



CABLE AND SATELLITE TV COMPARED

Introduction

You should use this report to help make an informed decision about how you get your television programming delivered. The two options are cable and DBS, otherwise known as Digital Broadcast Satellite, or simply satellite.

Cable is available in two forms, being analog and digital. Satellite is newer technology and is a purely digital system. It is delivered by satellites orbiting high above the earth and transmitting to small satellite dishes connected to receivers which are in turn connected to your television.

Cable Versus Satellite Technology

The best way to compare the services is to run through a few of the best and worst features of each service.

Cable has been around for a long time, people are familiar with it and feel comfortable with the idea of their television service coming into their home via a cable. Satellite has been around for over seven years and the two main companies are well known. Based on the growth of satellite subscribers, people are more than comfortable with this technology. But more on the growth later.

Studies have shown that in the markets where cable companies are being challenged by satellite

companies, their service levels improve and their levels of programming also improve. This tends to indicate that they were happy to sit on the laurels and provide adequate, but not superior, service if they could get away with it. Satellite companies have redefined the markets by delivering superior customer service and extra programming, in most cases, for less money.

A recent Federal Communications Commission report stated that cable subscribers dropped in 2002 which is the first time for 9 years. At the same time satellite subscribers increased by 9% to over 21 million in the first half of the year. In the past three years satellite subscribers have increased 21%.

As mentioned earlier, satellite is a purely digital solution where as many cable markets are still using analog technology. New fibre optic cable has to be laid to deliver a digital solution and whilst the cable companies are doing this as quickly as possible (to help retain their market share) in all likelihood not all areas will get it. Some of the rural areas will never have the opportunity to receive digital programming via cable. Their only option is to move to a satellite delivery system. The advantage is better picture and sound quality without ghosting or shadowing.

Satellite equipment is supplied by well known electronics companies such as Sony, Philips, RCA, Samsung and Hughes.

Programming

Everyone is familiar with the programming available from the cable providers. Satellite companies offer more programming per dollar than cable.

In most major cities you can get your local ABC, CBS, Fox and NBC affiliates.

Cable varies depending on where you live, so you need to check with your local cable company. Satellite programming is the same across the country and can easily be checked online.

Cable just can't compete with the sports programming, where depending on your package, you can get all the football games. The selection of other sports is greater, with more planned for the future.

If specialty programs are required then satellite wins over cable again. Foreign language selections plus other focused programming make satellite the only option.

There is also a selection of adult programming if required. Currently, 5 or 6 channels.

Using interactive technology, you can select pay per view using your remote control, and the cost is automatically added to your account. Combined with the increased picture and sound quality, it makes these experiences much more pleasurable.

Price

Studies have shown that satellite provides more

programming per dollar than cable. The average saving is around 20%. Combined with the deals on offer at the moment where you receive the hardware (usually around a \$200 value) for free, it makes the satellite option more attractive. The best deals offer up to four receivers for free.

Future Strategies

Cable and satellite companies are both betting on different technologies. Cable companies are spending millions to develop video on demand services (VOD) which will allow viewers to watch programs whenever they wish. Once again though, this will be limited to those with access to digital cable. If you have analog cable then you are stuck with what you have at the moment with little likelihood of the new services.

Satellite companies are developing digital video recorders (DVR) such as TiVo. Current and future features will allow viewers to pause live TV, and skip commercials. Subject to storage capacities, you will be able to store hours and hours of programming. The DVR product that cable will be able to offer will not include features such as commercial skipping. Therefore if you want DVR then you better go with satellite rather than cable.

High Definition TV

Once again this is an area where satellite wins over cable. The satellite companies have been able to offer high definition TV (HDTV) since about 2001. The cable companies are slowly rolling this out through the major cities, after market and government pressure. If you have a HDTV then there really isn't any choice. To be able to enjoy

	<p>this technology it to its fullest you need satellite.</p>
Conclusion	<p>As can be seen, the number of households choosing satellite over cable is increasing. People are happier with the customer service levels, the programming choices, the easy pay per view and the deals on offer from the major companies. Combined with the CD/DVD quality picture and sound, the choice is now clear. Satellite or DBS television is using newer technology to deliver a better viewing experience.</p>
Where To From Here	<p>If you wish to get more information then go to Satellite TV Suppliers where you can choose from a selected group of suppliers. These suppliers are regularly monitored for their service levels and provide large call centers with dedicated people to lead you through the process. You can even schedule and track your installation online if you wish.</p> <p>As some of the offers are for a limited time only, you should act straight away.</p>

About Satellite TV Suppliers – we are a company involved in reviewing DBS suppliers across the US market place. It is advisable to check the [Satellite TV Suppliers](#) (www.satellitetsuppliers.com) website regularly as offers may change.