

4. DEALER GUIDE: BANDWIDTH

Background

- To watch the TV service, your customer must have high-speed access to the Internet. When your customer watches TV via the Internet, your customer will 'consume' Internet bandwidth. The more your customer watches TV, the more Internet bandwidth your customer will consume.
- **It is critical to determine how much TV your customer will watch each day to determine which Internet package your customer should purchase.** This is important to know because if your customer consumes more bandwidth than that which they have purchased, their Internet Service Provider will either stop the service for the remainder of the month, or, they will charge the customer extra for the additional bandwidth.

TV Service Designed to Consume VERY Low Amount of Bandwidth

The TV service was designed to ensure that your customer will consume the least amount of bandwidth possible. This proprietary technology allows your customer to watch TV consuming less than ½ of the bandwidth as compared to competitive IPTV services. Your customer can therefore spend less on bandwidth costs than they would if they were using a competitive service.

What You Should Do For Your Customer

Step #1 - Make sure you know how much TV your customer will watch per day.

Step #2 - If your customer already has a high-speed Internet package:

You need to make sure that your customer has the appropriate Internet package to match their TV watching habits. If your customer doesn't know which package they subscribe to, ask to see their monthly Internet bill and take note of their service package. Check on the "Dealer Guide: Bandwidth Chart" to see if their Internet package comfortably allows your customer to watch the TV they intend to watch without incurring additional fees. If not, you should suggest to your customer to change their service package to another package on the "Dealer Guide: Bandwidth Chart".

Step #3 – If your customer does not have a high-speed Internet package:

Refer to the "Dealer Guide: Bandwidth Chart" to determine how much bandwidth your customer requires and which Internet Service Provider and service package they should choose.

4. DEALER GUIDE: BANDWIDTH CHART

- The Bandwidth Chart below outlines the possible Internet Service Provider options for your customers to ensure they are spending the least amount of money necessary to support their TV watching habits.
- Your customer must have high-speed access, either DSL or Cable. Dial-up access is not appropriate for this TV service.
- The most cost effective ISP packages are those offered by TekSavvy Solutions and Yak Communications. Your customers can watch 24 hours per day every day and not incur any additional fees beyond their basic monthly charge. TekSavvy charges \$29.95/month and Yak charges \$34.95/month.
- Most of these ISPs have a reseller program so there is an opportunity to earn a commission on a sale to your customer.
- Keep in mind the following when you review this Bandwidth Chart:
 - Even though the ISP may service your province, you must check whether the ISP services the SPECIFIC postal code of your customer.
 - ISPs often change their rates and packages and those changes may not be reflected in the chart below. Please check with the ISP directly to confirm the rates and packages.

We Recommend the Following Packages – Most Cost Effective Way to Watch 24 Hours Per Day with No Additional Cost

Packages offered by TekSavvy and Yak allow your customers to watch 24 hours per day at a cost of \$29.95/month (TekSavvy) and \$34.95/month (Yak).

| TEKSAVVY – www.teksavvy.com | | | | |
|--|----------------------------|--------------------------|---------------------|--|
| Provinces Available | Recommended Package | Bandwidth / Month | Cost / Month | Max # Hours Customer Can Watch Per Day Without Customer Incurring Additional Bandwidth Fees |
| Canada-wide | DSL High Speed Internet | 200 GB | \$29.95 | 24 hours per day |

| YAK COMMUNICATIONS – www.yak.ca | | | | |
|--|----------------------------|--------------------------|---------------------|--|
| Provinces Available | Recommended Package | Bandwidth / Month | Cost / Month | Max # Hours Customer Can Watch Per Day Without Customer Incurring Additional Bandwidth Fees |
| Ontario, Quebec, BC & Alberta | High Speed Internet | Unlimited | \$34.95 | 24 hours per day |

Good Service Providers, However These Packages Are Expensive

| VIDEOTRON – www.videotron.com | | | | |
|--------------------------------------|---------------------------------------|--------------------------|---------------------|--|
| Provinces Available | Recommended Package | Bandwidth / Month | Cost / Month | Max # Hours Customer Can Watch Per Day Without Customer Incurring Additional Bandwidth Fees |
| Ontario, Quebec | High Speed Internet (7 Mbps) | 20 GB | \$40.95 | 3 hours / day |
| Ontario, Quebec | Extreme High Speed Internet (10 Mbps) | 100 GB | \$64.90 | 15 hours / day |

| ROGERS – www.rogers.com | | | | |
|--------------------------------|----------------------------|--------------------------|---------------------|--|
| Provinces Available | Recommended Package | Bandwidth / Month | Cost / Month | Max # Hours Customer Can Watch Per Day Without Customer Incurring Additional Bandwidth Fees |
| Canada-wide | Lite | 25 GB | \$34.95 | 4 hours / day |
| Canada-wide | Express | 60 GB | \$44.95 | 9 hours / day |
| Canada-wide | Extreme | 95 GB | \$54.95 | 15 hours / day |

| BELL SYMPATICO – www.bell.ca | | | | |
|-------------------------------------|----------------------------|--------------------------|---------------------|--|
| Provinces Available | Recommended Package | Bandwidth / Month | Cost / Month | Max # Hours Customer Can Watch Per Day Without Customer Incurring Additional Bandwidth Fees |
| Canada-wide | Internet Essential Plus | 20 GB | \$27.95 | 3 hours / day |
| Canada-wide | Internet Max 10 | 100 GB | \$47.95 | 15 hours / day |
| Canada-wide | Internet Max 16 | 100 GB | \$77.95 | 15 hours / day |