

# Cable Aims To Compete With Telco Features

Time Warner unveils its answer to integrated services from Verizon and AT&T

By Michael A. Kashmer ■ *Broadband Properties*

Recently I had the opportunity to tour Time Warner Cable's "Home To The Future" at the Time Warner Center in New York. An attractive multilevel interactive forum greeted everyone who walked through the main entrance. Words like "control," "power," "schedule" and "anytime" – representing the theme of the digital home – appeared everywhere onscreen and in print.

Digital cable, as everyone keeps saying, holds out the promise of living life on your own schedule. With a digital video recorder (DVR), you can save hours – even weeks – of TV shows, and you can schedule the saves for a single episode or an entire season. You can pause, rewind and fast forward the program whenever you want. You can even pause live TV.

Talk about freedom – a mobile access feature lets you access digital cable, digital phone, Time Warner's Road Runner Internet and your email from your Sprint wireless phone. You will be able to program your DVR from your wireless phone or from any Web-connected computer. You will also be able to share a single voice mailbox for your home and wireless phone.

Sometimes we wish life would wait for us to catch up. Most of us are so overscheduled and overstressed that being able to return to the beginning of a TV show in progress is a blessing. How many times has the phone rung and interrupted

"American Idol"? Having the power to go back in time is ever so freeing.

Cable providers are combining services in triple-play or quad-play bundles, giving consumers a discount if they subscribe to more than one. In the fall of this year, Time Warner will be offering Caller ID on TV, with the incoming number shown on your TV screen so you can decide whether or not to answer it with-

out having to get up and look at the phone display.

But is there money to be made in this? And can the company power up its network to meet the bandwidth demand? And does

one really need a cable company to provide these services? In Manhattan, where Time Warner Cable is headquartered, the company offers download speeds at up to 8 Mbps but uploads at only 384 Kbps. But there's plenty of fiber under the avenues, and the coax plant is of high quality, typically straight-run to the basement. So most customers are less than 500 feet from the fiber itself.

Not too many years ago, 100 channels of video seemed like a lot. Before that, even 20 or 30 channels were enough to cover all genres. But the new Time Warner platform will deliver 250 channels. In addition to all these digital channels, On Demand viewing offers the power to watch at your convenience. It lets you schedule TV viewing around

your life, not the other way around.

But having all the channels isn't enough. Television isn't a passive viewing experience anymore – you can interact with the TV now. You can voice your opinion, pay your bills and monitor your eBay auctions on your TV screen, and read your email there, too.

High-definition television (HDTV) is an integral part of this technology. Everything in HD is much more colorful, sharper and stunningly lifelike, and with the HD-DVR feature you can see your favorite shows whenever you want. Once you've seen HD, you can never go back.

High-speed Internet access lets everyone in the family be online at once, sharing a single Internet account. Internet that is faster, safer and always on is what the Internet was supposed to be.

Digital phone features let you talk

**The power to go back in time is liberating**

**Schedule TV viewing around your life, not the other way around**

forever with unlimited calling. Your monthly phone bill will no longer be a mystery. And you will be able to shut out all those annoying telemarketing and political calls. It will be easy to automatically reject anonymous calls and to spend the time talking with people you want to hear from.

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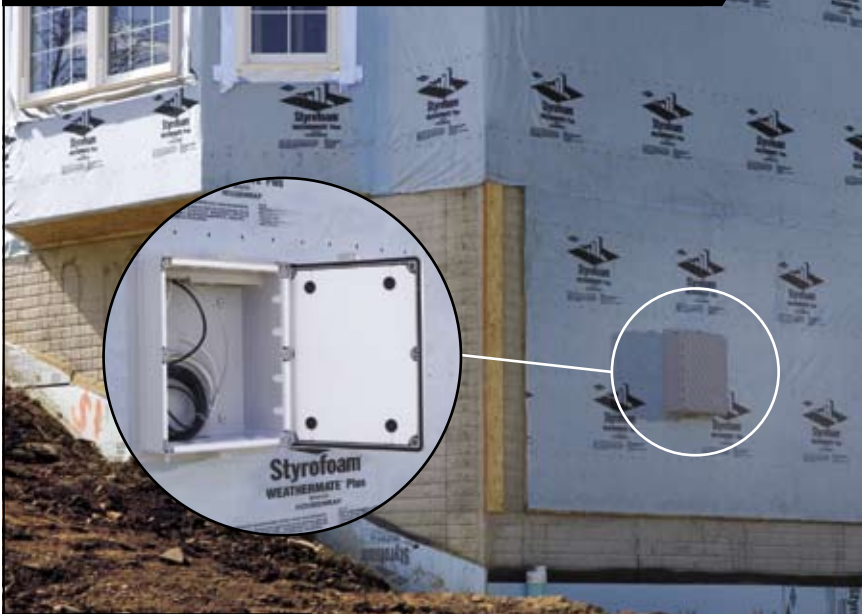


**The Hon. Graham Richard** – Mayor, Fort Wayne  
– He is leveraging Fort Wayne’s fiber optic infrastructure to make the city a hub of applications R&D.

**Your monthly phone bill will no longer be a mystery – even if your cable bill will be**

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These features and many others will be available on Time Warner Cable systems in the fall of 2007 or early 2008, but they are already available on many telco FTTH systems. For additional information about the “Home To The Future” check out [www.hometothefuture.com](http://www.hometothefuture.com).

### Other Programming News

Some conferences coming up later this year explore topics that are critical to any broadband provider or supplier.

- Our Killer App Expo Conference, April 30–May 2 in Fort Wayne, Indiana, will feature the new applications that are driving demand for higher bandwidth. This event is co-presented by Broadband Properties Magazine and the City of Fort Wayne, Indiana. See [www.KillerAppExpo.com](http://www.KillerAppExpo.com) for more information.

- The CTAM Summit 2007 takes place in Washington, DC from July 23–25 at the Washington Convention Center. This confab is an excellent chance to learn from cable business leaders and from each other. See [www.ctamsummit.com](http://www.ctamsummit.com) for registration information.

Keep watching and see you next month. **BBP**

### About the Author

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