

Glossary of Selected Terms

ADDRESSABLE TAP: Cable house drop that can be turned on and off at head end.

BICYCLING: Procedure whereby distribution companies are responsible for the reception of programs on tape cassettes from previous users, and for forwarding them to the next user.

CATV: Community Antenna Television, a system using an arrangement of coaxial cable and electronic equipment which permits subscribers to receive television broadcast signals, several of which may not be received by other means. Similarly FM and AM radio broadcast signals are also provided. The concept involves the community sharing of a TV receiving antenna(s) located at an appropriate receiving location.

CCTV: Closed Circuit Television, systems commonly referred to as closed because no outside television broadcast signals enter it, nor are the CCTV system signals broadcast to the general public.

COAXIAL CABLE (TRANSMISSION LINE): A transmission line in which one conductor completely surrounds the other, the two being coaxial and separated by an insulating material. Such lines are characterized by having no external fields and by having no susceptibility to external fields from other sources.

COMMON CARRIER: Telecommunications bearer or network; someone licensed to carry messages but having no control on the messages themselves.

CONVERTER: An electronic processing device similar to those used at the head end but having multiple channel selection characteristics, permitting the CATV operator to expand the channel capacity of the system.

DIRECT BROADCAST SATELLITE: A satellite which beams signals directly to the user (home or cable operator) without sending them first to an earth station.

DISTRIBUTION SYSTEM: The part of a CATV system used to carry signals from the head end to subscribers' receivers. Often applied, more narrowly, to the part of a CATV system starting at the bridge amplifiers.

EARTH STATION: Receiving station for signals transmitted via satellite. (A receiving - only station costs approx. \$75,000.)

FRAGMENTATION: The redistribution of viewing patterns in a television

market by the introduction of new viewer choices.

HEAD END: The electronic equipment located at the start of a cable system usually including antennas, preamplifiers, frequency converters, demodulators, modulators and related equipment.

HOUSE DROP: In a CATV system the coaxial cable from the line tap to the subscribers' TV set.

INTERCONNECTION: The combining of two or more cable systems by microwave link for a common feed.

MAIN TRUNK: In a CATV system, this is the major link from the head end to a community or connecting communities.

MATV: Master Antenna Television, a system which performs the same function as CATV, the basic difference being that a MATV system serves a smaller number of subscribers within the confines of an apartment house, condominium complex or similar urban dwelling units. These systems also depend on television receiving antennas located on the roof-tops of the buildings to be served.

MDS: Multipoint Distribution Service.

MICROWAVE: Transmissions through the air of high-quality signals at a very high frequency. Microwave transmissions are line-of-sight transmissions which can extend only 30-50 miles.

MICROWAVE DISH: Parabolic receiving antenna for microwave systems.

MICROWAVE REPEATER STATION: Stations which receive, amplify (strengthen) and retransmit microwave signals another 30-50 miles. In a microwave system, signals are transmitted in 30 mile "hops" relevant to the curvature of the earth.

MSO or MOS: Multiple Systems Operator.

MULTIPLEX: In communications multiplexing is the interweaving or simultaneous transmission of two or more messages on a single channel.

OFF-AIR: Television available via antenna and without cable.

OPTICAL FIBRE: Glass fibre used for transmission of signals by light.

NEGATIVE OPTION MARKETING: Marketing of pay TV service by cable operators where the consumer must choose **not** to receive the service otherwise he or she receives it automatically.

PAY CABLE: An extra service offered to cable subscribers, over and above the basic cable service for which they pay an additional fee.

PER CHANNEL SERVICE: Pay TV provided for a flat monthly fee which allows subscribers to see all programs on a special channel.

PER-PROGRAM SERVICE: Pay TV purchased on a per-program basis.

SEQUENTIAL DISTRIBUTION: The concept of commercial film distribution through four separate steps - theatre, Pay TV, commercial network television and syndicated television.

SIPHONING: The diverting of programming normally delivered by commercial television to Pay TV.

STANDALONE: Program origination from the head end of a CATV system rather than through microwave or satellite feed.

STV: Broadcast Pay TV, known as subscription television, where a scrambled signal is broadcast throughout the market and subscribers are supplied with a set-top decoder which allows them to receive STV programs.

TRAP: An electronic filter or trap placed on each householder's drop line to block the signal transmitting Pay TV programming. The signal can be received only if the trap is removed by the cable company.

TELECOMMUNICATIONS: The transmission of information from one point to another. Legal (ITU): Any transmission, emission or reception of signs, signals, writing, images and sounds or intelligence of any nature by wire, radio, visual or other electromagnetic systems.

TRANSPONDER: Transmission channel on a satellite.

UHF (ULTRA HIGH FREQUENCY): The band of frequencies between 300 and 3000 megahertz (channels 14-83).

VHF (VERY HIGH FREQUENCY): The band of frequencies between 30 and 300 megahertz (channels 2-13).

VTR: Video tape recorder.

WAREHOUSING: The withholding of programs from exploitation in one market by companies operating in another market. In the U.S.A. this usually refers to the practice of withholding feature films from Pay TV by the commercial networks which secure exclusivity in their contracts with producers/distributors.

WINDOW: The length of time Pay TV can exhibit movies after first theatrical run and before commercial television broadcast.