



Integrated Communications in a Mobile Universe

Industry Spotlight

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Whether it is coming from your television, cell phone or personal computer, “customers want to access content on any device from anywhere at their convenience” says **Carol Ring, Vice President, Strategic Initiatives for Rogers Cable Communications Inc.** Through digital broadcasting, technological integration and a new HSPA mobile network, Rogers has succeeded in meeting the demands of their customers.

Digital Broadcasting

While the transition is already happening in the United States, there will be a mandatory transition from **analog** to **digital broadcasting** in Canada by **August 2011**. The transition will bring about the need for **digital tuners** for analog television users.

“Many of our customers today have digital set-top boxes and are already set to go. It’s the customers who do not have digital set-top boxes that will have to transition to some sort of digital tuner. We currently offer digital set-top boxes for sale or for rent, and that model is sure to continue into 2011,” states Carol.

As part of Rogers’ digital television lineup, **Rogers On Demand** offers viewers flexibility and convenience. Digital cable users can select their own programming and view it when they want. Programming ranges from Home and Garden On-Demand; to Karaoke On-Demand; from Television On-Demand; to Movies On-Demand where viewers have the ability to pause, rewind and fast-forward the program just like a VCR or DVD player.

Technological Integration

While this popular service has been around for years, it has been Rogers’ ability to deliver the same content over various mediums through technological integration that has helped meet market demand.

“We are a communications provider so we believe that customers want to access content on any device. For example, we offer a product called **Mobile TV On-Demand** where you can use your cell phone to watch CBC News World or a variety of channels. So whether you are watching video on your internet, cell phone or TV, that’s all good,” explains Carol.

She further emphasizes that consumers want the capability to access various types of content from multiple devices. For example, “You can now download your electronic boarding pass for Air Canada onto your cell phone. Before you had to get your boarding pass at the airport, then we moved to where you can download your boarding pass off your PC and print it before you go to the airport. Now you can simply download it to your blackberry and be paperless.”

Place Shifting

On the video front, **place shifting** is now the buzz word. **Place shifting** allows viewers to watch their televisions from different places through **sling technology**. A **sling player** looks like a set-top box and attaches to a PVR(personal video recorder) or TV at home which you can then plug into an Ethernet connection. When your laptop is also connected to a high-speed Internet connection, you can then

access your **sling player** which basically gives you remote access to your television through your internet connection so you can change channels and do everything your TV remote can do away from home.

Fastest Mobile Network in Canada

Within the past few years, cable internet access has grown more popular based on the latest CRTC Communications Monitoring Report¹. The market share for **cable internet access** in 2007 was **50%**, followed by **DSL** with **38%** and **Dial-up** with **10%**. As technology improves, so has the ease of accessibility to the internet. In December 2008, Rogers launched their new **High-Speed Packet Access (HSPA) mobile network** and has made it easier than ever for internet users to go wireless.

“The HSPA Network takes a WiFi spot and makes the same functionality available to users anywhere on our Rogers wireless network in Canada. Typically with WiFi right now, you can take your laptop and go down to a coffee shop and get wireless access to the internet. With the HSPA network, you can use a Rogers Rocket Stick which is a mobile internet stick, anywhere where you have access to the Rogers’ Wireless Network to access your internet. So you don’t have to go down to the coffee shop. You can be anywhere and just plug it into your laptop and you will get a signal. It’s basically a plug and play,” explains Carol Ring.

As the cable industry moves towards all digital broadcasting, Rogers Cable will continue to provide digital entertainment content that is flexible and convenient for their viewers. Whether the access point is a cell phone, blackberry, or laptop, sling technology and Mobile TV On-Demand have made the integration of television programming easily viewable through these devices. And with the launch of the Rogers HSPA mobile network and the Rogers Rocket Stick, accessing and downloading various content over the internet on your wireless devices has never been easier. As the communications industry continues to evolve, so will the products and services offered by Rogers to meet the demands of an increasingly mobile marketplace.

¹“Update to CRTC Communications Monitoring Report”, 1 September 2008, Section 5.3, Chart 5.3.3, Residential Internet Access Technology Mix, Market Share for 2007

About the Author:

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