

## Broadcasters

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The most demanding industry in the country for telecom service providers is Broadcasting. If defining the content, covering the news and producing the piece under strict deadlines isn't enough of a challenge, then transporting the content without error day after day flawlessly can be. There may be no other data transport requirements in any industry that the loss of data can be as immediately defined as catastrophic. When there is a carrier network outage it is often experienced simultaneously by as many as 12 million viewers or listeners nationwide. Does the carrier need to do back-flips until the outages are correctly resolved and online again to minimize broadcaster downtime? They certainly do; otherwise they will never be able to continue working with this very demanding group.

American Telesis has over sixteen years of experience providing circuits for these critical, specialized, and highly monitored applications within the broadcasting community. We service practically every major and secondary broadcaster of note not only for TV1s, but DS-3s, DS-1s and even DS-0s for some of the largest syndicated radio shows in the nation.

Analog TV1s typically terminate in broadcast hubs where cross-connects with other studios are performed. We know where the hubs are. We have relationships with each of the broadcast Incumbent Local Exchange Carriers (ILECs) and alternative local providers. We know how to do drops and inserts and bridging of these circuits before they reach the hub. We can perform cross-connects or interconnects within the hub for you. In some cases we can even tell you which other studios are located at hubs for the cross-connects.

Our growth in the broadcasting arena is purely based on quality of service i.e. uptime, mean time between failure (MTBF), availability, serviceability, and responsiveness. We know that simply getting the circuit installed correctly and on-time is only half the battle. It is the ongoing maintenance that will truly define a carrier's value. We have always known that if we were to specialize in private lines only that we would need to hang our hat on our maintenance technicians and their problem solving skills and technical expertise. We built our Network Operations Center (NOC) and staffed it with specialists in TV1s and data networks, giving them every tool we could develop so that we would get recurring business from our critical application clients. We do not have auto-attendants. You talk with knowledgeable people who actually work on your circuits; those that can make things happen now.

American Telesis knows TV1s. We know each of the Audio-Video Operation Centers (AVOCs) or hubs in practically every city. We know the Bell representatives who know the AVOCs that house the TV1s. We can make the process cost-effective, more responsive to your needs, and one that you will actually have some control over.

We specialize and provide service within this niche industry enabling us to truly offer the expertise that is required for success. Let our commitment and responsiveness give you peace of mind.

Experience the professional company that exceeds your expectations.

Innovative • Dedicated • Progressive