

BROADCASTING CABLE

YEARBOOK 2007

- Industry Overview • Television • Cable • Radio • Satellites & Other Carriers
- Programming Services • Technological Solutions • Brokers & Professional Services
- Associations, Events, Education, Awards • Law & Regulation, Government Agencies

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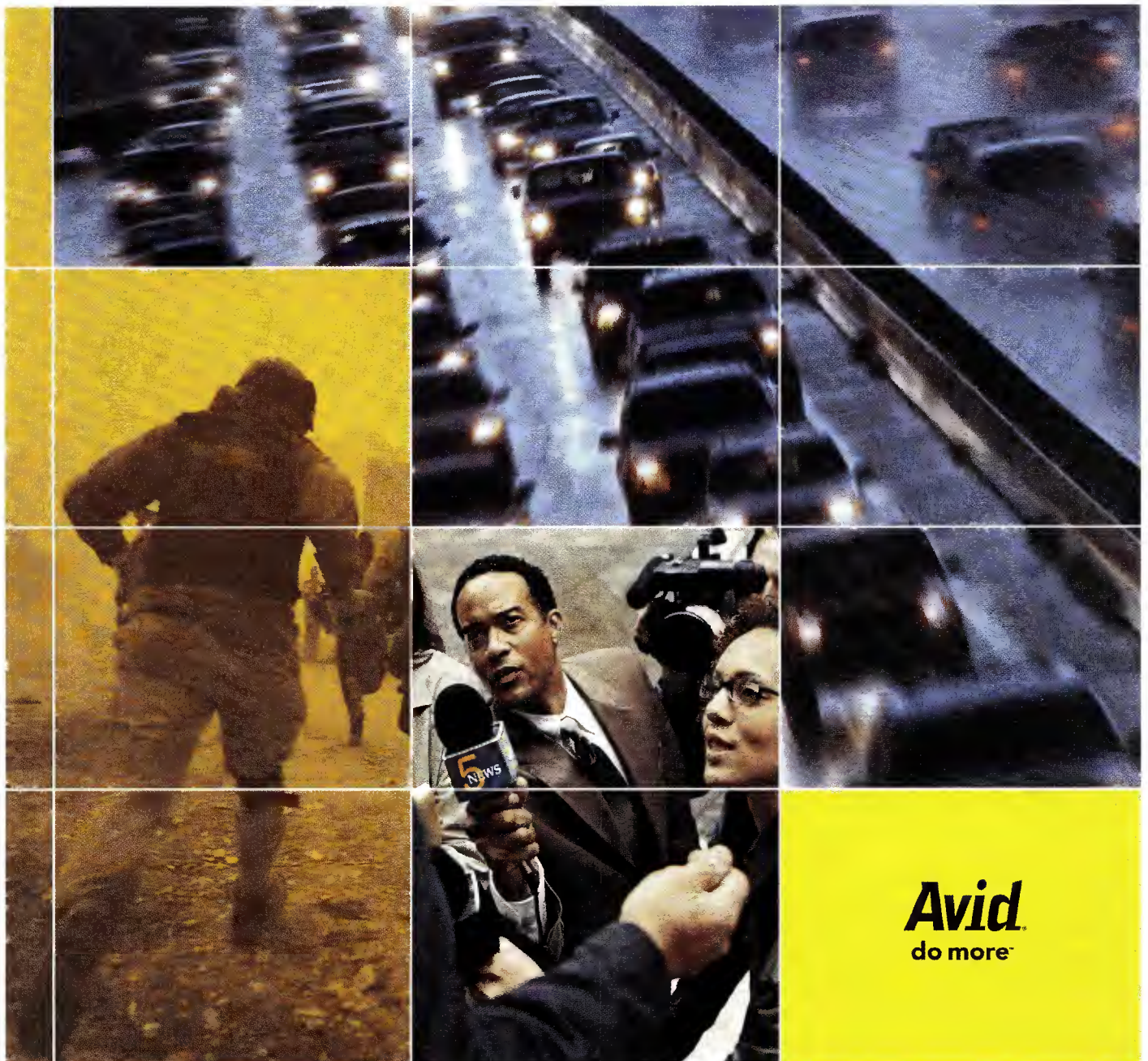
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was prepared by R.R. Bowker's Serials Editorial Department
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Annie Callanan, President and CEO
Gary Aiello, Chief Operating Officer
Belinda Tseo, Senior Vice President, Chief Financial Officer
Angela D'Agostino, Vice President, Business Development and Marketing
Ian Singer, Vice President, Data Services
Mark Heinzelman, Chief Information Officer
Roy Crego, Senior Managing Director, Books In Print Editorial
Doreen Gravesande, Senior Director, ISBN/SAN and Production
Galen Strazza, Director, Marketing and Creative Services

Product Development

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Editorial

Laurie Kaplan, Director, Serials
Valerie Mahon, Managing Editor
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Joseph A. Esser, Associate Editor
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Data Acquisition

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Jennifer Williams, Assistant Editor

Production & Manufacturing Services

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Myriam Nunez, Project Manager, Content Integrity
Kennard McGill, Production Systems Analyst

Editorial Systems, Information Technology Group

Frank Morris, Project Manager
Dina Dvinyanova, Chris Voser, Tim Helck, Programmer Analysts

Sales

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Computer Operations Group

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Daniel O'Malley, Manager, Network Administration and Operations



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Glossary of Terms Used in *Broadcasting & Cable Yearbook*

AM—Amplitude modulation. Also referring to audio service broadcast over 535 khz-1705 khz.

Analog—A continuous electrical signal that carries information in the form of variable physical values, such as amplitude or frequency modulation.

Basic cable service—Package of programming on cable systems eligible for regulation by local franchising authorities under 1992 Cable Act, including all local broadcast signals and PEG (public, educational and government) access channels.

Cable television—System that transmits original programming, and programming of broadcast television stations, to consumers over wired network (see page xvii).

CC—Closed captioning. Method of transmitting textual information over television channel's vertical blanking interval; transmissions are deciphered with decoders; decoded transmissions appear as text superimposed over television image.

CED—Capacitance electronic disk (RCA videodisk).

Clear channel—AM radio station allowed to dominate its frequency with up to 50 kw of power; their signals are generally protected for distance of up to 750 miles at night.

Closed circuit—The method of transmission of programs or other material that limits its target audience to a specific group rather than the general public.

Coaxial cable—Cable with several common axis lines under protective sheath used for television signal transmissions.

Common carrier—Telecommunication company that provides communications transmission services to the public.

DAB—Digital audio broadcasting. Modulations for sending digital rather than analog audio signals by either terrestrial or satellite transmitter with audio response up to compact disc quality (20 khz).

DBS—Direct broadcast satellite. High powered satellite authorized to broadcast direct to homes (see page xxviii).

Digital—A discontinuous electrical signal that carries information in binary fashion. Data is represented by a specific sequence of off-on electrical pulses.

Directional antenna—An antenna that directs most of its signal strength in a specific direction rather than at equal strength in all directions. Used chiefly in AM radio operation.

Downlink—Earth station used to receive signals from satellites.

Earth station—Equipment used for transmitting or receiving satellite communications.

EDTV—Enhanced-definition television. Proposed intermediate systems for evolution to full HDTV, usually including slightly improved resolution and sound, with a wider (16:9) aspect ratio.

Effective competition—Market status under which cable TV systems are exempt from regulation of basic tier rates by local franchising authorities, as defined in 1992 Cable Act. To claim effective competition, a cable system must compete with at least one other multichannel provider that is available to at least 50% of an area's households and is subscribed to by more than 15% of the households.

EM—Electronic mail (commonly referred to as E-mail).

Encryption—System for scrambling signals to prevent unauthorized reception.

ENG—Electronic news gathering.

ETV—Educational television.

Fiber-optic cable—Wires made of glass fiber used to transmit video, audio, voice or data providing vastly wider bandwidth than standard coaxial cable.

Field—Half of the video information in the frame of a video picture. The NTSC system displays 59.94 fields per second.

FM—Frequency modulation. Also referring to audio service broadcast over 88 mhz-108 mhz.

Footprint—Area on earth within which a satellite's signal can be received.

Frame—A full video picture. The NTSC system displays 29.97 525-line frames per second.

Frequency—The number of cycles a signal is transmitted per second, measured in hertz.

Geostationary orbit—Orbit 22,300 miles above earth's equator where satellites circle earth at same rate earth rotates.

ghz—Gigahertz. One billion hertz (cycles) per second.

HDTV—High-definition television (see page xxviii).

Headend—Facility in cable system from which all signals originate. (Local and distant television stations, and satellite programming, are picked up and amplified for retransmission through system.)

Hertz—A measurement of frequency. One cycle per second equals one hertz (hz).

HUT—Households using television.

Independent television—Television stations that are not affiliated with networks and that do not use the networks as a primary source of their programming.

Information services—Broad term used to describe full range of audio, video and data transmission services that can be transmitted over the air or by cable.

Interactive—Allowing two-way data flow. **Interlaced scanning**—Television transmission technique in which each frame is divided into two fields. NTSC system interleaves odd-numbered lines with even-numbered lines at a transmission rate of 59.94 fields per second.

ITFS—Instructional Television Fixed Service (see page xxvii).

khz—Kilohertz. One thousand hertz (cycles) per second.

LED—Light emitting diode. Type of semiconductor that lights up when activated by voltage.

LO—Local origination channel.

LPTV—Low-power television (see page xxvii).

LV—LaserVision (optical videodisk).

MDS—Multipoint distribution service (see page xxvii).

mhz—Megahertz. One million hertz (cycles) per second.

Microwave—Frequencies above 1,000 mhz.

MSO—Multiple cable systems operator.

Must carry—Legal requirement that cable operators carry local broadcast signals. Cable systems with 12 or fewer channels must carry at least three broadcast signals; systems with 12 or more channels must carry up to one-third of their capacity; systems with 300 or fewer subscribers are exempt. The 1992 Cable Act requires broadcast station to waive must-carry rights if it chooses to negotiate retransmission compensation (see "Retransmission consent").

NTSC—National Television System Committee. Committee that recommended current American standard color television.

PCM—Pulse code modulation. Conversion of voice signals into digital code.

PPV—Pay-per-view.

Program access—Prohibition on exclusive programming contracts between cable operators and program services controlled by cable operators, designed to give alternative multichannel distributors (such as wireless cable and DBS) the opportunity to bid for established cable services (such as CNN or Nickelodeon). The rule expires in 2002.

Progressive scanning—TV system where video frames are transmitted sequentially, unlike interlaced scanning in which frames are divided into two fields.

PSA—Public service announcement.

PTV—Public television.

Public radio—Radio stations and networks that are operated on a noncommercial basis.

Public television—Television stations and networks that operate as noncommercial ventures.

RCC—Radio common carrier. Common carriers whose major businesses include radio paging and mobile telephone services.

Retransmission consent—Local TV broadcasters' right to negotiate a carriage fee with local cable operators, as provided in 1992 Cable Act.

SCA—Subsidiary communications authorizations. Authorizations granted to FM broadcasters for using subcarriers on their channels for other communications services.

Shortwave—Transmissions on frequencies of 6-25 mhz.

SHF—Super high frequency.

Signal-to-noise ratio—The ratio between the strength of an electronically produced signal to interfering noises in the same bandwidth.

SMATV—Satellite master antenna television (see page xxviii).

STV—Subscription television (see page xxvii).

Superstation—Local television station whose signal is retransmitted via satellite to cable systems beyond reach of over-the-air signal.

Teletext—A one-way electronic publishing service that can be transmitted over the vertical blanking interval of a standard television signal or the full channel of a television station or cable television system. The major use today is for closed-captioning.

Translator—Broadcast station that rebroadcasts signals of other stations without originating its own programming.

Glossary of Terms

Transponder—Satellite transmitter/receiver that picks up signals transmitted from earth, translates them into new frequencies and amplifies them before retransmitting them back to ground.

UHF—Ultra high frequency band (300 mhz-3,000 mhz), which includes TV channels 14-83.

Uplink—Earth station used for transmitting to satellite.

VCR—Videocassette recorder.

VHF—Very high frequencies (30 mhz-300 mhz), which include TV channels 2-13 and FM radio.

Videotext—Two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen.

VTR—Videotape recorder.

List of Abbreviations Used in *Broadcasting & Cable Yearbook*

*	noncommercial	ERP	effective radiated power	pop	population
a	annual	ESPN	Entertainment & Sports Programming Network	PR	public relations
A&E	Arts & Entertainment	ETV	educational television	pres.	president
actg	acting	exec	executive	PRI	Public Radio International
admin.	administrative	FCC	Federal Communications Commission	progm.	programming
adv	advertising	film rev	film reviews	progrsv.	progressive
affil	affiliate	fortn	fortnightly	prom	promotion
affrs	affairs	Fr	French	PSA	presunrise authority, public service announcement
AFRTS	Armed Forces Radio and TV Service	g	ground	ptrn.	partner
alt	alternate	gen	general	pub affrs	public affairs
ant.	antenna	Ger	German	publ.	publicity
AOR	album-oriented rock	govt.	government	q	quarterly
AP	Associated Press	HAAT	height above average terrain	quad.	quadraphonic
assn	association	HBO	Home Box Office	record rev	record reviews
assoc	associate	horiz	horizontal polarization	rel.	relations
asst	assistant	hqtrs	headquarters	relg.	religion
atty	attorney	ind	independent	rep.	representative
aur	aural	info.	information	RFE	Radio Free Europe
aux	auxiliary	instal.	installation	rgn	region
bcst	broadcast	ISBN	International Standard Book Number	rgnl	regional
bcstg.	broadcasting	ISSN	International Standard Serial Number	RL	Radio Liberty
bcstr	broadcaster	illus	illustrations	rsch	research
bd	board	irreg	irregular	s-a	twice annually
BET	Black Entertainment Television	It.	Italian	s-m	twice monthly
bi-m	every two months	khz	kilohertz	s-w	twice weekly
bk rev	book reviews	kw	kilowatts	sec	secretary
bidg	building	loc	local	sep.	separate
bor	borough	LPTV	low power television	sh	shares
btfil	beautiful	LS	local sunset	SH	specified hours
C-SPAN	Cable Satellite Public Affairs Network	lstng	listening	sls	sales
CATV	community antenna television	lw	long wave	SMATV	satellite master antenna television
CBC	Canadian Broadcasting Corp.	m	meters	Sp	Spanish
CEO	chief executive officer	MDS	Multipoint Distribution Service	sr	senior
ch	channel	mdse.	merchandising	ST	shares time
CH	critical hours	mfg	manufacturing	stn	station
chg	charge	mgng	managing	sub	subscriber
CHR	contemporary hit radio	mgr	manager	supt	superintendent
chmn	chairman	mgmt.	management	supvr.	supervisor
circ.	circulation	mhz	megahertz	svcs	services
coml	commercial	mi	miles	sw	short wave
contemp.	contemporary	mktg	marketing	t	terrain
COO	chief operating officer	MMDS	Multichannel Multipoint Distribution Service	tech	technical
coord	coordinator	mo	month	tele rev	television reviews
CP	construction permit	mod	modification	3/m	three times a month
CRTC	Canadian Radio-television and Telecommunications Commission	MOR	middle of the road	3/y	three times a year
C&W	country & western	MSO	multiple system operator	TNN	The Nashville Network
D	day	mthy	monthly	traf	traffic
d	daily	MTV	Music Television	trans	translators
DA	directional antenna	mus	music	treas	treasurer
dance rev	dance reviews	music rev	music reviews	twp.	township
DBS	direct broadcast satellite	mw	medium wave	TWX	Teletypewriter Exchange
dev	development	N	night	U	unlimited
dir	director	na	not available	UHF	ultra high frequency
div	diverse	NAB	National Association of Broadcasters	UPI	United Press International
DMA	Designated Market Area	natl	national	UPN	United Paramount Network
dups	duplicates	net	network	var	variety
Eds	editors	NPR	National Public Radio	vert	vertical polarization
Ed Bd	Editorial Board	nwspr	newspaper	VHF	very high frequency
educ	educational	off	officer	video rev	video reviews
engr	engineer	opns	operations	vis.	visual
enrg.	engineering	per	personnel	VOA	Voice of America
EPG	Electronic Program Guide	play rev	play reviews (theatre reviews)	vp	vice president
		Pol	Polish	w	watts
				wkly	weekly