



FOR IMMEDIATE RELEASE

Tuesday, January 31st, 2006

Local Content Helps Strengthen Rural Communities

Survey finds that the number one reason independent telcos create local content is to provide vital information to their communities

Washington, D.C. and San Jose, Calif. — If content is king then local content represents one way for an independent telco to create their own content empire. According to Viodi's January 2006 survey, independent telcos around the United States are using local content to differentiate their product offering from that of their larger competition. Of the survey respondents, 53% are already providing some form of local content to their subscribers. Of those who are not currently providing local content, 66% plan on such an offering within the next 24 months.

As would be expected of these community-based organizations, the number one reason independent telcos are providing local content is to support their community. The top three content categories are sports, advertising and government meetings. The survey indicated that telcos are providing a number of other unique content offerings, from documentaries to cooking shows to local news shows.

The results of this survey, combined with previous Viodi research on the topic, indicate that there are over 50 independent telephone companies which are currently providing local content in one form or another. Based on the responses to this survey and the 40 independent telephone companies that have participated in Viodi's Local Content Workshop, it is expected that the number of telephone companies providing local content will increase significantly over the next 24 months.

As background, in the United States there are approximately 1,000 independent telephone companies serving an estimated 5 to 6 million homes located in thousands of rural and suburban communities. The independent telcos have proven again and again to be innovators as they led the bigger players with their roll outs of digital switching, fiber optics, wireless, broadband and switched digital video services (IPTV).

As in years past, it is expected that the larger tier 1 and tier 2 operators, such as SBC, Verizon, Sprint, TDS and others will continue to follow their lead, both in the deployment of IPTV systems, as well as the carriage of local content on IPTV systems and other broadband systems.

Local content will be a major feature of Viodi's Content Pavilion at [TelecomNEXT](#). Viodi is gathering content from small to larger operators and will be showcasing it in the Content Pavilion and associated awards ceremony and reception on the TelecomNEXT exhibit floor.



About Viodi's Content Pavilion at TelecomNEXT –www.contentpavilion.com

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. Representatives from Viodi will be available to discuss the results of this survey.

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.

###

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Press Contacts:

Viodi - Ken Pyle - (408) 551-0320 – contentpavilion@viodi.com