

# **NORTH METRO TELECOMMUNICATIONS COMMISSION MEETING**

**November 18, 2020**

**6:00 p.m.**

**SPRING LAKE PARK CITY OFFICES**

**1301 81<sup>ST</sup> Avenue NE**

## **AGENDA**

1. Call to Order/Roll Call
2. Public Comments
3. Approval of the Agenda
4. Consent Agenda **pp. 1-9**
  - a. Minutes of regular meeting of October 21, 2020
  - b. October financial reports and bill list
5. Executive Director Report
  - a. Monthly Report **pp. 10-19**
6. Legal Counsel Report
  - a. Franchise and PEG Fee Review Settlement Recommendation
  - b. Miscellaneous Items
7. Old Business
8. New Business
9. Recommended Reading **pp. 20-25**
10. Community Calendar
  - A. Next Meeting Dates:
    - a. Operations Committee – December 1, 2020
    - b. Executive Committee – December 2, 2020
    - c. Cable Commission – December 16, 2020
11. Adjournment

# **NORTH METRO TELECOMMUNICATIONS COMMISSION**

## **UNAPPROVED MINUTES**

**Commission Meeting – October 21, 2020**

### **CALL TO ORDER**

Chair D. Stoesz called the regular meeting of the North Metro Telecommunications Commission to order at 6:00 p.m.

### **ROLL CALL**

**Directors Present:** Dick Swanson; Blaine, Matt Montain; Centerville, Brandon Winge; Lexington, Steve McChesney; Circle Pines; Dale Stoesz; Lino Lakes, Brian Kirkham; Ham Lake

**Directors Absent:** Bob Nelson; Spring Lake Park

**Others Present:** Heidi Arnson; Executive Director, Mike Bradley; Legal Counsel

### **PUBLIC COMMENT**

There was no public comment.

### **APPROVAL OF THE AGENDA**

The October 21, 2020 North Metro Telecommunications Committee meeting agenda was approved as presented. **Motion for approval made by M. Montain. Second, B. Winge. Motion passed unanimously.**

### **CONSENT AGENDA**

- **Minutes, Bill List, Financial Reports**

The September 16th, 2020 NMTC meeting minutes, the October 7, 2020 Executive Committee meeting minutes, the October 6, 2020 Operations Committee meeting minutes, and the September bill list and financial reports were approved as presented. **Motion for approval made by B. Kirkham. Second, S. McChesney. Motion passed unanimously.**

### **REPORT OF EXECUTIVE DIRECTOR**

H. Arnson reported on the following items:

- The News Team produced 40 "Meet the Candidate" forums across three weeks. The forums included candidates for local mayoral city council, school board, county board and state house and senate seats. Staff also recorded League of Women Voters and Ham Lake Chamber of Commerce sponsored debates. Election related programming has gotten over 14, 400 views on the NMTV YouTube page.
- The Sports Team has set the goal of producing every high school sporting event, for all three of the high schools we cover, LIVE. With attendance at sporting events limited, it seemed like providing a live feed of every game would be a service the community would value. This is being accomplished with the production truck and several single camera packages. The single camera feed is sent over the internet to the studio where a remote director adds graphics and then sends it out over the system. Only one feed can go out live on the cable and streaming channels at a time, but all feeds are available via a live Facebook and YouTube feed.
- The annual youth football bowl championship games were recorded. The 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> grade games went out live on all formats. There are many orders for blu-ray copies of the games and there will be a youth football marathon on the channels on Thanksgiving.
- NMTV staff is gearing up to assume responsibility for providing staff to tape city meetings starting in January. Staff is organizing schedules and starting the interview process for several freelancers.

### **REPORT OF LEGAL COUNSEL**

M. Bradley reported on the following items:

- A tentative settlement agreement has been reached regarding the Franchise and PEG Fee Review. A few final details are still being discussed. There should be a final recommendation to present to the Operations Committee and Cable Commission at the next meetings.
- All briefs have been filed in the appeal of the FCC's 621 Order which is in front of the Sixth Circuit Court of Appeals. We are waiting for oral arguments to be scheduled.

- The North Metro Telecommunications Commission is going through franchise renewal. A draft franchise document has been submitted to Comcast. We are waiting for Comcast's response to the document.
- CenturyLink has filed notice that they plan to leave the cable TV market, in the North Metro, by December 16, 2020. They will still provide broadband and telephone service.

### **OLD BUSINESS**

There was no old business.

### **NEW BUSINESS**

- Chair D. Stoesz recognized Commission Member Richard Swanson for his 23 years of service to the Cable Commission and presented him with a plaque. Commission Member Swanson did not run for reelection and will not be on the Commission in 2021.

**MOTION:** To recognize D. Swanson for his 23 years of service on the Cable Commission. **Motion for approval made by M. Montain. Second, S. McChesney. D. Swanson abstained. Motion passed.**

### **COMMUNITY CALENDAR**

Upcoming meetings include:

1. The Operations Committee on November 3, 2020
2. The Executive Committee on November 4, 2020
3. The Cable Commission on November 18, 2020

### **ADJOURN**

The meeting was adjourned at 6:16 p.m. **Motion for approval made by M. Montain. Second, B. Kirkham. Motion passed unanimously.**

The next meeting of the NMTC will be held on **Wednesday, November 18, 2020 at 6:00 p.m.** at the city offices of Spring Lake Park.

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Matt Montain; Secretary, NMTC

**NORTH METRO TELECOMMUNICATION  
BILL LIST**

OCTOBER 2020

<b>Date</b>	<b>Check #</b>	<b>Payee</b>	<b>Amount</b>
OCTOBER	COMBINED	PAYROLL	47,573.65 <b>WAGES</b>
OCTOBER	COMBINED	IRS/US PAYABLE	14,892.29 <b>WAGES</b>
OCTOBER	COMBINED	MN REVENUE PAYABLE	2,392.17 <b>WAGES</b>
OCTOBER	COMBINED	PERA PAYABLE	7,861.09 <b>WAGES</b>
OCTOBER	COMBINED	PEACHTREE	45.90 <b>MONTHLY SERVICE</b>
OCTOBER	COMBINED	DISCOVERY BENEFITS	1,062.50 <b>HEALTH SAVINGS EMPLOYEE</b>
13746	10/1/20	Richard D. Larson	353.50 <b>JANITORIAL/MAINTENANCE</b>
13747	10/1/20	Rick Larson	13.92 <b>EXPENSES</b>
13748	10/1/20	Corporate Mechanical	618.89 <b>BUILDING MAINTENANCE</b>
13749	10/1/20	Matt Montain	135.00 <b>PER DIEM</b>
13750	10/1/20	Steve McChesney	135.00 <b>PER DIEM</b>
13751	10/1/20	Brian Kirkham	135.00 <b>PER DIEM</b>
13752	10/1/20	Brandon Winge	135.00 <b>PER DIEM</b>
13753	10/1/20	Dale K. Stoesz	135.00 <b>PER DIEM</b>
13754	10/1/20	Robert Nelson	135.00 <b>PER DIEM</b>
13755	10/1/20	Bradley Law, LLC	2,175.00 <b>LEGAL-GENERAL</b>
13756	10/2/20	B Harris, Inc.	225.00 <b>MONTHLY SERVICE</b>
13757	10/2/20	B Harris, Inc.	675.00 <b>QUARTERLY CONTRACT</b>
13758	10/7/20	Coastal Wintergreen LLC	1,060.00 <b>BUILDING MAINTENANCE</b>
13759	10/13/20	Winfield's Windows & Things, Inc	125.00 <b>SEMI-ANNUAL CLEANING</b>
13760	10/19/20	Metro Sales, Inc.	736.00 <b>QUARTERLY CONTRACT</b>
13761	10/21/20	Corporate Mechanical	686.69 <b>QUARTERLY CONTRACT</b>
13762	10/21/20	Matthew Waldron	832.63 <b>EXPENSES</b>
13763	10/25/20	Terry Tronson	235.76 <b>EXPENSES</b>
13764	10/28/20	Z Systems	5,809.50 <b>STUDIO UPGRADES</b>
EFILE	10/1/20	Authorize.Net	40.38 <b>MONTHLY SERVICE</b>
EFILE	10/15/20	Chase Visa Card Services	2,670.01 <b>OS/SFTWR/TECH/STUDIO/MEDIA/VIDEO</b>
EFILE	10/1/20	Virtual Merchant Credit Card	10.00 <b>MONTHLY SERVICE</b>
EFILE	10/28/20	Dept of Empl and Eco Development	2,918.97 <b>QUARTERLY UNEMPLOYMENT</b>
EPAY-01	10/1/20	Principal Financial Group	485.79 <b>MONTHLY SERVICE</b>
EPAY-02	10/2/20	POPP TELECOM	215.99 <b>MONTHLY SERVICE</b>
EPAY-03	10/3/20	Comcast	289.67 <b>MONTHLY SERVICE</b>
EPAY-04	10/3/20	T-Mobile	102.16 <b>MONTHLY SERVICE</b>
EPAY-05	10/4/20	Speedway	24.23 <b>GAS/OIL</b>
EPAY-06	10/7/20	Circle K/Holiday Station Stores	206.62 <b>GAS/OIL</b>
EPAY-07	10/12/20	AT&T Wireless	427.47 <b>MONTHLY SERVICE</b>
EPAY-08	10/14/20	Republic Services	207.51 <b>MONTHLY SERVICE</b>
EPAY-09	10/15/20	CenterPoint Energy	29.23 <b>MONTHLY SERVICE</b>
EPAY-10	10/15/20	Comcast Business 200M/200M	1,074.66 <b>MONTHLY SERVICE</b>
EPAY-11	10/16/20	U.S. Bank Card Service	67.91 <b>SPMTG/TECH/POSTAGE/TRUCK/ADV</b>
EPAY-12	10/22/20	HealthPartners	12,136.76 <b>MONTHLY SERVICE</b>
EPAY-13	10/26/20	Connexus Energy	1,798.52 <b>MONTHLY SERVICE</b>
SEPT SALES TAX	10/15/20	MN Dept. of Revenue	99.00 <b>SALES TAX</b>

**110,989.37**

# North Metro Telecommunications Commission

Balance Sheet  
October 31, 2020

## ASSETS

### Current Assets

Cash - Checking Account	\$	2,762,941.92
Petty Cash		150.00
A/R - NMTC		194,954.36
Prepaid Insurance - NMTC		11,182.00

Total Current Assets 2,969,228.28

### Property and Equipment

Office Equipment - NMTC	1,433,026.18
Accum Deprec - NMTC	(2,730,012.72)
Bond Equipment 2016	1,985,000.00
Building-Polk/125	1,572,799.17
Land-Polk/125	225,700.00

Total Property and Equipment 2,486,512.63

### Other Assets

Deferred Out Related/Pension	40,333.00
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Total Other Assets 40,333.00

Total Assets \$ 5,496,073.91

## LIABILITIES AND CAPITAL

### Current Liabilities

A/P - NMTC	\$	7,243.70
Accrued Payroll Taxes & W/H's		449.54
PERA - CORRECTIONS		310.09
Garnished Wages		86.40
Garnished Wages		(86.40)
PERA PAYABLE - PRIOR		(3,371.42)
Accrued Wages		2,299.11
Franchise Fee App		942,358.52
Due to City of Blaine		554,758.00
Due to City of Centerville		34,402.00
Due to City of Circle Pines		49,336.50
Due to City of Ham Lake		143,788.00
Due to City of Lexington		18,347.00
Due to City of Lino Lakes		169,950.00
Due to City of Spring Lake Par		59,328.00
Deferred In Related/Pension		110,477.00

Total Current Liabilities 2,089,676.04

### Long-Term Liabilities

Net Pension Liability	536,291.00
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Total Long-Term Liabilities 536,291.00

Total Liabilities 2,625,967.04

### Capital

Net Equity	359,252.88
Net Equity - Media Ctr	(206,243.34)
Net Equity - NMTC	2,517,656.37
Net Income	199,440.96

Total Capital 2,870,106.87

Total Liabilities & Capital \$ 5,496,073.91

# North Metro Telecommunications Comm

## Cash Receipts Journal

For the Period From Oct 1, 2020 to Oct 31, 2020

Date	Transaction Ref	Line Description	Debit Amnt	Credit Amnt
10/7/20	CARES ACT	SPRING LAKE PARK CARES ACT Miscellaneous receipts	3,473.10	3,473.10
10/7/20	TAPE DUBS-CHECKS	TAPE DUBS-CHECKS Miscellaneous receipts	154.26	154.26
10/7/20	CITY RECORDING SERV	CITY RECORDING SERVICES Miscellaneous receipts	206.68	206.68
10/7/20	REFUND	CONNEXUS REFUND Miscellaneous receipts	1,536.20	1,536.20
10/20/20	CARES ACT	CIRCLE PINES CARES ACT HAM LAKE CARES ACT LEXINGTON CARES ACT Miscellaneous receipts	12,419.06	2,832.74 8,571.85 1,014.47
10/21/20	OCT CC SALES-AUTH	OCTOBER CC SALES-AUTH OCTOBER CC SALES-AUTH-FEES Credit Card Sales	15.81 529.19	545.00
10/22/20	OCT CC SALES-AMEX	OCTOBER CC SALES-AMEX OCTOBER CC SALES-AMEX-FEES Credit Card Sales	0.78 19.22	20.00
10/23/20	OCT CC SALES-SQUARE	OCTOBER CC SALES-SQUARE OCTOBER CC SALES-SQUARE-FEES Credit Card Sales	19.71 728.32	748.03
10/24/20	OCT CC SALES-AUTH	OCTOBER CC SALES-AUTH OCTOBER CC SALES-AUTH-FEES Credit Card Sales	7.11 237.89	245.00
10/27/20	3RD QTR FRAN FEES	3RD QUARTER FRAN FEES Comcast-Franchise	294,145.71	294,145.71
10/27/20	3RD QTR PEG FEES	3RD QUARTER PEG FEES Comcast-PEG Fees	185,844.75	185,844.75
10/30/20	3RD QTR FRAN FEES	3RD QTR FRAN FEES CenturyLink-Franchise	2,164.51	2,164.51
10/30/20	3RD QTR FRAN FEES	3RD QTR FRAN FEES CenturyLink-Peg	973.50	973.50
10/31/20	INTEREST	INTEREST INTEREST - COMMISSION	41.37	41.37
			<b>502,517.17</b>	<b>502,517.17</b>

# North Metro Telecommunications Comm

## Check Register

For the Period From Oct 1, 2020 to Oct 31, 2020

Filter Criteria includes: 1) Accounts Payable only. Report order is by Date.

Check #	Date	Payee	Amount
EFILE	10/1/20	Discovery Benefits	22.50
EFILE	10/1/20	Authorize.Net	40.38
EFILE	10/1/20	Virtual Merchant Credit Card	10.00
EPAY-01	10/1/20	Principal Financial Group	485.79
13746	10/1/20	Richard D. Larson	353.50
13747	10/1/20	Rick Larson	13.92
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13756	10/2/20	B Harris, Inc.	225.00
13757	10/2/20	B Harris, Inc.	675.00
EPAY-04	10/3/20	T-Mobile	102.16
EPAY-03	10/3/20	Comcast	289.67
EPAY-05	10/4/20	Speedway	24.23
13758	10/7/20	Coastal Wintergreen LLC	1,060.00
EFILE	10/7/20	Discovery Benefits	520.00
EPAY-06	10/7/20	Circle K/Holiday Station Stores	206.62
PEACH	10/9/20	Peachtree/Sage Software	23.80
EFILE	10/9/20	MN Dept. of Revenue	1,097.10
EFILE	10/9/20	Public Employees Retirement	3,650.98
EFILE	10/9/20	IRS/US BANK	6,236.91
EPAY-07	10/12/20	AT&T Wireless	427.47
13759	10/13/20	Winfield's Windows & Things, Inc	125.00



# North Metro Telecommunications Comm

## Check Register

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EPAY-09	10/15/20	CenterPoint Energy	29.23
SEPT SALES TAX	10/15/20	MN Dept. of Revenue	99.00
EPAY-10	10/15/20	Comcast Business 200M/200M	1,074.66
EFILE	10/15/20	Chase Visa Card Services	2,670.01
EPAY-11	10/16/20	U.S. Bank Card Service	67.91
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13762	10/21/20	Matthew Waldron	832.63
EPAY-12	10/22/20	HealthPartners	12,136.76
PEACH	10/23/20	Peachtree/Sage Software	22.10
EFILE	10/23/20	MN Dept. of Revenue	1,102.66
EFILE	10/23/20	Public Employees Retirement	3,650.98
EFILE	10/23/20	IRS/US BANK	6,263.19
13763	10/25/20	Terry Tronson	235.76
EPAY-13	10/26/20	Connexus Energy	1,798.52
13764	10/28/20	Z Systems	5,809.50
EFILE	10/28/20	Dept of Empl and Eco Development	2,918.97
EFILE	10/31/20	Public Employees Retirement	559.13
EFILE	10/31/20	MN Dept. of Revenue	192.41
EFILE	10/31/20	IRS/US BANK	2,392.19
<b>Total</b>			<b><u>63,415.72</u></b>

# North Metro Telecommunications Comm

## General Journal

For the Period From Oct 1, 2020 to Oct 31, 2020

Date	Reference	Trans Description	Debit Amt	Credit Amt
10/1/20	ACCRUED VAC/COM/SICK	ACCRUED VAC/COMP/SICK ACCRUED VAC/COMP/SICK	103,311.30	103,311.30
10/1/20	ACCRUED WAGES	ACCRUED WAGES ACCRUED WAGES	21,286.08	21,286.08
	<b>Total</b>		<b>124,597.38</b>	<b>124,597.38</b>

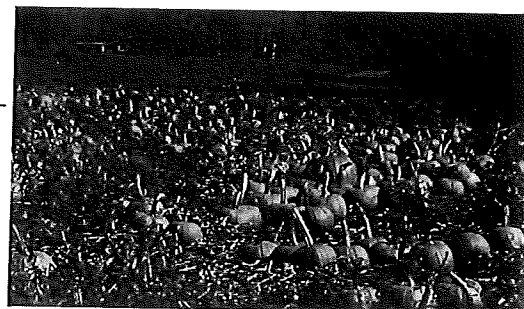
# North Metro TV

October 2020 Update

## Program Production

In October, a total of 97 **new programs** were produced utilizing the North Metro facilities, funds, and services. This constitutes **100:30:00 hours of new programming.**

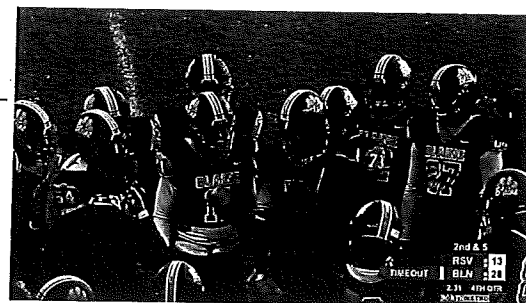
- 22 programs were produced by the public
- 57 programs were produced by NMTV staff
- 18 programs were produced by City staff



## Van Shoots

The HD production truck was utilized for 81:45:00 hours to cover 17 games:

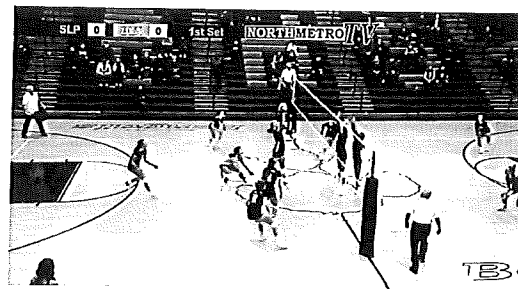
- Boys and Girls Soccer: Blaine vs. Centennial
- Football: Becker vs. Spring Lake Park
- North Metro Football Youth Championships: 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> Grade Games
- Volleyball: Andover vs. Centennial
- Volleyball: Centennial vs. Spring Lake Park
- Football: Totino Grace vs. Centennial
- Football: Irondale vs. Spring Lake Park
- Boys and Girls Soccer: 7AA SemiFinal:
  - Boys: Centennial vs. Blaine
  - Girls: Andover vs. Blaine
- Girls Soccer: 7AA Championship: Blaine vs. Centennial
- Football: Roseville vs. Blaine
- Football: Blaine vs. Centennial



## vMix Live Single Cam Shoots

The vMix single camera production equipment was utilized to stream 11 games live on Youtube and Facebook. Games also appear live on the channels if they do not coincide with live HD production truck coverage:

- Boys and Girls Soccer: Champlin Park vs. Blaine
- Football: Totino Grace vs. Blaine
- Volleyball: Anoka vs. Blaine
- Volleyball: Spring Lake Park vs. Blaine
- Girls Soccer: 7AA Semi-Final: Anoka vs. Centennial
- Volleyball: Park Center vs. Blaine
- Volleyball: Armstrong vs. Spring Lake Park
- Volleyball: Elk River vs. Spring Lake Park
- Volleyball: Osseo vs. Blaine



## Workshops

Workshop	Instructor	Organization	Students
Lecture – Monster Movies of the 40s and 50s	Eric Houston	Anoka/Hennepin Continuing Education via Zoom Live	5
<b>NEW!</b> Lecture Series – The Presidency on Film: John Quincy Adams to JFK	Eric Houston	General Public via Youtube Live	18 Live, 30 VOD
<b>NEW!</b> Mini-Lecture Series – Monstervision: The Legend of Joe Bob Briggs	Eric Houston	General Public via Youtube	69 VOD
<b>NEW!</b> Mini-Lecture Series – Let's Go, Ghostbusters: Filmmation's Haunted Heroes	Eric Houston	General Public via Youtube	34 VOD
Lecture Series – The Marilyn Monroe Story	Eric Houston	General Public via Youtube	36 VOD
Mini-Lecture Series – The Cult of Caroline Munro	Eric Houston	General Public via Youtube	837 VOD
Lecture Series – The Birth of Animation: Mickey, Bugs, and Betty Boop	Eric Houston	General Public via Youtube	9 VOD
Mini-Lecture Series– Nick at Nite: A TV Viewer's Dream	Eric Houston	General Public via Youtube	28 VOD
Lecture Series – VOD Quiz Show Scandals and Other Game Shows of the 50s and 60s	Eric Houston	General Public via Youtube	27 VOD
Lecture Series – VOD-The Three Stooges: Comedy's Heavy Hitters	Eric Houston	General Public via Youtube	9 VOD
Lecture Series – VOD - Come On Down! Game Shows of the 70s and 80s	Eric Houston	General Public via Youtube	16 VOD
Lecture Series – VOD - Mary Pickford: The World's First Movie Star	Eric Houston	General Public via Youtube	4 VOD
Lecture Series – VOD - The Marx Brothers: Groucho, Chico, Harpo, and Sometimes Zeppo	Eric Houston	General Public via Youtube	460 VOD
Lecture Series – VOD - Hollywood Goes to War	Eric Houston	General Public via Youtube	19 VOD
Lecture Series – VOD - Hollywood Goes to the Dogs	Eric Houston	General Public via Youtube	3 VOD
<b>2 Live Workshops</b>			<b>23 Live Students, 1,581 Students w/VOD</b>

## Home Movie Transfers

Home movie transfers have become one of our most popular services. Residents can transfer their family videos themselves for free, or pay NMTV to do it. NMTV can also transfer film, slides, and photos for a fee.

Month	Hours Transferred	Tapes	Film Reels	DVDs	Photos/Slides	Fees Paid
January	192.75	69	4	13	415	\$639.00
February	286	69	86	18	1,020	\$3,595.00
March	343.25	58	107	0	3,587	\$627.00
April	0	0	0	0	341	\$0.00
May	0	0	0	0	495	\$0.00
June	333.5	107	25	0	1,258	\$1,153.00
July	387	60	139	0	0	\$1,114.00
August	455.5	55	133	25	191	\$1,653.22
September	309	20	22	0	0	\$962.40
October	114.5	24	3	0	649	\$728.46
<b>TOTAL:</b>	<b>2,421.50</b>	<b>462</b>	<b>519</b>	<b>56</b>	<b>7,956</b>	<b>\$10,472.08</b>

## Public Usage Stats

For statistical purposes, the public access department documents total numbers of unique individuals and total hours of usage of the facility by the general public, every month. These numbers include regular users, class participants, individuals transferring videos, people who attend events, and any other public usage of the facility. The numbers do not take into account the many members of the public who work with any other NMTV department, such as news, sports, municipal, or educational.

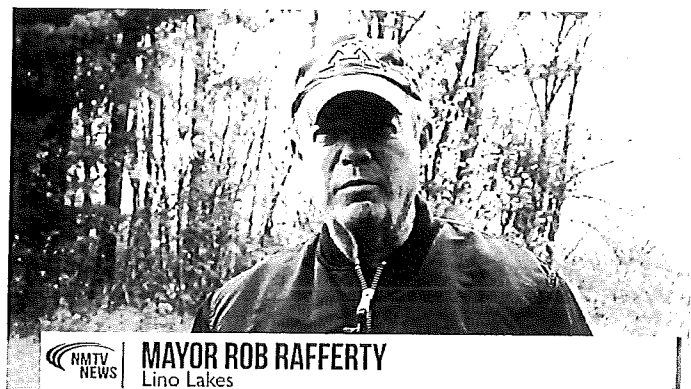
Month	Unique Individuals	Total Usage Hours
January	131	504.75
February	155	636.5
March	59	466.75
April	0	0
May	0	0
June	93	702.00
July	45	660.75
August	54	748.00
September	48	844.00
October	37	855.5
<b>TOTAL PUBLIC USAGE:</b>		<b>5,418.25</b>

## Production Highlights

### NMTV News Highlights

Each week Danika Peterson and Rusty Ray create a news program that highlights events, people, issues, and information important to citizens of our Member Cities. Some October highlights include:

- Blaine Precinct Has Zero Actual Voters In It
- Ham Lake Businesses Benefit From CARES Act Funding
- Ruff Start Rescue Wants Kids to Help Pets In Need



- Highway 65 Woes Continue As State Takes Feedback
- Pumpkin Season in Full Swing at North Metro Patches
- Friends of the Library Looking To Grow
- New Trail Segment Makes Neighborhood Safer
- Preparing the Football Field at Blaine High School
- Federal Money Helps Anoka County 911 Center
- National Sports Center Among North Metro Beneficiaries of State Bonding Bill
- MNDOT Hosting Virtual Feedback Session About University Avenue and Highway 65 Concerns
- SBM Firefighters Reflect On Time Spent Fighting Oregon Wildfires
- New Shoreline Buffer Project Allows Students to Work With Community
- Blaine Unveils Purple Heart Memorial
- Anoka County Ready to Count Record Number of Early Ballots
- Centennial Elementary Named Blue Ribbon School
- Winter Parking Regulations Begin
- Centerville Sees High Census Response

In addition to daily playbacks of North Metro TV News on the cable systems, there are 734 local stories archived for viewers on the NMTV YouTube channel. The channel can be accessed through the [northmetrotv.com](http://northmetrotv.com) website.

### Local Decision 2020

The News Team wrapped up election related programming with "Meet the Candidate" forums for School Board and County Commissioner seats. By election day, Local Decision programming had received over 17,000 views, with a big surge in views for the Blaine Mayoral race (6,000 views) and the Centennial School Board race. The most popular segments were hyper local races. NMTV is proud to provide our community with valuable information, usually not found any place else, to assist in the decision making process.



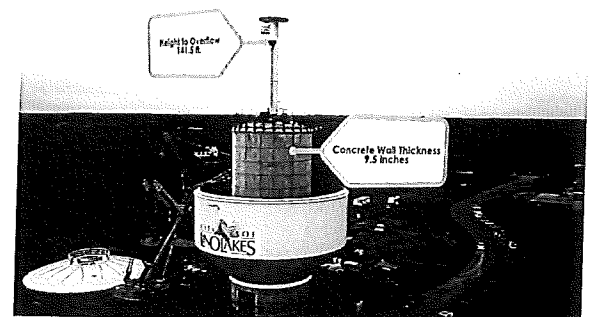
### North Metro Youth Football Championships

The Sports crew spent Sunday October 11th covering the North Metro Youth Football Championships. The 2nd, 3rd, 4th, 5th, and 6th grade championship games were recorded. This is an annual event for us, and we go all out. The games include pre and post coach and player interviews, professional graphics, announcers, and re-play. The games were streamed live on channel 15, Roku, AppleTV, Youtube, and Facebook. They continue to be available for viewing on demand and on Youtube. This event is very popular with our viewing audience and also results in quite a few Blu-ray sales. It is a tradition for us to play-back a youth football marathon on Thanksgiving day. The tradition will continue!



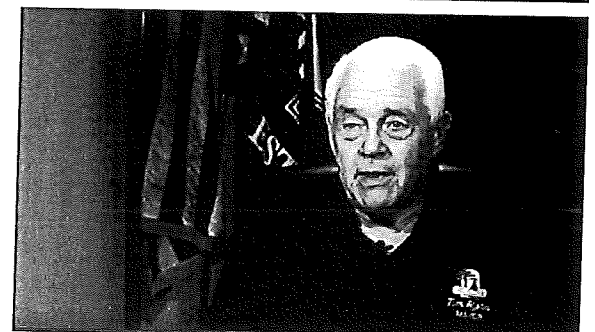
### Lino Lakes Timelapsed Water Tower Construction

Special Events Coordinator and Licensed UAS Pilot, T.J. Tronson, worked with the City of Lino Lakes to capture the construction of their water tower, from the pouring of footings to the capping of the bowl. The video includes three time lapse angles, and shots obtained over four drone flights. Each camera took shots every 3 to ten seconds across the construction of the tower. Photos provided by the City were also included in the video. The hours of footage were edited down into a two and a half minute time lapse representation of the construction of the water tower. The video also includes informational tags regarding the size, weight, and capacity of the tower.



### Mayor's Minutes

Municipal Producer, Trevor Scholl, produced two fall episodes of Mayor's Minutes. While each episode is always packed with exciting information about the events taking place in each city, the fall Blaine episode was a special edition focusing on retiring Mayor Tom Ryan's 35 years of service to the City of Blaine.

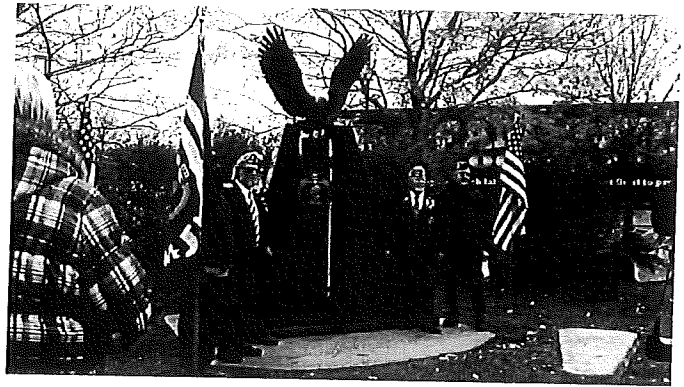


Mayor Ryan reminisces about some of the changes and accomplishments that took place during his tenure.

### City Productions

In October, Municipal Producer, Trevor Scholl, completed six productions, including two Fall Mayor's Minutes with Blaine Mayor, Tom Ryan, and with Lexington Mayor, Mike Murphy. Other programs include videos on the Purple Heart Monument Ceremony and a new adaptive playground, and the Circle Pines Street Improvement Informational presentation. Programs completed include:

- Fall Mayor's Minutes: Blaine
- Fall Mayor's Minutes: Lexington
- Blaine Baseball Complex New Adaptive Playground
- Purple Heart Monument Ceremony
- Centerville Drone Promo
- Circle Pines Street Improvement Informational Presentation



New and ongoing projects include:

- Continuing Centerville business profiles
- Car seat videos with the SBM (waiting for approval on 14 videos)
- Retirement Party Video
- Winter Mayor's Minutes
- Circle Pines Virtual Tour

Trevor touches base with contacts on a regular basis and also encourages Cities to contact him whenever they have an idea for a new show.

### Production Equipment Consulting for Cities

- **Blaine**
  - No assistance required.
- **Centerville**
  - No assistance required.
- **Circle Pines**
  - No assistance required.
- **Ham Lake**
  - No assistance required.
- **Lexington**
  - 10.19.20: Low audio during council meetings. Upped the Makito X output audio to +20db. Will go to city hall to check levels on microphones.
- **Lino Lakes**
  - No assistance required.
- **Spring Lake Park**
  - 10.5.20: No video coming through encoder during meeting. Tried to troubleshoot over the phone.
  - 10.6.20: Went to city hall. Powered down Makito X encoder. Started working. Showed Wanda how to do it in case it ever happens again during a meeting.
  - 10.6.20: Helped Wanda locate missing graphics list.
  - 10.6.20: Brought KiPro drive back to office to exchange for a better one.
- **All Cities**
  - No assistance required.

### City Channel Playback Stats

City	Number of Times Long-Form Programs Played	Hours Programmed on Channel
Blaine	407	405:27:52
Centerville	311	202:14:02
Circle Pines	337	275:21:51

Ham Lake	435	195:42:49
Lexington	377	239:55:06
Lino Lakes	257	184:39:08
Spring Lake Park	414	237:17:04
<b>Totals:</b>	<b>2,538 Program Playbacks</b>	<b>1,740:36:52 Hours of Video Programming on Channels</b>

## Public Programs

Title	Producer	Runtime
The President on Film	Eric Houston	00:45:44
Bad Movie Bros	Eric Houston	00:27:46
Lovepower (4 episodes)	Rick Larson	04:00:00
The Power of Love (2 episodes)	Rick Larson	02:00:00
Rice Creek Watershed District Meeting (2 episodes)	Theresa Stasica	04:39:24
Christ Lutheran Church (4 episodes)	Chance Amundson	03:53:05
Oak Park Community Church (6 episodes)	David Turnidge	03:27:12
<b>22 New Programs</b>		<b>19:13:11 New Hours</b>

## NMTV Staff Programs

Title	Producer	Runtime
Anoka County Board Meeting (10/13/20)	T.J. Tronson	01:28:13
Anoka County Board Meeting (10/27/20)	T.J. Tronson	00:57:08
NMTC Cable Commission Meeting (10/21/20)	T.J. Tronson	00:16:06
LWV Candidate Forum Senate District 37	T.J. Tronson	00:36:41
Lino Lakes Water Tower Construction Timelapse	T.J. Tronson	00:02:30
NMTV News (4 episodes)	Danika Peterson/Rusty Ray	01:36:22
Local Decision 2020: Centennial School Board	Danika Peterson/Rusty Ray	00:52:47
Local Decision 2020: Anoka County Commissioner District 3	Danika Peterson/Rusty Ray	00:30:55
Local Decision 2020: Spring Lake Park City Council	Danika Peterson/Rusty Ray	00:39:04
Local Decision 2020: Anoka County Commissioner District 6	Danika Peterson/Rusty Ray	00:31:22
Local Decision 2020: Anoka County Commissioner District 2	Danika Peterson/Rusty Ray	00:28:02
Drone Promo	Trevor Scholl	00:01:02
Fall Mayor's Minutes: Blaine	Trevor Scholl	00:06:35
Purple Heart Monument	Trevor Scholl	00:03:40
Blaine Baseball Complex New Adaptive Playground	Trevor Scholl	00:02:00
Fall Mayor's Minutes: Lexington	Trevor Scholl	00:04:32
Circle Pines Street Improvement Informational Presentation	Trevor Scholl	00:23:00
Boys Soccer: Blaine/Centennial	Kenton Kipp/J. Millington	01:43:26
Girls Soccer: Blaine/Centennial	Kenton Kipp/J. Millington	01:43:09
Football: Becker/Spring Lake Park	Kenton Kipp/J. Millington	02:14:03
North Metro Youth Football: 2 <sup>nd</sup> Grade Bowl Championship	Kenton Kipp/J. Millington	01:27:56
North Metro Youth Football: 3 <sup>rd</sup> Grade	Kenton Kipp/J. Millington	01:04:23



Bowl Championship		
North Metro Youth Football: 4 <sup>th</sup> Grade Bowl Championship	Kenton Kipp/J. Millington	01:19:55
North Metro Youth Football: 5 <sup>th</sup> Grade Bowl Championship	Kenton Kipp/J. Millington	01:35:05
North Metro Youth Football: 6 <sup>th</sup> Grade Bowl Championship	Kenton Kipp/J. Millington	01:46:14
Volleyball: Andover/Centennial	Kenton Kipp/J. Millington	01:43:32
Volleyball: Centennial/Spring Lake Park	Kenton Kipp/J. Millington	01:48:05
Football: Totino Grace/Centennial	Kenton Kipp/J. Millington	02:03:03
Football: Irondale/Spring Lake Park	Kenton Kipp/J. Millington	02:07:40
Boys Soccer: 7AA SF: Centennial/Blaine	Kenton Kipp/J. Millington	01:41:13
Girls Soccer: 7AA SF: Andover/Blaine	Kenton Kipp/J. Millington	01:38:36
Girls Soccer: 7AA Championship: Blaine/Centennial	Kenton Kipp/J. Millington	01:53:40
Football: Roseville/Blaine	Kenton Kipp/J. Millington	02:31:03
Football: Blaine/Centennial	Kenton Kipp/J. Millington	02:00:51
Boys Soccer: Champlin Park/Blaine	Kenton Kipp/J. Millington	01:37:12
Girls Soccer: Champlin Park/Blaine	Kenton Kipp/J. Millington	01:40:19
Football: Totino Grace/Blaine	Kenton Kipp/J. Millington	02:36:30
Volleyball: Anoka/Blaine	Kenton Kipp/J. Millington	01:33:47
Volleyball: Spring Lake Park/Blaine	Kenton Kipp/J. Millington	01:07:36
Girls Soccer: 7AA SF: Anoka/Centennial	Kenton Kipp/J. Millington	01:29:24
Volleyball: Park Center/Blaine	Kenton Kipp/J. Millington	01:02:03
Volleyball: Osseo/Centennial	Kenton Kipp/J. Millington	00:55:46
Volleyball: Armstrong/Spring Lake Park	Kenton Kipp/J. Millington	01:48:06
Volleyball: Elk River/Spring Lake Park	Kenton Kipp/J. Millington	02:05:56
Volleyball: Osseo/Blaine	Kenton Kipp/J. Millington	00:59:14
Sports Den (4 episodes)	Kenton Kipp/J. Millington	01:54:27
<b>52 New Programs</b>		<b>57:13:09 New Hours</b>

## City Meetings

Title	Producer	Runtime
Blaine City Council Meeting (10/5/20)	Blaine Staff	02:59:08
Blaine Planning Commission Meeting (10/13/20)	Blaine Staff	02:11:32
Blaine City Council Meeting (10/19/20)	Blaine Staff	00:50:40
Blaine Natural Resources Conservation Board Meeting (10/20/20)	Blaine Staff	00:54:20
Blaine Park Board Meeting (10/27/20)	Blaine Staff	00:56:48
Centerville City Council Meeting (10/14/20)	Centerville Staff	00:43:44
Centerville Planning & Zoning Meeting (10/20/20)	Centerville Staff	01:48:01
Centerville EDA Meeting (10/21/20)	Centerville Staff	02:05:01
Centerville City Council Meeting (10/28/20)	Centerville Staff	01:38:23
Circle Pines City Council Meeting (10/13/20)	Circle Pines Staff	01:04:52
Circle Pines Utility Commission Meeting (10/21/20)	Circle Pines Staff	00:24:27
Circle Pines City Council Meeting (10/27/20)	Circle Pines Staff	00:49:28
Ham Lake City Council Meeting (10/5/20)	T.J. Tronson	00:16:01
Ham Lake Planning Commission Meeting (10/12/20)	T.J. Tronson	00:16:44
Ham Lake City Council Meeting (10/19/20)	T.J. Tronson	00:16:09

Lexington City Council Meeting (10/1/20)	Lexington Staff	00:40:23
Lexington City Council Meeting (10/15/20)	Lexington Staff	00:19:07
Lino Lakes City Council Meeting (10/12/20)	Anne Serwe	00:59:07
Lino Lakes Planning & Zoning Meeting (10/14/20)	Lino Lakes Staff	01:54:36
Lino Lakes City Council Meeting (10/26/20)	Anne Serwe	00:31:36
Lino Lakes Environmental Board Meeting (10/28/20)	Lino Lakes Staff	01:15:17
Spring Lake Park City Council Meeting (10/5/20)	Spring Lake Park Staff	00:40:29
Spring Lake Park City Council Meeting (10/19/20)	Spring Lake Park Staff	00:39:53
<b>23 New Programs</b>		<b>24:15:46 New Hours</b>

If you have any questions or comments regarding this monthly report please contact  
Heidi Arnson at 763.231.2801 or [harnson@northmetrotv.com](mailto:harnson@northmetrotv.com).

# NORTH METRO TV

## Production Statistics 2020

Programming Statistics													20 Average			
	J	F	M	A	M	J	JU	A	S	O	N	D	20 Total			
<b>Cablecast Programs</b>	2606.00	2626.00	2682.00	2449.00	2632.00	2338.00	2463.00	2620.00	3067.00	4591.00			28074.00	2339.50	1883.08	
Cablecast Hours	2260.50	2106.50	2251.00	2145.25	2296.25	2081.50	2063.00	2105.00	2217.50	3070.50			22597.00	1883.08		
Programs Produced - Public	14.00	20.00	15.00	7.00	0.00	13.00	16.00	18.00	10.00	14.00			127.00	10.58		
Program Hours Produced - Public	11.00	15.75	11.50	2.50	0.00	8.00	13.25	14.00	8.25	11.00			95.25	7.94		
Prog. Produced - Affiliated Public	7.00	12.00	5.00	16.00	9.00	10.00	7.00	9.00	6.00	8.00			89.00	7.42		
Prog. Hours Produced - Affil. Public	5.50	8.25	5.00	12.00	9.50	10.00	9.00	8.75	4.75	8.00			80.75	6.73		
Programs Produced - City Staff	24.00	21.00	22.00	23.00	24.00	20.00	26.00	17.00	19.00	18.00			214.00	17.83		
Program Hours Produced - City Staff	22.00	23.00	23.00	31.50	29.75	24.25	29.25	19.50	26.50	22.00			250.75	20.90		
Programs Produced - NMTV Staff	53.00	61.00	28.00	45.00	32.00	22.00	19.00	31.00	57.00	57.00			405.00	33.75		
Program Hours Produced - NMTV Staff	26.75	30.00	10.00	12.50	9.00	8.75	7.25	13.25	36.50	59.50			213.50	17.79		
Total Public Programs Produced	21.00	32.00	20.00	23.00	9.00	23.00	23.00	27.00	16.00	22.00			216.00	18.00		
Total Internal Programs Produced	77.00	82.00	50.00	68.00	56.00	42.00	45.00	48.00	76.00	75.00			619.00	51.58		
Total Internal Programs Produced	98.00	114.00	70.00	91.00	65.00	65.00	68.00	75.00	92.00	97.00			835.00	69.58		
% Staff Produced Programs	78.57%	71.93%	71.43%	74.73%	86.15%	64.62%	66.18%	64.00%	82.61%	77.32%			74.13%	74.13%		
% Public Produced Programs	21.43%	28.07%	28.57%	25.27%	13.85%	35.38%	33.82%	36.00%	17.39%	22.68%			25.87%	25.87%		
External Programs Submitted	16.00	25.00	24.00	20.00	16.00	37.00	24.00	25.00	27.00	31.00			245.00	20.42		
External Program Hours	12.00	16.25	19.50	12.00	13.00	24.50	17.50	20.00	19.00	21.50			175.25	14.60		
Total New Programs	114.00	139.00	94.00	111.00	81.00	102.00	92.00	100.00	119.00	128.00			1080.00	90.00		
<b>Equipment Usage Statistics</b>																
Facility Hours Available	182.00	169.00	144.00	2.50	0.00	161.00	175.00	191.00	180.00	151.00			1355.50	112.96		
Public Field Equipment Uses	8.00	12.00	4.00	4.00	0.00	0.00	0.00	4.00	2.00	4.00			38.00	3.17		
Studio A	52.75	36.50	18.00	2.50	0.00	0.00	18.00	52.00	92.00	52.00			323.75	26.98		
% of Available Time	28.98%	21.60%	12.50%	100.00%	0.00%	0.00%	10.29%	27.23%	51.11%	34.44%			23.88%	23.88%		
Studio B	4.00	20.50	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00			26.25	2.19		
% of Available Time	2.20%	12.13%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			1.94%	1.94%		
Public MAC A Edit Suite	94.25	222.25	178.00	0.00	0.00	53.00	75.50	88.50	44.50	19.00			775.00	64.58		
% of Available Time	51.79%	131.51%	123.61%	0.00%	0.00%	32.92%	43.14%	46.34%	24.72%	12.58%			57.17%	29.03%		
Public MAC B Edit Suite	89.00	48.75	30.50	0.00	0.00	93.00	48.75	39.00	32.00	25.50			406.50	33.88		
% of Available Time	48.90%	28.85%	21.18%	0.00%	0.00%	57.76%	27.86%	20.42%	17.78%	16.89%			29.99%	29.99%		
Public MAC C Edit Suite	47.50	102.75	86.00	0.00	0.00	152.00	252.00	298.00	223.00	56.50			1217.75	101.48		
% of Available Time	26.10%	60.80%	59.72%	0.00%	0.00%	94.41%	144.00%	156.02%	123.89%	37.42%			89.84%	89.84%		
<b>Production Van Statistics</b>																
Production Hours	50.00	71.50	13.25	0.00	0.00	0.00	0.00	0.00	32.25	81.75			248.75	20.73		
Number of Van Shoots	8.00	9.00	2.00	0.00	0.00	0.00	0.00	0.00	5.00	11.00			35.00	2.92		
Average Hours Per Shoot	6.25	7.94	6.63	0.00	0.00	0.00	0.00	0.00	6.45	7.43			7.11	7.11		
Number of New Volunteers	6.00	8.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	10.00			26.00	2.17		
Volunteer Hours	92.00	97.00	17.00	0.00	0.00	0.00	0.00	0.00	18.00	49.00			273.00	22.75		
<b>Public Access Statistics</b>																
Number of Workshops	8.00	13.00	3.00	3.00	1.00	2.00	1.00	1.00	1.00	2.00			35.00	2.92		
Number of Students	94.00	130.00	38.00	173.00	51.00	70.00	25.00	23.00	27.00	23.00			654.00	54.50		
PAP Volunteer Hours	60.25	95.50	41.50	0.00	0.00	16.00	10.00	10.00	0.00	0.00			233.25	19.44		
Total Public Facility Usage Hours	504.75	636.50	466.75	0.00	0.00	702.00	660.75	748.00	844.00	855.50			5418.25	451.52		

# 2020 Time of Use Stats

Studio A	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	Average
Morning Available Hours	35.00	34.00	30.00	2.50	0.00	26.00	31.00	40.00	37.00	21.00			256.50	21.38
Morning Hours Used	7.50	7.75	5.50	2.50	0.00	0.00	6.00	27.00	36.00	21.00			113.25	9.44
Percent of Available	21.43%	22.79%	18.33%	100.00%	0.00%	0.00%	19.35%	67.50%	97.30%	100.00%			44.15%	44.15%
Afternoon Available Hours	79.00	72.00	60.00	0.00	0.00	72.00	72.00	80.00	72.00	60.00			567.00	47.25
Afternoon Hours Used	8.00	9.00	6.50	0.00	0.00	0.00	5.00	20.00	36.00	18.00			102.50	8.54
Percent of Available	10.13%	12.50%	10.83%	0.00%	0.00%	0.00%	6.94%	25.00%	50.00%	30.00%			18.08%	18.08%
Evening Available Hours	68.00	63.00	54.00	0.00	0.00	63.00	72.00	71.00	71.00	70.00			532.00	44.33
Evening Hours Used	37.25	19.75	5.50	0.00	0.00	0.00	7.00	5.00	29.00	13.00			116.50	9.71
Percent of Available	54.78%	31.35%	10.19%	0.00%	0.00%	0.00%	9.72%	7.04%	40.85%	18.57%			21.90%	21.90%
Studio B														
Morning Available Hours	35.00	34.00	30.00	0.00	0.00	26.00	31.00	40.00	37.00	21.00			254.00	21.17
Morning Hours Used	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00
Percent of Available	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.00%	0.00%
Afternoon Available Hours	79.00	72.00	60.00	0.00	0.00	72.00	72.00	80.00	72.00	60.00			567.00	47.25
Afternoon Hours Used	0.50	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			3.50	0.29
Percent of Available	0.63%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			0.62%	0.62%
Evening Available Hours	68.00	63.00	54.00	0.00	0.00	63.00	72.00	71.00	71.00	70.00			532.00	44.33
Evening Hours Used	3.50	17.50	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00			22.75	1.90
Percent of Available	5.15%	27.78%	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			4.28%	4.28%
Public MAC A Edit Suite														
Morning Available Hours	35.00	53.00	46.00	0.00	0.00	26.00	31.00	40.00	37.00	21.00			289.00	24.08
Morning Hours Used	20.00	53.00	46.00	0.00	0.00	6.50	20.00	18.00	5.00	0.50			169.00	14.08
Percent of Available	57.14%	100.00%	100.00%	0.00%	0.00%	25.00%	64.52%	45.00%	13.51%	2.38%			58.48%	58.48%
Afternoon Available Hours	79.00	120.50	106.00	0.00	0.00	72.00	72.00	80.00	72.00	60.00			661.50	55.13
Afternoon Hours Used	53.75	120.50	106.00	0.00	0.00	38.75	40.50	43.50	27.50	17.50			448.00	37.33
Percent of Available	68.04%	100.00%	100.00%	0.00%	0.00%	53.82%	56.25%	54.38%	38.19%	29.17%			67.72%	67.72%
Evening Available Hours	68.00	63.00	54.00	0.00	0.00	63.00	72.00	71.00	71.00	70.00			532.00	44.33
Evening Hours Used	20.50	48.75	26.00	0.00	0.00	7.75	15.00	27.00	12.00	1.00			158.00	13.17
Percent of Available	30.15%	77.38%	48.15%	0.00%	0.00%	12.30%	20.83%	38.03%	16.90%	1.43%			29.70%	29.70%
Public MAC B Edit Suite														
Morning Available Hours	35.00	34.00	30.00	0.00	0.00	26.00	31.00	40.00	37.00	21.00			254.00	21.17
Morning Hours Used	13.50	6.00	4.00	0.00	0.00	18.00	5.50	8.00	4.00	0.50			59.50	4.96
Percent of Available	38.57%	17.65%	13.33%	0.00%	0.00%	69.23%	17.74%	20.00%	10.81%	2.38%			23.43%	23.43%
Afternoon Available Hours	79.00	72.00	60.00	0.00	0.00	72.00	72.00	80.00	72.00	60.00			567.00	47.25
Afternoon Hours Used	35.75	17.75	13.00	0.00	0.00	43.50	26.00	24.00	21.50	13.00			194.50	16.21
Percent of Available	45.25%	24.65%	21.67%	0.00%	0.00%	60.42%	36.11%	30.00%	29.86%	21.67%			34.30%	34.30%
Evening Available Hours	68.00	63.00	54.00	0.00	0.00	63.00	72.00	71.00	71.00	70.00			532.00	44.33
Evening Hours Used	39.75	25.00	13.50	0.00	0.00	31.50	17.25	7.00	6.50	12.00			152.50	12.71
Percent of Available	58.46%	39.68%	25.00%	0.00%	0.00%	50.00%	23.96%	9.86%	9.15%	17.14%			28.67%	28.67%
Public MAC C Edit Suite														
Morning Available Hours	35.00	34.00	30.00	0.00	0.00	31.00	53.00	76.00	56.50	21.00			336.50	28.04
Morning Hours Used	3.25	13.50	14.00	0.00	0.00	31.00	53.00	76.00	56.50	15.00			262.25	21.85
Percent of Available	9.29%	39.71%	46.67%	0.00%	0.00%	100.00%	100.00%	100.00%	100.00%	71.43%			77.93%	77.93%
Afternoon Available Hours	79.00	72.00	60.00	0.00	0.00	87.00	140.00	150.50	115.50	60.00			764.00	63.67
Afternoon Hours Used	29.00	18.25	26.75	0.00	0.00	87.00	140.00	150.50	115.50	27.50			594.50	49.54
Percent of Available	36.71%	25.35%	44.58%	0.00%	0.00%	100.00%	100.00%	100.00%	100.00%	45.83%			77.81%	77.81%
Evening Available Hours	68.00	71.00	54.00	0.00	0.00	63.00	72.00	71.50	71.00	70.00			540.50	45.04
Evening Hours Used	15.25	71.00	45.25	0.00	0.00	34.00	59.00	71.50	51.00	14.00			361.00	30.08
Percent of Available	22.43%	100.00%	83.80%	0.00%	0.00%	53.97%	81.94%	100.00%	71.83%	20.00%			66.79%	66.79%

# POTs and PANs

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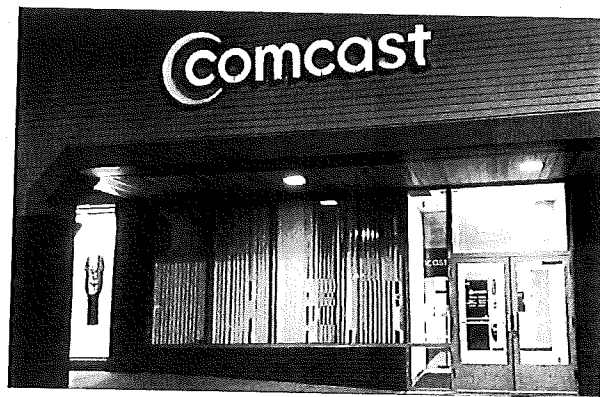
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October 16, 2020

## A Comcast Product for Cord-cutters

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It's been interesting to watch how the big cable companies have been trying to battle cord-cutting. Comcast has had a product for a while that is aimed directly at cord-cutters. It's labeled as Flex and is a video streaming service that is only available to Comcast broadband customers who are not buying a Comcast TV product.



Comcast hoped that Flex would be a direct competitor to Roku, Amazon Firestick, and Google Chrome. The Flex product clearly wants to keep customers who cut the cord inside the Comcast umbrella.

The product delivers 10,000 programs including Comcast content and content from other free online services like Pluto, Xumo, and Tubi. Content comes with commercials. For now, Comcast is also throwing in Comcast's paid service Peacock for free. The Flex platform also gives customers an easy portal to watch Netflix, Amazon Prime, HBO, and Hulu.

Flex is certainly price right and currently is free for Xfinity broadband customers. When first introduced, Comcast was charging \$4.95. Flex still requires the Comcast settop box and remote. I'm guessing the price came down when Comcast found few buyers willing to rent a box to get free content.

There is a big difference between Flex and competitors like Firestick or Roku in that customers can only use the apps on the platform that Comcast has installed. No additional apps for video or music services can be added to the app. This is probably the biggest disadvantage of Flex in that people are using a lot of different video apps online. I have an Amazon Firestick and it will let me add any online video app regardless of whether the app provider has a deal with Amazon.

When Comcast first introduced the Flex product, I thought the company wanted to become another superbundler like Amazon. Amazon allows customers to buy a subscription to a huge array of different online apps, and I assume Amazon gets a slice of revenue for delivering customers to partner video platforms. There are many video services for which Amazon has become the primary marketing channel. Amazon even suggests content that requires a subscription to the partner apps. The superbundler concept is likely profitable. Amazon has to be doing well taking a small slice of the revenue stream from nearly one hundred other platforms.

Amazon's made it clear a few years ago that it wanted to become the one-stop shop for online video content, and Amazon has bundled together far more content than anybody else. But in the last year, we've seen the rise of proprietary platforms from CBS, Apple, Disney, and others including Comcast's Peacock that won't cross-market with Amazon and others. It's not looking like any one bundler is going to be able to pull together a giant percentage of online video content.

It's less clear how Comcast intends to benefit from Flex. I assume Comcast gets a share of ad revenues generated on platforms like Pluto. But there doesn't seem to any other major benefit to the company for operating the Flex program, particularly since they are providing the settop box to Flex customers for free. The plan probably made financial sense at a monthly \$4.95 rate, but it's hard to see the long-term benefit to Comcast of offering a free service. Perhaps the one big benefit to Comcast is that the settop box used for Flex can also be used to control smart home and other Comcast products. Perhaps the company is using Flex to draw in customers for these other products.

Comcast has one big advantage over anybody else in the industry in that every Flex customer is already a Comcast broadband customer. That should mean that Comcast has little incremental cost for delivering the free content offered by Flex. It's easy to forget that Netflix and all of the other online providers must maintain an expensive network to enable them to disseminate video content.

The Flex product is somewhat symbolic of the attempt for industry players to somehow be

relevant in the online video market. The product doesn't drive direct revenue for Comcast even though the company must provide a settop box. The platform is proprietary, which seems to be the new norm for video platforms. It's one more of the many confusing choices faced by cord-cutters.

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# TV at the Tipping Point

By Alan Wolk 6 days ago

Alan Wolk: How is the industry going to handle this new interim period, where traditional pay TV is far from dead, but streaming is rapidly growing an audience?

In the course of a year, the shift to streaming has gone from “coming soon” to “happening now.”

While it seemed possible that the rapid growth in time spent streaming at the beginning of the pandemic might just prove to be a temporary uptick, the behavior, it seems, is here to stay.

New stats from Vizio’s Inscope show that in the months since lockdown began, AVOD streaming is up 174%, while Comcast’s Freewheel reports a 42% increase in streaming ad views during the first half of 2020.

That leads to a number of questions as to how the industry is going to handle the new interim period it currently finds itself in, where traditional pay TV is far from dead but streaming is rapidly growing an audience.

These questions are made all the more pressing by the fact that most of the major network groups (ViacomCBS, Comcast, Disney and Warner Media) have a major presence on streaming as well as linear and will need to figure out how to balance the two.

## The Need For Unification

At present, the networks are by and large treating their streaming services as separate entities from their linear services, especially in terms of content. While the pandemic means that the new fall season is barely happening, the fact remains that most of the network groups have prepared one set of series for streaming and another set for linear.

This is confusing for consumers as it’s hard to know what the brand stands for (they get that Peacock is part of NBC), but it may have negative implications as well. That’s because, while it may not be the networks’ intention, the shows that everyone is talking about, and the ones winning all the awards, are the ones on streaming. And a second, less prestigious group of series winds up on linear prime time.

Given Hollywood’s often arcane system of contracts, it’s likely that the people creating the prime-time series are actually making more money--if nothing else, they’re working on double the number of episodes--but there’s still a general feeling in the industry that primetime content is designed for an older, less affluent, less sophisticated audience and is thus less prestigious.

Which may not be all that far off base: stats show that the audience still primarily on linear is indeed older, less affluent and less educated than the audience on streaming. So the question for



networks is whether to provide them with separate offerings, to try and create a single offering that works across both, or some combination of the two.

This is not as simple as it sounds.

To begin with, it's likely that the audience on linear is not interested in the sort of shows that are on streaming, and vice versa. Finding a middle ground is just a recipe for mediocrity and will leave no one satisfied. So right now, creating a single offering may not be a viable option.

But it may need to be one down the road, when the audience for traditional pay TV has shrunk to a point that the revenue the networks make from carriage and retrans fees is no longer enough to justify production budgets for dramas and sitcoms.

### **The Reality Option**

Which then raises the question of whether linear becomes the home of reality shows, game shows, home improvement shows and other low production cost options.

The advantage to that is that those programs can easily be ported to the network's streaming service where they can provide a "lean back" option for viewers who are not in the mood to watch something more thoughtful or engrossing.

This sort of program sharing can also be useful in that it provides the streaming services with a point of difference and a built in audience, particularly if the show in question is popular.

### **A Three Tier System**

Non-fiction programming that spans linear and streaming fits nicely into the new TV ecosystem we identified in our recent report, TV In The FAST Lane: the platforms that began on TV (versus those that began online) will have a three-tier system consisting of a FAST (free ad-supported streaming TV service) that includes linear-like channels, an ad-supported subscription service and an ad-free subscription service.

In this model, the programming produced for linear TV can help fuel the free version of the app, while pilot episodes of programming available on the subscription version of the app can be teased on the linear channel to drive subscriptions. Similarly, older episodes of current streaming series can play on both the FAST and the linear channel too as a way of driving viewers to subscribe. (This scenario is somewhat ironic given that Netflix built its business by running older seasons of network series that were, at the time, not ready for syndication, on the theory that audiences would catch up on Netflix and then watch the current season live--basically a reversal of the current setup.

### **Sunsetting Linear**

At some point, networks will need to make a decision on whether to sunset their linear channels and move everything to streaming.

That decision may be made for them--the MVPDs may decide there's no longer any value in offering pay TV bundles that no one seems to want, and may instead offer a new type of bundle that allows users to get broadband and a subscription to X number of Flixes for a set amount each month.

## **Advertising**

The last piece that needs to be solved during the transition is how to handle advertising. The networks will want to sell ads across their various properties, so that a single buy would encompass both linear and streaming, live and VOD.

That works if there's some overlap between the linear and streaming audiences and the audiences the brand is going after, but if the gap grows too wide, that setup is not going to work. So it's more likely we'll see a little of each--brands that have a broad user base can advertise across both systems, while other brands will rely much more on one platform than the other.

It will be a bit of a tricky dance, but nothing that can't be worked out.

If all goes well, the shift from linear to streaming should be gradual enough that it should seem organic, meaning consumers won't feel like it is being foisted on them. And given that the end result will be a system with more and better content at (initially, anyway) a lower price, there should not be a whole lot of complaining about the shift.