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Telco to help phone companies provide Internet-based cable

Memphis Business Journal - March 16, 2007 by [Michael Sheffield](#)

Telco Television Corp., formerly Tennessee Television Corp., is close to providing Internet protocol cable TV service by partnering with companies providing related technology.

Telco has joined forces with Huntsville, Ala.-based ADTRAN, Sunnyvale, Calif.-based Kasenna and Memphis-based Power and Tel Supply and Worley Consulting.

ADTRAN's technology enables voice, data, video and Internet communications across copper, fiber and wireless networks; Kasenna provides "middleware," which enables cable boxes to receive digital signals and is the controlling platform for video-on-demand and DVR technology; Power and Tel will provide system hardware. Massachusetts-based SecureMedia encrypts the signals.

Worley Consulting is managing Telco's head-in, the device that receives digital signals to broadcast. Owner Victor Worley says Telco's partnership is designed to eliminate the problem of coordinating technical equipment to work together, a common problem in the industry.

"Some telcos are on the sidelines because of the headaches of technical coordination," Worley says.

Worley says as cable companies infiltrate voice service, in what is called "triple play services (TV, Internet and voice service)," marketshare is shrinking.

Kevin Kenworthy, vice president of programming and marketing at Telco, says phone companies would have the data networks in place and Telco would provide the technology to transfer the digital signal over their networks. He says phone companies will have to upgrade their lines to support the data being transported.

"It is a pretty fair fight, but at the end of the day, it is about who can provide the best service," he says. "We have the same product. It is about how it is put together and how well you serve the customer."

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