



## P R E S S   R E L E A S E

### For immediate release

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### **VIDEO-ON-DEMAND IS CHANGING THE WAY BRIGHT HOUSE NETWORKS CUSTOMERS WATCH TV**

*—Rapid Uptick in VOD Usage and Expanding VOD Choices  
Prompts Launch of Website to More Easily Find What You Want to Watch At Anytime*

**Orlando, Florida, and Bakersfield, Ca August 11, 2008** –Bright House Networks ever-growing offering of Video-On-Demand (VOD) programming has transformed the way in which its digital video customers watch TV. Bright House Networks VOD viewership is increasing at double-digit growth rates as customers increasingly seek programming to watch on their own terms. To further enhance our customers' ability to manage their entertainment schedules, Bright House Networks has launched a web site profiling its broad selection of VOD services, available now at [.OnTV.brighthouse.com](http://.OnTV.brighthouse.com).

“In the five years that we’ve been in business as Bright House Networks, the way our customers view their digital cable service has significantly evolved,” said Kevin Hyman, Executive Vice President of Cable Operations for Bright House Networks. “VOD usage among Bright House Networks digital customers has grown at least 50% every year with a total of a half billion VOD videos being delivered so far.”

The new web site provides Bright House Networks customers with instant access to information relating to the vast selection of VOD services available to them on their digital cable TV service. The site enables customers to:

- Browse through over 2,000 movie titles including recent box office hits, international features, and classic favorites, as well as many new releases available in HD format or available on the same day as the DVD release.
- Search among 2,400 Free VOD titles including popular children's programming from Nickelodeon, Sprout, and others, as well as Sports, News, Entertainment and Lifestyle programming.
- Find their favorite artist among hundreds of free music videos available on VOD.
- Discover local programming available exclusively in the Bakersfield area from Bright House Networks.

"VOD services provide a cost-efficient alternative to family entertainment," said Joe Schoenstein, Division President, Bright House Networks. He continues, "As our community's families spend more time at home, Bright House Networks anticipates the public to rely upon their cable service for enhanced functionality and ease-of-usage. Bright House Networks rich VOD library enables users to avoid the worry about returning videos to a store, waiting for the mailman to arrive, or having their selection bound by limited quantities of a particular movie. It is truly worry-free viewing."

"Digital solutions like VOD complement the busy lifestyles our customers enjoy and provide them with the means to view their favorite programming, on their schedules," continued Hyman. "Our VOD services offer an excellent source of family entertainment, providing something for everyone in the household. And now, with a resource like the VOD web site, their viewing experience is enriched even further."

Bright House Networks customer usage pattern is consistent with an IBM consumer survey released in late 2007 in which 48 percent of U.S. respondents reported use of video-on-demand services and that digital entertainment is being adopted faster than anticipated. "Digital Cable customers appreciate being able to watch what they want, when they want it by simply touching a few buttons on their remote control," said Schoenstein.

### **About Bright House Networks**

Bright House Networks is the nation's 6<sup>th</sup> largest multiple cable system operator (MSO) with 2.4 million customers in several large markets including Bakersfield, California; Birmingham, Alabama; Detroit, Michigan; Indianapolis, Indiana; Orlando, Florida (Central Florida Division) and Tampa Bay, Florida along with several other smaller systems in Alabama and the Florida Panhandle. The high-growth Tampa/Central Florida markets are contiguous and form one of the

country's largest cable clusters. BHN's corporate locations are in Syracuse, New York and Orlando, Florida.

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