



TelVue PEG.TV™

Reach a whole new audience on the web.

Brought to you by TelVue Corporation, PEG.TV™ is an internet based Video-on-Demand (VoD) and Streaming Video service developed specifically for PEG television stations. With PEG.TV™, local stations can make their video programming easily accessible to their respective communities via the internet to augment their live cable broadcasts.



Local Audience Expansion

PEG.TV™ Video-on-Demand and Streaming Video are dynamic, web-centric solutions that will expand your local audience.

Perhaps some of your involved community members are frequent business travelers, satellite TV subscribers or off-air viewers. Providing they have internet connectivity, community members will be able to view local content – either as live streaming or on-demand. PEG.TV™ is the perfect way to connect them to the community.

According to research done by the information solutions company Pike & Fischer, Video-on-demand is steadily increasing in popularity and will occupy well over a third of Americans' TV-viewing time by 2012.¹



Community Outreach

Provide your community with an alternative media source for watching local content. Whether it's the Township Planning Commission, a monthly School Board meeting or a recent Memorial Day Parade, PEG.TV™ enables your loyal community audience to view important content at their leisure. Your viewers can also share local videos with friends and family, rate online videos or even create personalized playlists.

PEG.TV™ establishes an online audience of local viewers...energized by the issues important to your community.



Budget Sensible

PEG.TV™ is the cost effective answer for providing immediate and relevant internet based video content to your local viewing audience. TelVue leverages our strategic partnerships, a 20 year heritage of progressive technology, and technical expertise to provide the PEG.TV™ solution at a fraction of the cost of developing, managing and supporting it alone.



PEG Channel Image

PEG.TV™ bolsters your local channel branding efforts by creating a customized Flash media player and unique township URL. Unlike many free internet streaming services, PEG.TV™ generates a high quality video and audio stream, creating an optimum presentation of your town's channel to your community audience.

¹<http://arstechnica.com/news.ars/post/20070926-report-one-third-of-tv-watching-to-be-video-on-demand-by-2012.html>



PEG.TV™ Key Features

- PEG.TV™ supports unlimited concurrent viewers.
- Customized Video-on-Demand (VoD) Flash player for your town, hosted by TelVue.
- Unique URL for your town – “yourtown.PEG.TV”
- Comprehensive PEG.TV system setup and training by TelVue Technical Services.
- PEG.TV™ supports Flash VoD and live streaming video up to 256 kb/second.
- The basic PEG.TV™ package includes up to 150 different video clips in up to 10 user defined player categories. Expanded capacity options are available.
- Accounts start at 25 GB of online VoD content storage (over 250 hours of content)
- Powerful yet easy to use Content Management System with drag and drop play lists creation and management.
- Flash player has cross platform functionality, supporting both MAC and PC users.
- TelVue’s content distribution network enables the quick and reliable delivery of local video content to your custom PEG.TV™ player.
- Monthly bandwidth utilization reports from TelVue.
- As a PEG.TV™ customer, you can be sure that you’ll retain 100% of your rights to your content. You’ll maintain full control over when and where content can be viewed without the worries associated with posting your content to a “free” video sharing portal. Your content is important and PEG.TV™ will enable your organization to present it in an organized and dignified way.



For pricing and a PEG.TV™ demonstration, please contact your local TelVue sales representative.

TelVue Corporation is a broadcast technology company that helps hyperlocal television channels achieve professional results at affordable prices. TelVue achieves these results by using our proprietary digital media software and today’s open technologies to simplify professional broadcast equipment and workflow. As a result, our customers benefit from improved programming, reduced costs and are better positioned to meet the new challenges of a rapidly changing industry.

