

THREE RIVER DIGITAL
877-344-2845

In the neighborhood with..... Neil Classen

March 2010

I think I can safely say, we are all pretty much tired of this cold, lingering winter we're experiencing this year, although, it has been many years since we've had a winter this harsh.

Three River Digital is very close to having its video Digital Tier package up and running. We are installing new equipment which will allow us to expand our program offering of basic and expanded basic to include a new Digital Tier. This Tier will offer over 50 channels of Digital programming as well as over 20 Free HD channels and Digital Music channels and Pay Per View channels. By upgrading to the Digital Tier this will provide over 130 channels (eighty of which will be Digital and/or High Def) of great television service as well as the capability of having DVR, choice of 18 premium channels, access to 8 Pay Per View channels and 15 music channels. This system will also allow us to expand our premium channel (HBO-Encore-etc) offerings. Those of you taking advantage of our premium channel service will get more variations of programming. Before we make the Digital Tier available to the public, we will first need to test the new system using a few local beta sites. Therefore, we will be testing the new Set Top Box (STB) and DVR's for 30 days. Once the beta testing is completed and we feel the equipment is up to our standards, we will be offering the new services to the public. I don't want to put a time frame to this, but we think we should be able to start testing in the near future. Our immediate goal is to get this new Digital Tier offering to the public by the end of this Spring. We are confident this new system will provide top of the line service and programming at a very competitive price.

Important Issue.....The National Cable Television Cooperative (NCTC), whom we are a member of, has been negotiating with Showtime for over two years concerning a new Showtime Networks agreement. Two weeks ago Showtime rejected NCTC's proposal for a new agreement. The underlying reason is that Showtime wants to put size restrictions on negotiating participation. Showtime does not want to negotiate an agreement with any entity that has less than 1.5 million customers. Showtime **IS**, however, willing to negotiate a "Direct Agreement" with smaller carriers, such as Three River Digital at a higher rate. By "going alone", we would not be able to receive any volume discounts on programming from Showtime, which we currently receive. We will have to make a decision by April 30th whether we will negotiate a Direct Agreement with Showtime. If we find a new Direct Agreement with Showtime Networks to be cost prohibitive, we may have to take Showtime off our programming list. This is not something we want to do, however it may be a decision that will have to be made. We are not taking this issue lightly.

If you have any questions or concerns, please feel free to contact me at the Lynch business office by dialing: 866-569-2666.

Sincerely,

Neil Classen

General Manager



Need help with your service?

877-344-2845
or
402-569-2666

Business Hours:

Mon - Fri: 8 to 5
Sat: 8 to Noon

After Hours:

402-569-1026



Happy St. Patrick's Day!



Daylight savings time begins March 14th at 2 am.

The Three River office will be closed on Friday April 2nd for Good Friday.



From the staff at
TRD THREE RIVER DIGITAL
Your Telecom Leader



2010 Photo Contest

It's time to start capturing wildlife and the Nebraska scenery through the seasons. We invite you to visit the Three River website to get the details on the Photo Contest. An entry form and guidelines will be posted for you to look at.

The deadline is November 1st 2010. *One entry per customer please.*

If you would like to publish information about a community event in your area on the Three River website, you can do so by contacting Amy at 866-569-2666 or amy@threeriver.net.

SCAM ALERT!
Never give out your email password to anyone requesting it, even if they appear to be from Three River Digital.

Three River Digital Scholarship

Three River Digital will be awarding a \$500 scholarship to one graduating senior in each exchange— Valentine, O'Neill and Ainsworth. In order to qualify, the student must meet the following criteria:

- Be a graduating high school senior
- Receive their cable TV service from and reside in the service area
- To be enrolled in an accredited two-year or four-year college or university or vocational-tech school
- Have at least a C grade point average
- Have a high school teacher or counselor write a letter of recommendation

Please see your high school guidance counselor, stop at the Three River office or go to www.threeriver.net for an application. Applications are to be returned by April 1st, 2010.

Springtime Reminder:

Call Before You Dig

To help you avoid a costly and time-consuming mistake, call **811** for the **FREE** locating service. Within 48 working hours of calling the service, a crew will be dispatched to locate and mark the location of your underground telephone, cable television, water & sewer, natural gas and power lines. The locating service works year-round, so do it right the first time— call before you dig!



**Know what's below.
Call before you dig.**