
Mindful Yoga class flyers	Proofing weekly board/committee meeting schedule
Garden Center California citrus disease email-----	Regular Facebook posting
Fourth of July golf parade route map	
2023 annual reservation lottery flyers	GRF Special Board Meeting 2023 Budget PPT
Heatstroke vs. heat exhaustion infographic	Three weekly Third Mutual email blasts
Ronstadt Revival promotional materials	United Mutual call for board candidates email blast
Children's Swim signage	Third Insurance Update PPT
June/July 2022 Equestrian Center newsletter	6/15 Third new resident orientation
Who's Zeppelin flyer	VMS PowerPoint presentation for United Board
Fitness Center signage	VMS PowerPoint presentation for Third Board
Tennis courts signage	Compensation PPT presentation for CEO
Court Reserve replaces Kourts welcome email	CEO Updates: GRF, Third, United
Recreation webpage updates	CEO correspondence
Landscaping Services	Information Services
Tree trimming video	CEO TV6 PowerPoint decks
Weekly Landscape Maintenance Schedules	Posted monthly real estate sales reports
Maintenance & Construction	Security Services
Fumigation letter	LED stop sign PPT presentation for Security director
Manor key instruction notice update	PowerPoint deck for Security director
Webmaster	UCI Lecture Series flyer for Social Services
Posted TV & movie programming guides	Company-wide
	Neighborhood gatherings for CEO, dept directors
Posted non-club related events	Financial Services
Posted club events, updated contacts	10 PowerPoint decks for GRF department review
Posted 94 items to the website	

iContact Report, June 2022

Date	Title	Contact	Open	Clicks	No Info	Bounce	Smartphone	Tablet	Co puter	Unsubscribe	Complain	
06/29/22	From the President of Third: Committees	4,219	59.63%	1.47%	40.06%	0.31%	31%	12%	58%	3	0	
06/28/22	Court Reserve Replaces Kourts: Sing Up With New Platform July 1 for Lap Swim, Tennis	16,992	49.79%	3.76%	49.74%	0.48%	32%	11%	57%	8	3	
06/24/22	What's Up in the Village	17,270	48.12%	41.10%	51.35%	0.53%	33%	9%	58%	4	1	
06/23/22	Call for United Mutual Board Candidates	4,698	59.47%	0.00%	39.83%	0.70%	39%	14%	48%	16	1	
06/22/22	From the President of Third: One of My Top Priorities	4,219	64.16%	0.00%	35.34%	0.50%	29%	8%	64%	2	1	
06/20/22	Employee Newsletter May/June 2022	261	48.28%	62.70%	51.34%	0.38%	4%	1%	95%	0	0	
06/17/22	What's Up in the Village	17,202	54.77%	42.67%	44.79%	0.45%	32%	7%	61%	11	3	
06/16/22	A Threat to California Citrus	503	70.97%	21.01%	28.83%	0.20%	34%	3%	63%	0	0	
06/15/22	From the President of Third: Changes in Leadership	4,214	65.71%	0.00%	33.86%	0.43%	27%	7%	66%	4	1	
06/10/22	What's Up in the Village	17,219	48.17%	51.36%	51.38%	0.45%	34%	8%	59%	9	1	
06/03/22	What's Up in the Village	17,238	49.15%	46.18%	50.30%	0.55%	33%	8%	59%	6	2	
		Total	Averages								Totals	
		104,035	56.20%	24.57%	43.35%	0.45%	24%	8%	63%	63	13	

STAFF REPORT

DATE: July 18, 2022
FOR: GRF Media and Communications Committee
SUBJECT: Broadband Services Report

RECOMMENDATION

Receive and file the report.

BACKGROUND

The Broadband Services Division oversees the operations of the community's fiber optic cable network, Village Television, Media Services 55, cable advertising and high-speed internet services.

DISCUSSION

Please see attachment.

FINANCIAL ANALYSIS

None

Prepared By: Paul Ortiz, Broadband Services General Manager
Reviewed By: Ellyce Rothrock, Media and Communications Supervisor
Susan Logan-McCracken, Media and Communications Associate
Committee Routing: GRF Media and Communications Committee

ATTACHMENT(S)

- i. **Subscriber Counts**

Golden Rain Foundation of Laguna Woods
Media and Communications Committee
July 18, 2022

Subscriber Counts
June 2021 - June 2022

Subscriber Counts	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	YOY
Village TV YouTube	1,948	2,009	2,045	2,082	2,141	2,170	2,219	2,278	2,310	2,337	3,180	3,183	3,191	38.95%
DIGITAL Households	6,964	6,948	6,944	6,907	6,903	6,902	6,890	6,897	6,877	6,852	6,824	6,800	6,786	-2.62%
Set-Top Boxes														
HD Standard 062	1,452	1,447	1,436	1,428	1,411	1,401	1,402	1,407	1,413	1,419	1,424	1,427	1,423	-2.04%
DVR's 063	3,833	3,798	3,783	3,751	3,723	3,711	3,695	3,692	3,688	3,661	3,640	3,619	3,605	-6.32%
HD DTA's 064	1,462	1,462	1,470	1,474	1,491	1,493	1,481	1,462	1,444	1,426	1,410	1,396	1,379	-6.02%
TiVo MG2 065	548	571	586	606	619	632	644	666	666	674	675	689	704	22.16%
TiVo Qi3 067	390	409	421	433	442	451	460	474	474	478	480	486	497	21.53%
Cable Card 111	179	179	182	181	180	180	180	180	179	180	179	179	178	-0.56%
DTA-Digital to Analog 112	74	73	73	73	73	72	72	71	71	72	71	71	69	-7.25%
PREMIUM MOVIES														
Cinemax	111	110	108	107	107	106	104	102	98	94	93	93	92	-20.65%
HBO	763	749	742	727	724	706	698	688	684	675	670	662	654	-16.67%
Showtime	379	368	364	358	353	352	351	345	338	330	335	330	328	-15.55%
Starz/Encore	258	254	246	239	239	240	238	233	231	239	237	230	227	-13.66%
Playboy	16	15	16	16	17	17	16	16	15	15	15	15	15	-6.67%
International Pay TV														
TV Asia	2	2	2	2	2	2	2	1	1	1	1	1	1	-100.00%
CTI-Zhong Tian	14	14	13	12	12	12	12	12	12	12	12	12	13	-7.69%
Fillipino Channel	27	27	27	26	25	25	25	24	23	23	24	25	25	-8.00%
TV5 Monde	22	22	22	21	21	19	19	19	19	19	19	20	19	-15.79%
CCTV4	8	8	8	8	8	8	8	8	8	7	7	7	7	-14.29%
TVKorea	9	9	9	9	11	10	10	9	9	9	9	8	7	-28.57%
RAI Italia	11	11	11	12	12	11	12	13	14	12	12	12	12	8.33%
TV Japan	58	59	60	60	60	60	61	60	60	60	60	59	59	1.69%
High Speed Internet														
15Mbps/3Mbps	4387	4361	4336	4320	4284	4265	4259	4247	4221	4191	4158	4129	4102	-6.95%
30Mbps/3Mbps	2679	2690	2700	2709	2735	2731	2751	2775	2784	2801	2815	2808	2804	4.46%
50Mbps/5Mbps	1838	1852	1857	1883	1886	1900	1929	1960	1990	1994	2008	2013	2013	8.69%
100Mbps/10Mbps	1619	1628	1663	1687	1716	1748	1789	1825	1851	1865	1880	1897	1920	15.68%
Internet Total	10,523	10,531	10,556	10,599	10,621	10,644	10,728	10,807	10,846	10,851	10,861	10,847	10,839	2.92%