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Experts to Wrestle with Local Content Creation at TelecomNEXT
Content challenges, as well as ideas for harnessing community-generated, content will be topics of discussion at sessions to be included in NEXT Theater agenda

Washington, D.C. and San Jose, Calif. — It is pretty much a given these days that local content is one way an operator can differentiate its offerings in an increasingly competitive world. The trick is to implement programs that leverage the community and an operator's existing assets to create something unique while providing improved service to its community. To address this and other challenges operators face when implementing IPTV and HFC networks, Viodi has added sessions to be held in conjunction with its Content Pavilion at TelecomNEXT.

Viodi's Content Pavilion is all about content and will be a hub of content activity on the exhibit floor. These sessions are complementary to the hands-on nature of the Content Pavilion and will be capped off by an awards ceremony honoring entities that are creating and distributing local and community-generated content.

Commenting on the importance of this event, John Dillard, President of Monroe Telephone in Monroe, Oregon said, "These sessions are a must-see for any operator who is investing or is planning to invest in an IPTV network." He added, "They build on the solid foundation that Viodi has created with its Local Content Workshops and should provide a broad range of viewpoints, as well as many real world examples of what does and does not work in the fast evolving world of local content."

The full agenda for the sessions and the associated awards festival and reception is as follows:

Opening Comments

Session One – Just What Is Content?

In the new mixed up world that allows consumers to place and time-shift and choose content on their terms, more and more people are asking the question, "just what is content?" Is it the short form, small screen programming increasingly available to wireless devices? Is it the long-form and wide array of programming provided over the Internet? Or, is it the on-demand and interactive channels that IPTV and HFC systems are enabling. Hear a group of industry experts discuss the evolving role of content and what it means to both incumbent as well new entities that are trying to provide a suite of sticky bundles to their customers.

Session Two – Local Content – The Long-Term Differentiator

Telcos have spoken and they have overwhelming suggested that Local Content is a long-term differentiator for their operations. According to the results of a survey that Viodi conducted in January, 2006, 53% of the respondents are currently carrying local content and the remaining 2/3 are interested in providing local content within the next 24 months. These cutting edge providers are doing this to both help their community, as well as to provide a service that their competitors don't have. This panel will focus on the tips, tools and techniques that operators can use to create this must-have offering.



Session Three – Viodi’s Content Festival at TelecomNEXT

Viodi’s Content Festival at TelecomNEXT is an awards festival to recognize entities that are creating content at the community level. The festival capitalizes on the technology shift of video production from a centralized studio environment to one where the consumer is the producer. This is a golden opportunity for any organization involved in the creation of local content to be recognized by their peers for the outstanding work they are doing in helping connect their community through home-grown content. This will be a great way to end the exhibit portion of TelecomNEXT, as the Content Festival will include a mixer with drinks and light food and it will be a chance to enjoy the Local Content Creation efforts of some pretty creative people.

These sessions will be held on March 22nd, from 2:15 P.M. to 4:00 P.M. at the NEXT Theater. Speakers will be announced the week of February 20th.

About Viodi’s Content Pavilion at TelecomNEXT –www.contentpavilion.com/, Booth 1779

Viodi’s Content Pavilion is the hub for video content at TelecomNEXT. Held March 21st and 22nd, the pavilion will focus on various aspects of content in telecom from creation and ownership to distribution. The pavilion is expected to draw a wide range of participants including telco’s that have or are planning video networks, cable companies and wireless operators.

About Viodi’s Local Content Workshop – www.viodi.com/local/

Viodi’s Local Content Workshop is a great primer for any telco wanting to move into the production of local content for their broadband, IPTV or HFC networks. From using local content as a part of an integrated marketing plan to navigating the challenges associate with Intellectual Property, the Local Content Workshop is a great place to learn what other independent telcos are doing in order to assure local content success.

About Viodi, LLC –www.viodi.com

Viodi (pronounced V-O-D) aims to be the bridge between the Heartland and Hollywood. With roots in the Heartland, Silicon Valley and Hollywood, Viodi and its associates bring a unique perspective to help the independent telco learn about, acquire and promote VOD and iTV content.

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