



# Talk About Town

A BIMONTHLY NEWSLETTER BROUGHT TO YOU BY NORVADO



## Annual Alarm Cleaning and Maintenance

It's that time of year again when security system customers need to start thinking about having their systems properly maintained. It is recommended this be done in an effort to keep your system operating normally and to minimize false alarms.

Our certified service technicians will run a complete check of your system: clean all smoke detectors, clean infrared lenses, test all contacts and batteries, and make any needed adjustments. For more information about cleaning and maintaining your alarm system, call 715-798-7161.

### Norvado Locations:

43705 US Hwy 63, Cable, WI 54821  
715-798-3303

15861 West 3rd St, Hayward, WI 54843  
715-934-3303

1310 East Lakeshore Dr, Ashland, WI 54806  
715-682-0290

Customer Service: 800-250-8927

### 24/7 Repair Service:

715-798-3000 (Cooperative Customers)  
715-934-3000 (Hayward Customers)

### Office Hours:

Monday–Friday, 8:00 am to 4:30 pm

Email Us: [info@norvado.com](mailto:info@norvado.com)

Visit Us Online: [www.norvado.com](http://www.norvado.com)

## Who Chooses the Channels? Answers to this and other frequently asked questions

### How does Norvado determine the list of channels in your lineup?

Norvado has contracts with the content providers that require certain channel locations in our lineup, the carriage of their affiliate channels, minimum carriage requirements, and packages in which we must provide the channels to our customers. These contracts make it difficult for us to change channel locations or remove/add channels.

Content providers often do what's referred to as "tying" channels — this means they require us to take several of their affiliate channels in order to get the one channel we are interested in. They either don't offer the channel we are interested in à la carte, or they make the à la carte rate so high we are basically forced to take the group of channels.

### Will I ever be able to purchase only the channels I want to watch?

Many consumers would like to be able to pick and choose their TV channels and purchase them à la carte. Due to the channel tying described above, however, à la carte TV is not currently possible via any cable or satellite provider, including Norvado.



There's been much discussion in recent years with the Federal Communications Commission (FCC) about the programming tactics of the content providers. So far, the FCC has done little to regulate this aspect of the business.

### Why does my Digital TV bill keep going up?

Norvado pays for most of the programming that is shown in our channel lineups. Very few channels do not require monthly subscription fees to be paid from us to the content providers.

We buy our programming from content providers such as FOX, ABC, NBC, CBS, and Turner Broadcasting. We pay rates per subscriber each month for the programming on our channel lineup. The vast majority of your monthly Digital TV bill pays for this programming. It's important to note that the rates we are given in our rural communities are almost always higher than what is offered to larger companies in more populated areas. We have very little control in determining the rates as most contracts are a "take it or leave it" offer from the content providers.

The Local Off Air Stations, which are free if you have an antenna, costs were \$3.65/per subscriber/per month for 2011. With the new year in place, our cost is going up to \$6.31/per subscriber/per month for 2012. For all of our programming for 2012, our cost will go up to about \$42.00/per subscriber/per month. So for 2012, we will be paying around \$42.00 for every Digital TV customer we have, just to provide programming. This does not include the transport fees to get all of our channels to everyone in our service area or the equipment cost and manpower it takes to get the channels to our customers. At this time, we are not contemplating a rate increase.



## Automatically Safeguard Your Precious Memories

In the event of a disaster such as fire, flood, or hardware failure, the family photos you've digitally stored over many years could be gone in minutes. Don't risk losing those precious memories along with other important files such as your personal financial records. Sign up now for Online Back-up Services from Norvado to keep your computer files safe.

Online Back-up Services offer remote online backup that continuously monitors your files and automatically backs them up whenever they change. There's nothing to remember to do— simply set it and forget it. Your data is encrypted before it leaves your PC, then is stored offsite in a state-of-the-art data center. You gain peace of mind knowing your data is safe and readily accessible to you via the Internet.

Call us today at 800-250-8927 for an Online Back-up Service consultation and quote. You may have a lot to lose if you don't.

### Find us on Facebook

Go to [www.facebook.com/norvado](http://www.facebook.com/norvado) or type Norvado into the Search field on Facebook and "Like" us to receive useful information and company news!



## How Much Internet Speed Do You Need?

If your online activities have expanded or you've recently purchased a new computer, it may be time to reevaluate whether your current Internet connection still meets your needs. Since speed is a key factor, we'll begin by defining some measurement terminology:

**Download Speed** – rate at which data travels from the Internet to your computer

**Upload Speed** – rate at which data travels from your computer to the Internet

**Kbps** – kilobits per second (or thousands of bits per second)

**Mbps** – megabits per second (or millions of bits per second)

You'll run across these terms frequently when you read about various types of Internet connections. For example, a basic dial-up connection may offer a connection speed of 56 Kbps while high speed Internet access (such as DSL) may offer a download speed of 3 Mbps and an upload speed of 1 Mbps.

A dial-up connection requires the use of a modem and a phone line to dial into an Internet Service Provider's (ISP) node, in order to get access to the Internet. The data transmission rate is rather slow, usually 56 Kbps or less. Because of this, it will take a long time to download large files. Another disadvantage is that your phone line is occupied whenever you're online, which can result in frustrating busy signals for your callers. Dial-up was very popular in the past but is now steadily being replaced by high speed Internet access.

High speed Internet access provides the convenience of an always-on connection — there are no phone numbers to dial and no waiting to get online. It also offers much higher connection speeds of up to 20 Mbps. With high speed Internet access, you can quickly download movies, music, and software; easily watch streaming video of breaking news; and instantly move from website to website. You can also make and receive phone calls while you're working online. Many people find that once they switch to high speed Internet access, they wonder how they ever got along without it.

To get complete details about the different Internet connections offered by Norvado, visit [www.norvado.com](http://www.norvado.com) or call 800-250-8927.