Owned by Midstates Video Corp.

- Family Business to this day
- Successor to Midstates Appliance and Supply Co. (started in 1946 by Charlie’s father).
- The Video Movie Club was the first video rental store in the U.S. Rented over 148M movies & games last year.
Creating a 100% fiber to the home network offering high speed internet, Television and IP Telephone to residential and business customers in Central Illinois

Have invested over $35M to date

Residential Services

- Focused on customer service first, we provide competition to markets which in most cases have never had competition
- Installing fiber optic infrastructure in Pekin, Morton, and East Peoria, IL to service residential households and businesses throughout the Peoria area. Over 2 Million feet of fiber installed
- Currently serve 9,000 customers
- largest FTTH company in Central Illinois
PARTNERSHIP WITH UC2B

- Process began November 2013
- Public announcement May 2014
- Released online neighborhood maps July 2014
- Took over operations from University August 2014
- Took over locating September 2014
- Engineering to enable deployment late 2014 or early 2015
- Sales drive started in September, goal is to construct at least one neighborhood in each community in 2014
THE Champaign/Urbana NETWORK TODAY

- Currently 900 active customers on network
- Fiber built out to over 4000 homes and businesses
- Installing new access equipment and technology
- Re-building network core to enable 1Gbps to over 40,000 residential and business customers
- Upgrading backbone Internet access by almost 20x
- Hiring local employees to maintain current network and customers as well as install new customers
- Canvassing team currently achieving 50% take rate in new areas
EXTENDING THE NETWORK

- iTV-3 bases where it builds off of where people are signing up.
- Using our neighborhood concept it empowers areas of the community and the community as a whole to determine their broadband accessibility.
- iTV-3 generates interest through canvassing, referrals, Family Video, direct mail, and yard signs in order to help increase interest.
- We focus our canvassers on the areas which have generated the most “grass roots” sign ups.
- Our experience has been wide area marketing generates negative reactions from people when they cannot have access.
iTV-3 benefits from eliminating the digital divide by gaining more customers.

iTV-3 is committed both financially and through other resources.

Estimated build out of communities is over $50M.

Dedicated channel on TV system for digital divide education and training.

Financial support of the Community Benefit Fund.

Work with local leaders to engage the community on benefits of fiber and broadband adoption.
Access to fiber optic technology today will drive new economic development ensuring Champaign/Urbana is competitive now and in the future.

iTV-3 has partnered with UC2B to bring Gigabit fiber optic broadband to Champaign-Urbana.

Residents and businesses which get service don’t just get a service, they are part of an initiative which will enable 100% availability throughout the community.