

# CABLE TV PRICING INFORMATION

Our goal at BTES is to manage monthly bills by fighting against excessive TV network fee increases from large, powerful media conglomerates. We believe that networks and content providers should charge the same price per subscriber to each provider across the board.

## WHAT YOU SHOULD KNOW

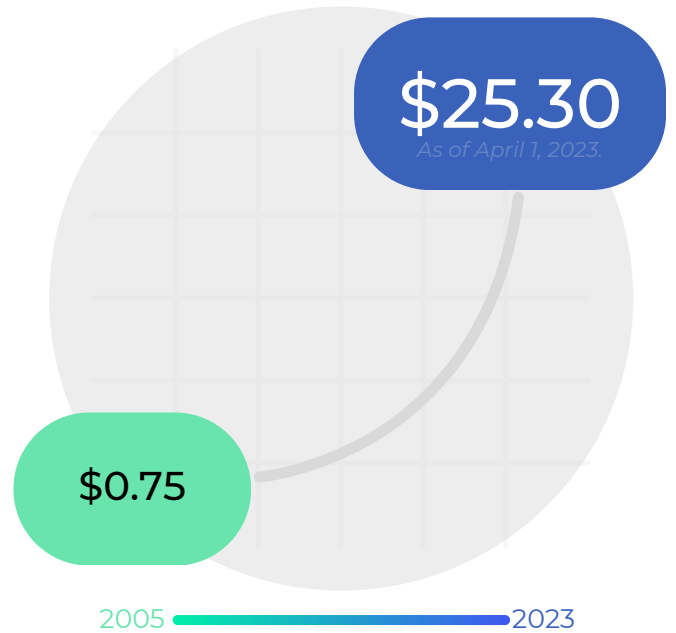
The cost for us to provide cable content to our customers continues to increase. We are working hard to negotiate the best rates possible and are members of the National Cable Television Cooperative which helps in these negotiations. When networks demand huge fee increases, we work to get the best offerings at the best price. The television landscape is changing faster than ever. Media giants, who already control over 90% of available networks and TV stations, are using their size and power to demand more money, with little regard to how it impacts your wallet.

## CHANNEL LINE UP STRUCTURE

We know there are many channels within your channel lineup that you may never watch, and you may ask if there is a way to only receive and pay for the channels you want without all the others. We would love for this to be an option; however, the reason so many channels are forced on consumers is because most cable channels are owned by major media conglomerates. If cable providers (like BTES) want to provide one channel, we are forced to also provide their whole bundle of channels. For example, for us to carry ESPN, we must also carry ESPN2, EPSNU, FreeForm, Nat Geo WILD, and more. This means that BTES pays per customer for each of these channels, whether our customers watch them or not. This cost is what comprises most of the monthly rate you pay for your cable service.

## LOCAL BROADCAST RETRANSMISSION FEE

This line item on your BTES bill is the fee we are charged by the local broadcast network affiliates of ABC, CBS, CW, FOX, NBC, and the other required affiliated networks in exchange for consent to rebroadcast the same channels and programming that are available for free with an antenna. When BTES started providing cable service in 2005, the retransmission fees charged by local broadcasters amounted to .75 cents per customer per month. These fees have continued to drastically increase.



While we would prefer to broadcast the local stations through our cable system (if the cost was reasonable), these channels can be viewed FOR FREE on your own antenna, whether these channels are carried by BTES or not.

**FREE VIA ANTENNA**

## YOUR OPTIONS

1.

### FIND THE BEST LIVE TV ALTERNATIVE USING YOUR BTES INTERNET SERVICE

We understand that not all customers want traditional cable for their in-home video entertainment, and we will continue to provide the fastest Internet to help meet those needs. We've partnered with MyBundle.TV to give you a personalized TV package recommendation that may include other streaming services. Just answer a few questions, select the channels you watch, and we'll show you the best streaming packages at the best price for you!

[Learn more at mybundle.tv/btes](https://www.mybundle.tv/btes)

2.

### GET A TRADITIONAL TV EXPERIENCE WITH THE BTES TV+ APP

BTES TV+ is our new cable platform that offers live and on-demand cable content using an app-based experience. Customers will be able to watch their favorite channels through the BTES TV+ app on any BTES Internet-connected supported device. Customers will still have the familiarity of the live TV experience including local news and sports and cloud DVR, all without the need for a set top box.

[Sign up at www.btes.net/ordernow](https://www.btes.net/ordernow)