

## Case Study

**Subject:** Cox Media Narrowcast Television Channel

**Location:** Las Vegas, NV

**Technology Application:** Narrowcast operation using a digital signage media server to target tourists.

### **COX Media profits with launch of TCC**

*The MediaXtreme gives the Las Vegas cable ad sales team a way to create and schedule promotions, ads and information targeted at 37 hotels that conventioners frequent.*

Conventioners traveling to Las Vegas can keep abreast of the latest convention-related news and industry events by tuning in to Cox Media's newly launched Tourism and Convention Channel (TCC).

Available in 37 Las Vegas hotels –with a total of 75,000 rooms- TCC offers those attending trade shows and conventions the chance to catch up on keynote speeches, conference panels, seminars and events that they've missed from the comfort of their own hotel rooms.



*Cox Media Sales and Marketing Manager Todd Blickenstaff shows off the Tourism and Convention Channel at the company's Las Vegas headquarters.*

TCC debuted in mid April 2005 when about 100,000 broadcast execs from around the world descended upon Las Vegas for the last year's edition of the National Association of Broadcasters convention. "We knew NAB was here," said Cox Media Sales and Marketing Manager Todd Blickenstaff. "We wanted to showcase the service and put out a welcoming crawl message to the broadcasters on the Tourism and Convention Channel."

However, the broadcast convention, while large, does not scratch the surface of the convention market TCC looks to serve. Consider this: Las Vegas is the No. 1 convention destination in the United States, and perhaps the world. In 2004, there were more than

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22,000 conventions held in Las Vegas that attracted more than 5.7 million conventioners. Conventions brought about \$6.8 billion to the local economy, and with new mega hotel-casino complexes, such as the \$2.3 billion Wynn Hotel, opening on a regular basis, there seems to be no end in sight.

### Programs, Partners, Technology



Fueling the Tourism and Convention Channel is a unique blend of programming and technology. Programming comes from Cox Media partners, such as The History Channel, under a special arrangement with content owner A&E Networks.

"We wanted to look to our network partners that we already had in place, such as A&E Networks, which also owns History Channel," said Blickenstaff. "They have an incredible library of programming that is produced about southern Nevada and specifically Las Vegas, such as The Building of Hoover Dam, Area 51 and Las Vegas – The Power and The Money."

"If you are visiting Las Vegas, you might turn the channel on when you are getting ready to go to the convention or getting ready to go out, and you might be interested in watching the programming for a few minutes. And we know it is already working because people have called us about getting copies of those programs. So, that promotes tourism in southern Nevada and Las Vegas."

Partner supplied programming is edited into an eight-hour block that rotates three times per day. When a convention's management team contracts with TCC, video footage and reports shot during a convention --as well as coverage of major events like keynote addresses and seminars-- can be updated daily and shown in a looped format on the channel. This allows tradeshow and their exhibitors to extend their presence beyond the convention floor. At the heart of TCC is a Keywest Technology MediaXtreme digital signage media server. With the MediaXtreme, Cox Media creates and schedules playback of local news, convention updates and promotions. The MediaXtreme also sizes and inserts video from Cox Media's SeaChange video server with its video picture-in-picture functionality to create the familiar "L" shaped screen presentation used as a basic TCC look.

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### The MediaXtreme

The Keywest Technology MediaXtreme is a powerful media creation and playback tool designed for both narrowcast and digital signage applications. Users include cable operators, advertising agencies, property owners, educators, government agencies and broadcasters.

The MediaXtreme lets users simply and quickly create and schedule events like video inserts, graphic presentation, text crawls and dynamic data streams that drive changing graphics for time and temperature display. The end result is an on-screen presence that looks every bit as good as something seen on a network newscast.



*The MediaXtreme in the racks at Cox Cable.*

At the core of the MediaXtreme is a media scheduling program that inserts media into predefined zones at specified times. Additionally, the MediaXtreme Editor comes bundled with MediaCreator, a full-featured CG application that creates TV-style fonts, graphics and effects in 32-bit color depth to produce a high-resolution true-color page. The MediaXtreme relies on powerful digital processing to let users key video over a background screen, integrate video picture-in-picture effects, import data, produce text crawls and display logos –even animations.

At Cox Media in Las Vegas, a composite video feed from the cable system's SeaChange video server is fed into the MediaXtreme, where it's sized with the built-in video picture-in-picture card. Lower-third text crawls and graphics are also added with the MediaXtreme.

### Braking the rolling trucks

The Tourism and Convention Channel is rooted in another Cox Communications enterprise, Hospitality Network. The Hospitality Network offers a variety of services, such as broadband Internet service, cable television and video on demand to hotels in major destinations. Before TCC came into existence, one of Hospitality Network's offerings, a barker channel used to promote pay-per-view movies, occasionally doubled as a convention-promotion channel.

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About 18-months ago, the Hospitality Network asked Cox Media to take the channel over to market and program it properly to managers of conventions visiting Las Vegas. With fiber run to the hotels and automated video playback, Cox Media recognized it had the makings of powerful communications vehicle to reach convention attendees in their hotel rooms.

“When the Hospitality Network ran the channel, they would have to burn a DVD and run it around to the various hotels,” said Blickenstaff. “This was not their business focus, and they wanted to turn this over to us. “We don’t have to roll trucks out to every one of those locations and turn the channel on for those wanting to use it, which is what was happening when Hospitality Network was programming the channel. They would have a convention call them and they’d roll trucks. “We can play it from our master control and use the MediaXtreme to overlay a crawl, our logo, the time and temperature and different convention information. That’s really where the main revenue stream of the project is going to come from.”

### Fade To Black

Looking past TCC’s first anniversary, Blickenstaff foresees a bright future for Cox Media with the channel. According to Blickenstaff, the Keywest Technology MediaXtreme will play a big part in making the channel successful. “Convention managers can supply us with a Beta (tape) of their programming, and we can turn around and put it into 37 hotels with a total of more than 75,000 local rooms. For companies that come to trade shows and don’t have video, the MediaXtreme crawl feature allows us to offer an alternative way to show their ads, and information, helping them generate revenue.”