

BROADCASTING CABLE

YEARBOOK 2010

- 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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YEARBOOK 2010

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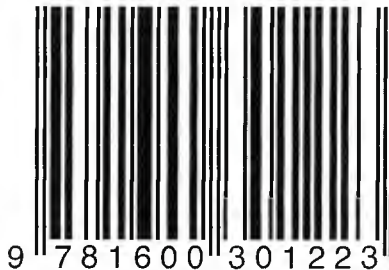


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Glossary of Terms Used in *Broadcasting & Cable Yearbook*

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.

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.

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.

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.

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.

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).

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.

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.

MDS—Multipoint distribution service.

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.

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.

STV—Subscription television.

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.

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.

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.

List of Abbreviations Used in *Broadcasting & Cable Yearbook*

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

List of Abbreviations

supt	superintendent	TNN	The Nashville Network	UPN	United Paramount Network
supvr	supervisor	traf	traffic	var	variety
svcs	services	trans	translators	vert	vertical polarization
sw	short wave	treas	treasurer	VHF	very high frequency
t	terrain	twp	township	video rev	video reviews
tech	technical	TWX	Teletypewriter Exchange	vis.	visual
tele rev	television reviews	U	unlimited	VOA	Voice of America
3/m	three times a month	UHF	ultra high frequency	vp	vice president
3/y	three times a year	UPI	United Press International	w	watts
				wkly	weekly