



Future of TV Survey

Blue Mountain Translator District
2019

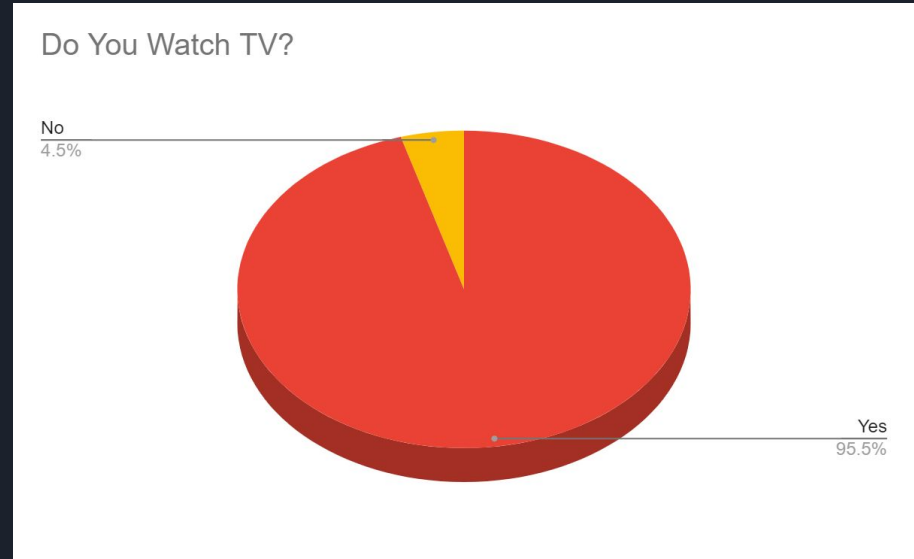


Background

- SB 394, passed in 2019, permits BMTD to invest in competitive upgrades, including the broadcast of a local channel and transition to ATSC 3.0.
- BMTD surveyed residents of Baker and Union Counties online and at 4 community events:
 - Miner's Jubilee
 - Union County Fair
 - Baker County Fair
 - Cove Cherry Fair
- 113 people responded to the survey.

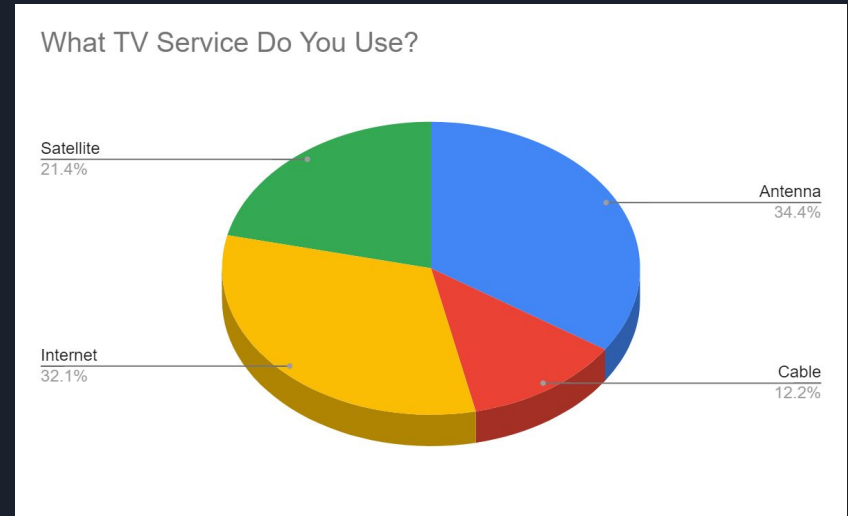
Do you watch TV?

- Yes: 95.5%
- No: 4.5%



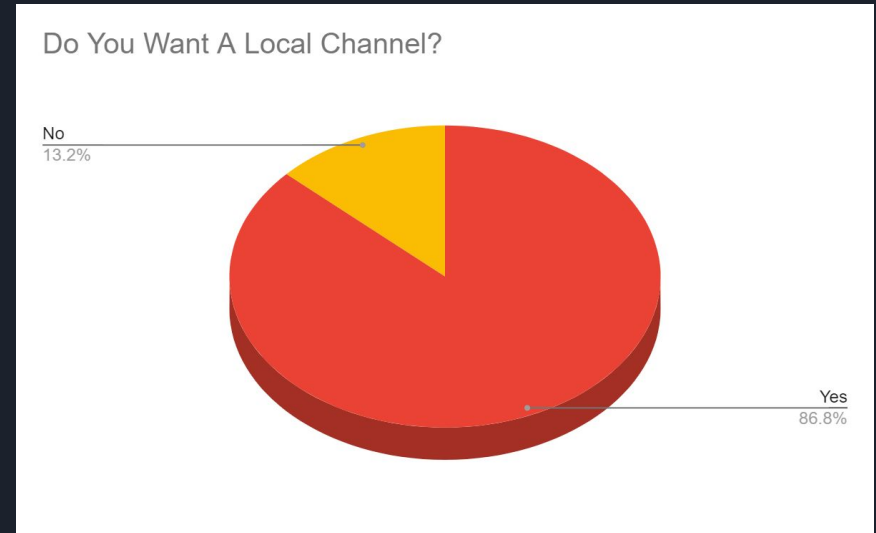
What TV service do you use?

- Antenna: 34.4%
- Internet: 32.1%
- Satellite; 21.4%
- Cable: 12.2%



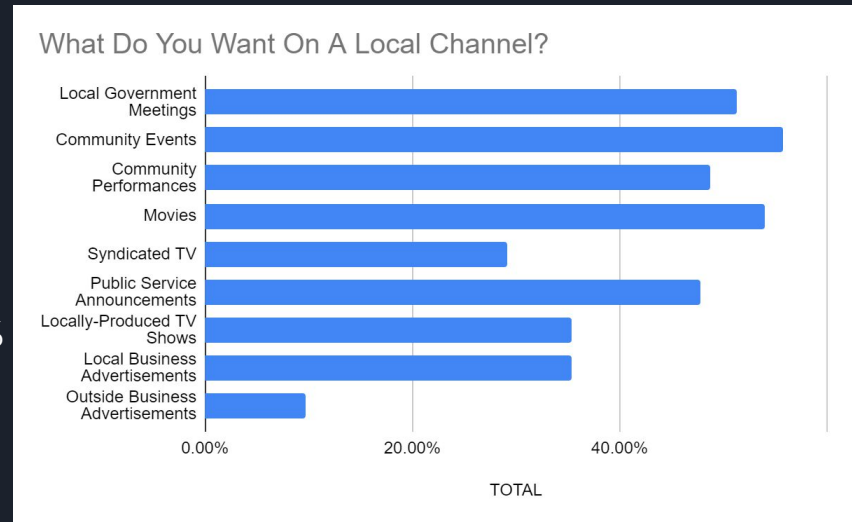
Do you want a local channel?

- Yes: 86.8%
- No: 13.2%



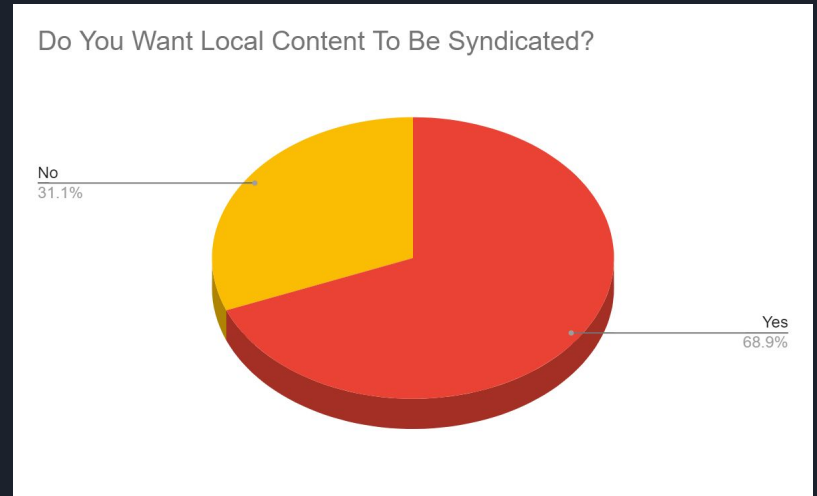
What do you want on a local channel?

- Community Events: 55.75%
- Movies: 53.98%
- Local Government Meetings: 51.33%
- Community Performances: 48.67%
- Public Service Announcements: 47.79%
- Locally-Produced TV Shows: 35.4%
- Local Business Advertisements: 35.4%
- Syndicated TV: 29.2%
- Outside Business Advertisements: 9.7%



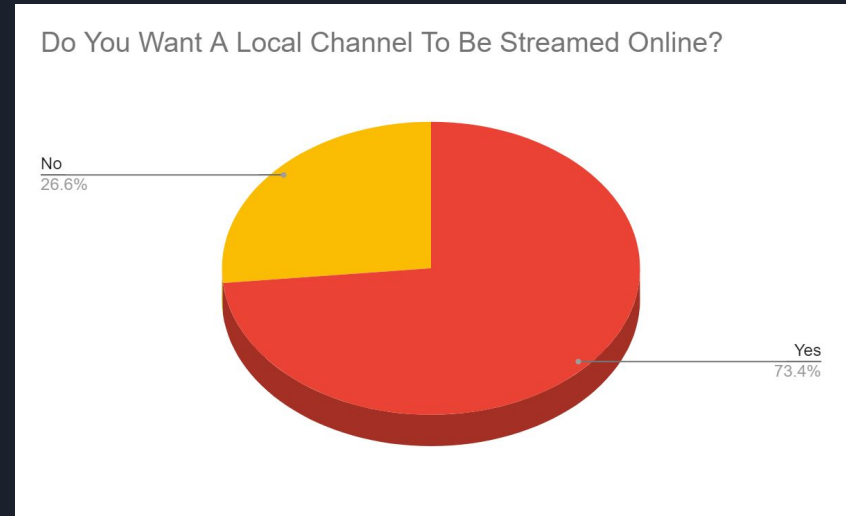
Do you want local content to be syndicated?

- Background: Syndication services for locally-produced TV content are an additional avenue for distribution of content broadcast on BMTD's channel, and potential source of new or increased revenue.
- Yes: 68.9%
- No: 31.1%



Do you want a local channel to be streamed online?

- Yes: 73.4%
- No: 26.6%



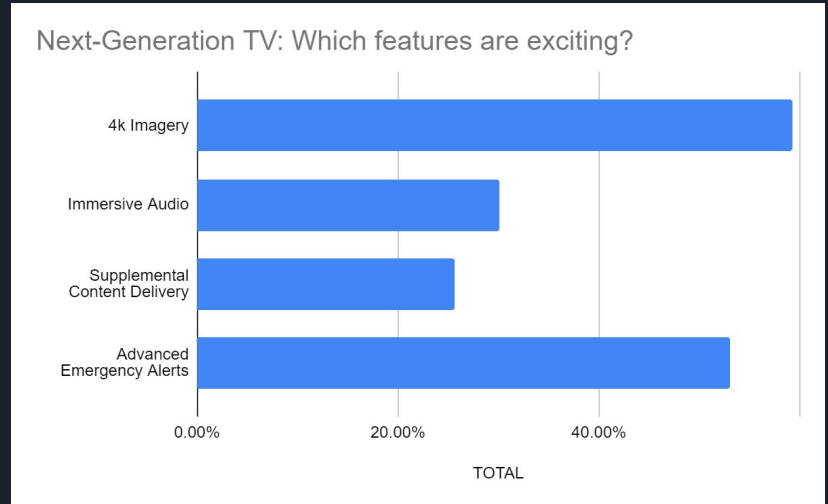


Staff Conclusions

- Respondents clearly desire the creation of a local TV channel covering Baker and Union Counties (86% favorability).
- Only 34% of respondents use an antenna. Broadcasting this local channel may result in an increase in viewers for BMTD.
- Very few respondents want to see syndicated TV, or advertisements for businesses outside the region.
- Viewers may not want to switch entirely to OTA TV to view a BMTD channel, but they will likely pay for a streamed version.
 - BMTD should consider granting access to a streaming service in exchange for a \$50 annual donation to the forthcoming “BMTD Foundation.”
- BMTD should build syndication partnerships throughout the region and country. Syndication will be an additional source of increased and new revenue.

Next-Generation TV: Which features are exciting?

- Background: ATSC 3.0 TV signals will be higher quality and can deliver additional content besides video and audio.
- 4k Imagery: 59.29%
- Advanced Emergency Alerts: 53.1%
- Immersive Audio: 30.09%
- Supplemental Content Delivery: 25.66%



Next-Gen TV can transmit more than just TV signals. What else should we transmit?

- **Background: ATSC 3.0 transmitters can deliver additional data besides TV signals.**
- **Weather: 73.00%**
- **Radio Stations: 55.75%**
- **Interactive Emergency Alerts: 53.10%**
- **Advanced AMBER Alerts: 53.10%**
- **Video On Demand: 29.00%**
- **Distance Learning Videos: 27.00%**
- **First Responder Backup Communication: 25.66%**
- **In-car navigation: 25.66%**
- **Content distribution for online video providers, e.g. Netflix: 24.78%**
- **Ebooks: 23.89%**
- **Location-targeted advertising and information distribution: 15.00%**
- **Software distribution: 12.39%**
- **Virtual Reality Content: 8.85%**

Next-Gen TV can transmit more than just TV signals. What else should we transmit?

