

AT&T's PEG Roadmap

AT&T's PEG Service

AT&T's PEG service launched in September 2007 and remains in its initial phase of deployment. In response to feedback from PEG program providers and other stakeholders, AT&T continues to deploy PEG to more cities, while enhancing several aspects of its PEG service.

Implemented Enhancements

Improved Navigation. AT&T has streamlined the process for customers to access PEG programming. The current version of AT&T's PEG application enables AT&T U-verse TV subscribers to access PEG programming from the U-verse main menu via channel 99 in the U-verse programming guide, or by simply selecting channel 99 via the U-verse remote. Once subscribers access the PEG application, they then scroll through a list of cities to select their city of interest (this step is not required in markets with only one municipality). In order to reduce the number of "clicks" subscribers have to make to select their desired city, AT&T has implemented a "cookie" functionality that remembers the last city selected. When subscribers return to the PEG application, the system jumps to the last city they previously selected. This will simplify and shorten the process of accessing the desired PEG content from the menu.

Direct Link From U-verse Main Menu. AT&T has added a direct link to PEG programming from the U-verse Main Menu. This enables AT&T U-verse TV subscribers to directly access PEG without having to scroll through the guide as required with other channels. The link to PEG is prominently located under Live TV, the first item in the menu. PEG content is the only live content accessible directly from the main menu.

Improved Picture Quality. AT&T has recently upgraded the video encoding rate and resolution for PEG from its original encoding rate of 1 Mbps with a resolution of 320x240 to an encoding rate of 1.25 Mbps and a resolution of 480x480.

With this enhancement, the picture quality is improved from previous versions of AT&T's PEG product, and the resolution matches AT&T's commercial channels.

Improved Response Time. AT&T has recently improved the PEG service by significantly decreasing the initial application load time to approximately eight to 10 seconds — an improvement of nearly 75 percent.

Mid-Term Improvements (1st Half 2009)

Further Improved Response Time. In the first half of 2009, AT&T plans additional enhancements that will reduce the initial application load time to approximately two seconds and potentially even less, and make substantial improvements with the core PEG menu transitions, making response time comparable to other U-verse TV elements. This enhancement, along with a planned reduction in the time to select PEG content, is expected to significantly improve the overall response time for AT&T's PEG service.

Long-Term (End of 2009)

Secondary Audio Programming (SAP) and Closed Captioning (CC) Abilities. AT&T is working to enable the secondary audio programming and closed captioning features of its PEG service. Assuming there are no additional delays, AT&T anticipates PEG will support these applications by the end of 2009.

AT&T U-verse is all about providing consumers more choices, and people are getting more access to more public programming than ever before. This depth and breadth of public programming sets AT&T's PEG service apart, and ongoing improvements are making an innovative product even better and more responsive to the demands of consumers.