

THE WESA NEWSLETTER

associated with NATIONAL ELECTRONIC SERVICE DEALERS ASSOCIATION

Volume 39 Issue 5

SEPT. - OCT. 2011

P O BOX 125 SUSSEX, WI 53089

JANUARY 27 & 28, 2012

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BOARD MEETING

WESA's fiscal year ends on March 31, 2012. **This could be the final year for the Association.** Your attendance at the meeting is required. Member input will be strongly considered.

If you cannot attend, please pass on any of your ideas to any of the officers or board members. Whether the Association continues needs to be addressed at this meeting. The meeting will be held on Saturday, January 28th in the afternoon.

OH WOW

Some 39% of 2-4-year-olds use a smart phone or tablet, and more than half (52%) of kids ages 5-8 do so.

That is according to a just-released national study from Common Sense Media.

"For parents, pediatricians, and child development experts concerned about screen media use among children under two, this report indicates that a substantial number of infants and toddlers are watching TV and DVDs on a regular basis," the study concluded.

It is the first of a series of reports from Common Sense as part of its new Program for the Study of Children and the Media, which is headed by Vicky Rideout, former vice president of the Kaiser Family Foundation. "These results make it clear that media plays a large and growing role in children's lives, even the youngest of children," said Rideout, president of VJR Consulting. And almost a quarter of kids 5-8 are multitasking at least some of the time.

The goal of the program is to provide free, objective, and reliable data about young people's media use to those concerned about promoting healthy child development, including

policymakers, educators, public health experts, child advocates, and parents.

"Much of the focus in recent years has been on the explosion of media use among teenagers," said Common Sense Media founder Jim Steyer (FCC chairman Julius Genachowski is a founding board member of the group). "This study examines media use among the youngest generation. Today's infants and toddlers are growing up surrounded by screens, TV screens, computer screens, smartphones, iPads, and console game screens." The idea behind the series of reports is to find out what the impact of that increasing screen time means for the health and wellbeing of those kids, said Steyer.

Common Sense has long advocated for giving parents better tools to manage their kids media exposure, but like Genachowski have also said there is a continuing role for government.

The study found that kids 8 and under spend 3 hours and 14 minutes a day with media, including screen media, reading and music, but the majority of it (2:16) screen media and the majority of that is TV viewing, including DVDs (1:40). TV viewing starts young, according to the survey, with the average age of first viewing 9 months old. The study found that 42% of kids eight and under have TV's in their room, and almost a third (30%) of kids two and younger. But there is also a teething ring-tone set, with 10% of children under a year old having used a smart phone, video iPod, or iPad/tablet.

The study found a digital divide based on income, including an "app gap." Only 14% of lower-income parents had downloaded an app for their kids, compared to 47% of upper income parents.

"For children's advocates who are concerned about the negative effects of young children having a TV in their bedroom (including on obesity, school grades, and time spent watching TV), these data are a wake-up call," the study concluded.

"Zero to Eight: Children's Media Use in America" was based on a survey of 1,384 parents of kids 8 and under, including an oversampling of African American and Hispanic parents. The study was conducted by Knowledge Networks May 27 through June 15, 2011. Lower-income families are those that make less than \$30,000 per year, while higher-income families are \$75,000 or above.

John Eggerton -- Multichannel News

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"Professionals in Electronics"



FROM THE PRESIDENT'S PEN

Happy Halloween!

I hope you are enjoying our Wisconsin fall weather. It didn't work out too well for trick-or-treaters. We didn't see many at our door.

October turned out to be a decent month business wise, but it could be better. I hope we get our seasonal boost for the holidays.

I'm sure the sports environment helped. Too bad the Brewers didn't go all the way. I was at game 6, my only one of the year. It was disappointing. Prince Fielder & Ryan Braun both had a bad day. The Packers remain undefeated. Go Pack!

I still remain in contact with fellow Wesans. We help one another when we can, whether for parts, technical assistance, or just moral support. We still need each other. Hang tough!

James Gardetto was in court last week, and got escorted out of court in handcuffs to serve a 90 day sentence. He has other pending court hearings in the coming weeks. Maybe he will finally get what he deserves for ripping people off so blatantly, and giving our industry a bad name.

We also need to deal with the future of WESA. We are still here, but for how long? We will have a board meeting soon to discuss it. Please feel free to call or e-mail me with any ideas or suggestions. Do you plan on attending the winter getaway/ board meeting? Let me know.

Till next time,
Pete Kosovich

BB

Best Buy plans to implement a new automated energy-management system in all of its U.S. retail stores that is expected to reduce the company's energy costs and carbon outputs by 15 percent within three years.

The chain will begin implementing the system in about 300 locations by Jan. 31, and expects to have it rolled out to all 1,105 flagship stores by mid-2012.

Best Buy said the system will have no impact on jobs, and will save the company about \$1,500 per month per store on power, or some \$71 million over six years. It currently spends about \$10,000 a month per U.S. store on energy.

TV VIEWING

The issue of consumer cord cutting and the distribution of content on alternative platforms was a major topic of discussion during the past week's Cable Show in Chicago, both on show panels and in the hallways of the McCormick Place convention center.

But according to a recent Nielsen report on consumer viewing habits, Americans are watching more hours of traditional television while also increasing their video consumption on the web and mobile phones.

Overall TV viewership increased 22 minutes per month per person during the first quarter of 2011 compared to the same period last year with consumers averaging more than 158 hours of television viewing a month, according to Nielsen. More importantly for cable operators, 91 percent of TV households are still paying for a TV subscription during the period.

Given those numbers, it's clear that Americans are not ready to "cut the cord" on their cable service anytime soon.

But that doesn't mean they're not watching content on other platforms. The number of Americans watching video on mobile phones increased by 41% over first quarter 2010 and more than 100% since 2009, according to Nielsen. The number of hours consumers are watching video over the web increased by 34% to over 4 hours per month.

Worrisome for operators is the fact that young, 18-34 year olds are spending more time watching video on the web (more than 7 hours) and on cell phones (more than 4 hours) than any other age demographic, according to Nielsen, while decreasing the amount of time viewing traditional television .

NBCUniversal president of TV networks distribution Bridget Baker expressed that very concern Wednesday during a Cable Show programming session when she said "It's not a the question of whether [young people] will cut the cord of cable or even shave it, the question becomes ... when [do they] ever subscribe to cable?"

Multichannel News

NOT COOL TV

"The Cool TV" will disappear from WTMJ-TV's digital channel 4.3 and be replaced by The Live Well Network, a new lifestyle and health network.

The Journal Broadcast Group sued the owner of "The Cool TV" on Sept. 1, claiming that the music video programming firm owes \$257,500 to the Milwaukee-based broadcasting arm of Journal Communications Inc. Journal Broadcast Group claims that Cool Music Network has not paid for broadcasting services prior to June 1. WTMJ's digital station has carried "The Cool TV" since July 2009.

The Live Well Network is run by the Disney/ABC Television Group and will debut Oct. 1 on WTMJ-TV channel 4.3 and on Time Warner Cable channel 994 on October 1st, Journal Broadcast Group said Monday. The Disney/ABC Television Group is part of The Walt Disney Company.

COOL WEBSITE

Visit www.adweek.com

HOLIDAY FORECAST

It's kind of a kind of a good-Grinch-bad-Grinch routine.

The Consumer Electronics Association's announcement today, "CEA Holiday Forecast Illustrates Need For Additional Spectrum," is ostensibly about what will be the hottest gadgets under the Christmas tree — but it does double-duty as a lobbying missive pushing for auctioning off broadcast TV spectrum.

According to the CEA, consumers plan to spend an average of \$246 on electronics gifts, representing one-third of all holiday spending. That's up 6% from 2010 and the highest level since the group began tracking holiday spending 18 years ago. Tablets, notebook/laptops and e-readers are in the top five of adults' holiday electronics wish list, with tablets and computers trailing only clothing as the No. 1 wished-for gifts.

In 2011, CEA estimates manufacturers will ship more than 72 million devices with wireless broadband capability in the U.S., and has argued repeatedly that the country needs to reclaim TV spectrum to keep all those mobile gadgets connected (see CEA/CTIA: Broadcast Spectrum Auctions Could Clear \$33 Billion and CEA's Shapiro: Spectrum Auction Could Help With Nation's Debt Limit).

"The products consumers want most this holiday all require spectrum to deliver Internet content," CEA VP of regulatory affairs Julie Kearney said in the press release. "Congress must pass legislation to free up much needed spectrum so consumers can use these innovative technologies without limitations this holiday... Broadcasters are sitting on broad swaths of underutilized spectrum despite the demand for mobile connected devices surging, as this holiday season demonstrates."

Peace on Earth and good will toward most! But wait, who's really being the Scrooge?

The National Association of Broadcasters has disputed CEA's claims, accusing the consumer electronics group of "childish gimmicks and hysteria" on the spectrum issue and pointing out it does not oppose voluntary auctions.

"The facts are these: broadcasters gave back 108 MHz of spectrum less than two years ago, some of which has yet to be deployed. NAB has never opposed the notion of broadcasters voluntarily giving back additional spectrum, so long as non-volunteers are held harmless," NAB's Dennis Wharton said in a statement in May.

Meanwhile, another finding CEA called out from the 2011 holiday forecast is that gift cards for digital media are increasingly popular.

About one-fourth of consumers planning to give gift cards for digital music; 20% for e-book purchases; 13% for digital movie or TV show purchases; and 13% for Netflix and other movie rental/streaming subscriptions.

Todd Spangler

SNF

Media buyers say a 30-second spot in *Sunday Night Football* now fetches around \$500,000 a pop, up nearly 24 percent from last season.

THE EYE

The logo, first introduced during the network's station breaks on Oct. 20, 1951, has changed over the years, but remained the company's calling card.

"From the network to the corporation, the CBS Eye is an enduring asset of our company and a major source of pride for all of us," said CBS Corp. president and CEO Leslie Moonves. "It is a corporate logo that is known and respected all around the world and continues to be a fitting symbol of CBS' proud history and ongoing leadership."

This November, CBS.com and CBSNews.com will replace its homepage's current CBS Eye with the original Eye logo. Users can view photo essays of the Eye logos throughout the decades.

The network also said that it would kick off the Thursday primetime schedule with an on-air spot showcasing the various CBS Eye logos throughout the years. Plus, a network ID featuring the original CBS Eye and the date it was established will be shown at the top of each of the following two hours of primetime programming.

CBSNews.com.

INTERNET AFTER LUNCH

As *Multichannel News* first reported, cable operators have joined the Federal Communications Commission's Connect to Compete (C2C) program in a new broadband adoption effort, part of which mirrors Comcast's Internet Essentials broadband adoption program that launched earlier this year.

NCTA president & CEO Michael Powell and Cox Communications president Pat Esser joined FCC chairman Julius Genachowski and others Wednesday to unveil a new commitment by national cable providers to offer discounted broadband to families with kids who qualify for the national school lunch program, starting with the 2012 school year.

Genachowski, announcing the effort at a D.C. public schools praised ISPS, technology companies and nonprofits" for what the FCC called an "unprecedented \$4 billion dollar in-kind commitment" to broadband service and training to millions of families "with zero cost to tax payers."

"Securing America's competitiveness in a global economy means making sure that every American has access to high-speed broadband Internet and is able to take advantage of it," said President Barack Obama in a statement. "This important partnership between my administration and American businesses represents a major step toward closing the digital divide -- connecting more families to the 21st-century economy, creating new jobs and unleashing new opportunities, and helping America win the future."

Comcast, the nation's largest cable provider, launched its Internet Essentials program in September of this year, offering service for \$9.95 a month, plus free training and subsidized low-cost computers. NCTA's other members are now committing to a similar effort.

NCTA estimated that there are more than 10 million fee lunch students in 5.5 million homes that currently do not subscribe to broadband.

"Time Warner Cable is proud to participate in the FCC's "Connect-to-Compete" partnership, committed to tackling America's broadband adoption challenge. Today, Internet access is a vital tool for education and economic success," said the company in a statement.

NCTA said participating cable operators will partner with civic groups and others, including the Broadband Opportunity Coalition, to get the word out. That will include direct outreach and mailings.

NCTA said that adoption effort must go beyond simply subsidizing service. "Because research shows that the availability of discounted, low-cost broadband is not, in and of itself, going to solve the adoption problem," it said, "and that digital literacy and the relevance of online content also are key barriers - cable providers will work with other C2C partners as part of a larger overall effort to increase adoption."

Former House Communications Subcommittee Chair Ed Markey (D-Mass.) called the commitment a "strong, significant and substantial" effort. "The FCC and its private sector partners are to be commended for this creative and bold new plan. This innovative strategy should open up a world of educational and social possibilities for low-income Americans who have been disconnected from opportunities in the digital age while also increasing our competitiveness in the global marketplace."

SUBSCRIPTION FREE

Channel Master, which has a longtime history as a maker of TV antennas, is getting into the so-called Over The Top (OTT) TV game.

The company says it has developed the subscription-free service Channel Master TV consisting of free over-the-air HD broadcast programming with Web content (through digital video site VUDU), video-on-demand movies and other TV shows. The service also has full DVR functionality.

The OTT service needs an antenna to access the free, live over-the-air broadcasts, which can be purchased separately. Channel Master TV says that based on region, viewers can watch these channels on their digital or analog TV without monthly fees. In total, for most major networks, this amounts to more than 30 free stations.

"This is a one-of-a-kind solution," stated Joe Bingochea, vice president of marketing for Channel Master. "No device today offers integrated Web content, free broadcast TV and DVR without a monthly subscription."

A number of services that have started retransmitted broadcast stations signals on the Internet and other digital areas have run into legal problems with their networks' owners when it comes to unauthorized use.

Company officials say that 90% of U.S. homes have some form of subscription TV monthly service, with the average pay TV subscriber paying around \$74 per month.

Channel Master TV (which includes the DVR/set-top-box unit) has a price tag of \$399 and a full one-year warranty. It will begin shipping to retailers on Nov. 1.



THE BUSINESS PAGE



NETFLIX

Though Netflix has hit a rough patch, its customers continue to stream more video than ever -- with the company alone now accounting for 32.7% of peak downstream traffic in the U.S., according to a new study from bandwidth-management vendor Sandvine.

Among fixed networks in the U.S., streaming video is the primary driver of network capacity requirements, representing 60% of peak downstream traffic, up from 50% in 2010. Netflix accounted for 20% of peak bandwidth consumption in the U.S., according to Sandvine's fall 2010 study. Peak network demand occurs between 7 p.m. and 9 p.m. local time.

In the fall 2011 Sandvine study, YouTube videos generated 11.3% of peak downstream traffic. That's despite the fact that the majority of broadband users (83%) use YouTube compared with 20% who use Netflix.

Netflix this week said it lost 800,000 U.S. subscribers -- more than anticipated -- following a change in plan pricing that raised prices for many members by 60%. As of the end of September, the company had 21.5 million streaming and 13.93 million DVD subscribers domestically.

Netflix expects four-quarter 2011 streaming-only customers in the U.S. to be flat or down by as many as 1.5 million subs. Still, Netflix retains a large piece of the streaming-video pie, and

with so many Netflix-capable devices in the market "it's hard to envision a scenario in which absolute levels of Netflix [usage] will decline," Sandvine said in the study.

About 55% of streaming video traffic by volume over North American fixed networks is destined for game consoles, set-top boxes, broadband-connected TVs and mobile devices being used in the home, with only 45% going to desktop and laptop computers.

The problem with adaptive bit-rate video is that even when network capacity is increased, the stream "simply upshifts to a higher fidelity and fills the new capacity," Sandvine CEO Dave Caputo said. "The 'build it and they will come' mentality falls short of objectives" in terms of meeting future demands.

Sandvine's Fall 2011 study is based on anonymous data for the month of September aggregated from more than 200 service provider customers in 85 countries.

For mobile networks, video is also a major driver representing 32.6% of peak downstream traffic in North America and 41.8% in the Asia-Pacific region. The largest contributor is YouTube. Traffic generated by mobile apps marketplaces account for 5.8% of peak downstream usage in North America and 9.4% in Asia-Pacific.

Among Netflix users, 77% of time spent watching video is via a TV-connected device, while 20% is on a PC and 3% is on a mobile device, according to Sandvine.

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SONY

Sony has lost money on its TV business for several years in a row yet company executives continue to believe that the cutthroat business is critical to its identity. Sony's stubborn streak on the TV business could sink its plans going forward.

It's not a good sign when profit margins are much thinner than the TVs you produce.

The consumer electronics giant reported a dismal third quarter earlier this week and its TV business was the biggest reasons. Sony just can't get the TV business right and the industry is in a race to the bottom on pricing. Toss in weak demand and Sony's TV business is a mess.

In the tech world, the TV parallel is the PC business. IBM ultimately decided that the PC market wasn't worth chasing even though its identity used to be tied to computers. Sony is in the same situation. Unlike IBM though, Sony keeps rolling that HDTV up a hill. Sony appears to be fighting an unwinnable TV war and the decision to stick it out appears to be driven by emotion more than anything.

An analogy to HP keeping its PC business doesn't apply to Sony. Why? HP is making money on its PC business. TVs have been a sinkhole for Sony for years.

Unfortunately for Sony, its emotional ties to the TV market keep it from really making a play for the digital living room. Yes, Sony has a four screen strategy (TV, phone, tablet, PC), but the first one on the list isn't worth the hassle. Simply put, Sony's affection for the TV business may be the quintessential case study on what technology companies shouldn't do when innovating. Also: Sony controls its smartphone fate, but will still fail

Macquarie analyst Jeff Loff explained in a research note:

Sony said TV sets are core to the company. This to us seems a legacy view. We worry its competitors will re-envision "TV," seeing value in semiconductors, software, interfaces, content and services. In this framework we think Sony would be better served to re-define TV itself, leveraging its hardware, software and media/game content (capturing value in a \$100–200 box rather than a commodity TV set). We find little justification for operating a TV business when we think Sony can accomplish the same goal (integrated entertainment experience across devices) without selling money losing sets.

The logical choice for Sony is to ditch the TV business and use those funds to compete elsewhere. But there's nothing logical about Sony's affection for the lowly TV business. Here are from choice quotes from Sony Computer Entertainment Chairman Kazuo Hirai on a Nov. 2 conference call with analysts in Japan.

Hirai said: We believe that the TV business is essential for Sony's future growth strategy. That's our perception about the TV business. The entire management team has a great sense of urgency regarding the fact that the TV business has continuously recorded losses for the last seven fiscal years.

I will take the lead in implementing the plan to improve the profitability of the TV business with the aim of extricating us from this loss-making structure as soon as possible. The entire Sony

Group will be involved in this profitability improvement plan, as it cannot be achieved by the TV business alone.

The problem: Sony's entire company will be focused on curing the TV business and miss opportunities elsewhere.

Hirai continued about how Sony misjudged demand and then said:

It's obvious that we need to design and manufacture at an appropriate cost only the volume of units that we sell, and we need to have a level of fixed costs that is appropriate for the size of our business. We also need to provide customers with products and services that will sell.

The problem: Sony can't be cost competitive today and it has already cut the low-hanging expenses.

Hirai then laid out a TV fix-it plan: TV business sales for this fiscal year are expected to be JPY875 billion, and we expect to record an operating loss of JPY175 billion. In fiscal '12, we aim to reduce the operating loss by about half, and return to profit in fiscal year '13, assuming no increase in sales.

The problem: Hirai thinks he has the time to take two years to fix the TV business. By then, Apple will be in the market. The chances that Sony will turn a TV profit in fiscal 2013 are slim and none.

Then there's the Sony leapfrog courtesy of new undisclosed technology. Hirai said:

Regarding product differentiation, we will deploy unique technology such as super resolution high image quality engines that create the industry's best picture.

There will come a time when a next generation panel will take the place of LCD panels. So that we can lead the industry in this transition, we have accelerated the development of our next generation TV. Due to competitive reasons, I cannot discuss today what type of technology we are focusing on.

The problem: Hail Mary passes in the TV industry don't last long.

Hirai added: We have made a business unit for the Group that is developing and designing the next generation TV. Here, we will create the next generation of home entertainment that fits with the entire Company's next generation product strategy.

The problem: We've heard this before from Sony.

The bottom line is that Sony is attached to the TV business for no logical reason. Loff—in addition to most analysts—certainly isn't convinced:

Sony's TV turnaround plan gives us no confidence we will see TVs profitable within a two-year time frame.

A lot can change in two years—in fact a lot will—Sony's obsession with fixing the TV business is a threat to the entire company.

GEN Y

About 24% of Generation Y (13-31) consumers said an Internet-connected TV devices is their first choice for watching TV shows — four times the proportion of Baby Boomers, according to a new survey from Knowledge Networks. The survey polled 1,008 people ages 13 to 64 in TV homes in April 2011. The youngsters are still most likely to turn on regular TV to catch a show live (44%) .



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OPTIONS

Even with a fee hike, millions of Netflix subscribers will be spending less each month than what it costs two adults to watch a single movie in a theater.

Yet the company, which is usually well-liked, managed to irk many of its 23 million U.S. customers by raising what it charges for both streaming movies and TV shows over the Internet and sending DVDs by mail. The increase is as high as 60 percent.

For the disgruntled bunch, or those looking to expand their media-consumption horizons, there are a growing number of options for watching movies and TV shows online, on DVDs or through cable TV's on-demand services.

Amazon's Instant Video

Thousands of movies and episodes of TV shows are offered for online rental, from \$1 to \$5. There is no Netflix-like monthly subscription plan, so this option is best for customers looking for an a la carte plan that lets them pick what they want to watch. Free movie streaming available with a Prime membership for \$79 a year.

Apple iTunes

Renting movies is another pay-per-view option to access the latest dramas, comedies or TV shows. Customers can rent regular or high-definition flicks and watch them on iPhones, iPads, computers or TV sets using Apple TV set-top boxes.

Redbox

More than 27,000 bright-red DVD kiosks are in grocery stores, drugstores and elsewhere. Customers can rent DVDs for \$1 a night. Blu-ray movies are available for \$1.50. Each kiosk holds 200 newly released titles, which are updated every Tuesday.

Blockbuster

Under the new ownership of Dish Network, it shifted to per-day pricing recently: just-released movies for \$3 for the first day, other newer movies are \$2 and additional days are \$1.

Cable

Comcast and Time Warner offer on-demand options to subscribers.

Hulu and Hulu Plus

Besides a free option, Hulu Plus subscribers can pay \$8 a month for more content, high-definition viewing and access on the iPad, newer-model iPhones, video game consoles and high-end TV sets

NOMAD

DirecTV is selling a \$149 device, Nomad, that will let subscribers side-load DVR content to up to five mobile devices or computers for viewing on the go.

Nomad lets customers view previously recorded programs from their connected HD DVR on a computer or mobile device, but doesn't allow live TV streaming. Aside from the \$149 equipment charge, there are no monthly service fees.

"We are currently in the soft-launch period for this product as we continue to evaluate Nomad before its official rollout later

this year," DirecTV spokeswoman Jade Ekstedt said.

DirecTV Nomad currently works with PCs, iPhones and iPod touch devices. The device in the future will be compatible with Mac computers, iPad tablets and Android mobile devices. Customers must be connected via their home network through Wi-Fi to sync the HD DVR with a mobile device.

Nomad is manufactured by Morega Systems Inc. DirecTV noted that "certain programming may not be compatible" with the device, including pay-per-view programming, video-on-demand and 3D programs.

Customers must have a DirecTV Plus HD DVR (model HR20 or later) or a Plus DVR (model R22) connected to the Internet. In addition, they must have a wireless router with an available Ethernet port for connecting the Nomad device.

GIMME SPECTRUM

The FCC has come up with a retro-looking infographic on the "consumer impact of mobile broadband explosion" and the "benefits of voluntary incentive auctions."

The FCC is posting the [graphic](#) on its website to "illustrate the critical role of spectrum in the lives of hundreds of millions of Americans who increasingly adopt mobile broadband through smartphones and tablets," as well as "the current mobile explosion and, consequently, the looming spectrum crunch whereby demand for spectrum is rapidly outstripping supply."

"Failure to free up more spectrum for mobile broadband," the FCC said in a release, "will stifle innovation and result in higher prices for consumers and growing network congestion."

"Spec it out!" says the graphic, which is designed and suitable for digital framing. "SPECTRUM is the public airwaves, which Americans use every day. Without spectrum, you can't make cell phone calls, download digital textbooks, email on your smartphone, download an app to your tablet, use a remote control, or listen to the radio."

Interestingly, the FCC pitches the voluntary auctions as "companies" deciding to "give back underused spectrum," a view hardly shared by broadcasters. "The volunteers would retain a portion of the auction proceeds, and the rest of the proceeds would go to the U.S. Treasury."

The commission also estimates as much as a \$30 billion take from those auctions, with the consumer benefits at ten times that, or \$300 billion.

NFL

At this juncture, NFL broadcasts account for 13 of the 15 most-watched programs on TV. No fewer than five NFL games have delivered 25 million viewers or more; tops among these is Fox's Oct. 16 late game (Patriots-Cowboys), which scored 28.4 million viewers.

The only non-football fare to crack the list were CBS' *Two and a Half Men* and Game 7 of the World Series. The Sheen-free season premiere of *Men* delivered 28.7 million viewers on Sept. 19, edging the Cowboys-Pats game by some 300,000 viewers, while the Cardinals clinched their 11th MLB title on Oct. 28 in front of 25.4 million Fox viewers.

Important Announcement: **Thomson Partners with Union Electronics!!**



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