

December 2008

OCPV Star

Ideas, insight and astonishing true stories

about exceptional people.

SPECIAL REPORT
Digital Video:
Top New Trends
for 2009

International Fair
Celebrates
Diversity

Associates Raise
Over \$24,000
For Cox Connects Carnival

Meet The
New Guy:
Peter Lilly,
VP of Customer
Experience



Cox Digi



MOTOROLA



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HD DUAL TUNER DVR

HDMI



SELECT

POWER

MENU

GUIDE

INFO

FORMAT

CHANNEL

New Technologies Energize Digital Video in 2009

Customers can look forward to Multi Room DVR and new HD channels

OCPV is planning upgrades and new video products that will be launched later this year and through 2009, giving customers even more choices and an even better viewing experience.

In November, OCPV added two Korean channels, bringing the total number of international channels to 20. AMC HD and Planet Green HD will launch by the end of the year. MLB (Major League Baseball), We!, Style, National Geographic Espanol and Fox Business News will be added in the first quarter of 2009.

By the end of this year, OCPV will upgrade its OnDEMAND servers from 2,500 to 10,000 hours. The upgrade will provide more than 6,000 OnDEMAND programs and videos, including free programming from some of the most-watched networks such as ABC, NBC and Fox plus, and more than 100 hours of HD movies. Cox OnDEMAND is available on all digital receivers in the home, eliminating the need and cost of a DVR on every TV.

OCPV employees are testing Switched Digital Video (SDV), a method of delivering specific broadcast programming to a group of homes only where and when customers are actively requesting that program. Similar to OnDEMAND (OD), SDV content is streamed when and where it is requested.

"The ability to launch additional HD channels is critical to our ability to compete with DIRECTV and AT&T. Switched Digital Video will enable us to do that," said JOANN REDDEN, Video Product Marketing Director.

OCPV has asked to be one of the trial systems for Multi-Room DVR (MR-DVR) in 2009. The MR-DVR will require not only new software but also new receivers that have an embedded MoCA (Multimedia over Coax Alliance) chip to communicate with other set tops and stream video content.

In response to customer requests for more storage space on their DVRs, OCPV will soon roll out a new set top box, the DCX3400. This receiver has a 320GB DVR. The hard drive can be partitioned to 160GB, depending on how much storage space the customer would like. Motorola is working to enable the existing Serial Advanced Technology Attachment (SATA) ports for DVR receivers. This will allow customers to plug in an external hard drive to their DVR box for additional memory.

Also in 2009, OCPV will improve its OnDEMAND guide for all digital, HD and DVR customers and introduce a new on-screen guide. The new OnDEMAND guide, ShowRunner, will be easy to navigate and will provide an integrated user experience.

The Next Generation Guide, the new on-screen guide for HD and HD/DVR customers, will have a new and consistent look, feel and flow across all video applications.

Other new features that are coming in 2009 include iGames, remote DVR programming via the web and cell phone, caller ID to the TV, and Tivo Interface

"We're finally seeing a lot of hard work paying off from upgrading our plant to one GB as well as the infrastructure to support the new products and features that our customers have been looking forward to," JoAnn said. ★

"The ability to launch additional HD channels is critical to our ability to compete with DIRECTV and AT&T. Switched Digital Video will enable us to do that."

OCPV's PRODUCT RUNDOWN

New Channels: adding two new Korean channels and eight new HD channels next year.

More OnDEMAND: upgrading our OnDEMAND servers to 10,000 hours. The upgrade will add more than 6,000 OnDEMAND programs.

Switched Digital Video: restarting employee testing in December to give us the ability to launch more HD channels to be competitive.

Multi-Room DVR: asking to be a trial system for multi-room DVR next year.

New receivers: rolling out a new video receiver to give customers the capacity of a 320GB hard drive.

New OnDEMAND Guide: installing ShowRunner, a new OnDEMAND guide that will be easy to navigate and provide for an integrated user experience.

Other products to come: iGames, remote DVR programming via the web and cell phone, caller ID to the TV, and Tivo Interface.



What's Going On With Switched Digital Video?

Once implemented, SDV will cut costs, free up bandwidth and increase efficiency



Imagine keeping your television on all day, even when you are in the other room - not a very efficient use of electricity or your cable programming, right?

Well, the same principle applies to switched digital video (SDV), an innovation that OCPV uses to free up bandwidth.

Switched digital video will save the company money, increase efficiency and create room for more high-definition channels.

"Traditional channels are always streaming, and this eats up resources. But SDV allows OCPV to stream only channels that people are currently watching," said ROBERT PHILLIPS, Digital Video Analyst and DAC Administrator.

When a customer tunes to a channel that has been switched, the customer's cable equipment notifies OCPV, and

the channel is streamed to that geographic area.

The SDV employee trial period started November 19. This test continues until December to ensure that SDV works properly before it's launched to our customers.

"It allows us to recapture that space when nobody is watching the channel. That allows us to add more channels that people want to watch."

"It allows us to recapture that space when nobody is watching the channel,"

Robert said. "That allows us to add more channels that people want to watch." ★

New Technology Update: Video To Backbone

Video to Backbone makes better use of our bandwidth and cuts costs

Video to Backbone, known as V2B, gives OCPV the ability to offer more high-definition programming while saving the company money by putting three high-definition channels in one 6 megahertz QAM.

By doing this, V2B allows Cox to make better use of its bandwidth. Customers will benefit from the technology.

"As far as picture quality goes, this is the best that there is," Brad said.

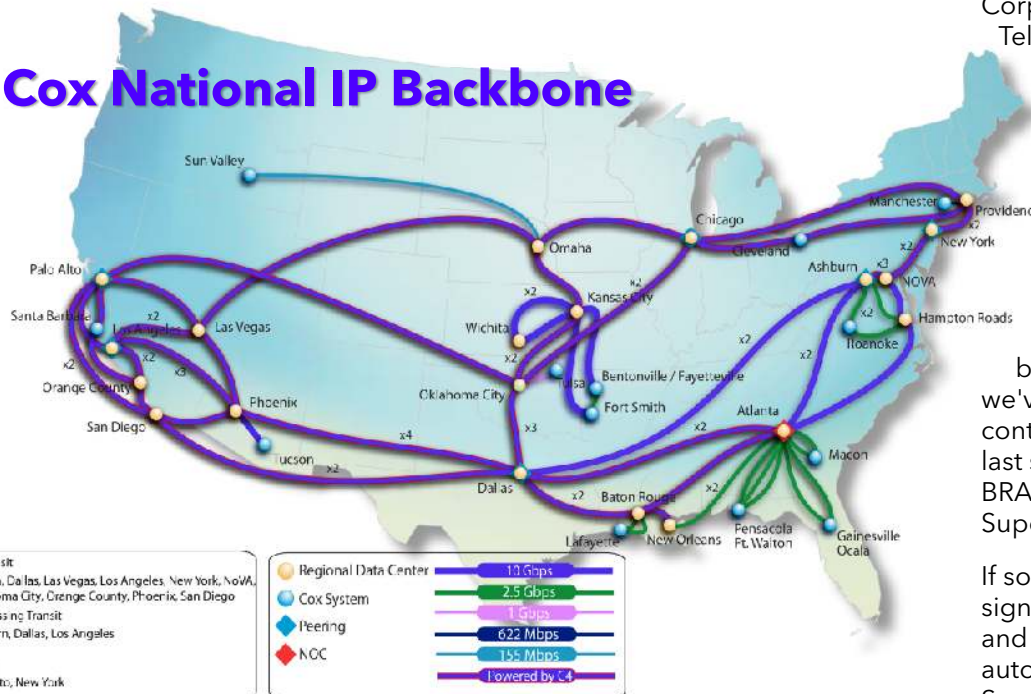
"As far as picture quality goes, this is the best that there is."

Corporate created two Master Telecommunications Centers - in Atlanta and San Diego - that pick up all of the high-definition satellite services in both of those locations. The services are then placed onto a nationwide fiber optic backbone.

Although the system has been up for about a year, we've only been pulling content off the system for the last six months, according to BRAD BERTA, MTC Operations Supervisor.

If something happens to the signal between Orange County and Atlanta, the service would automatically be switched to San Diego. ★

Cox National IP Backbone



Video to backbone (V2B) map of Cox's network.

Actions Speak Louder Than Words

Gain the trust of customers and colleagues with five easy actions

Are you still wondering what you need to do to be Trusted Provider? Here's a simple recipe: Carry out the model behaviors (see text box, right) in your everyday work and you'll find yourself living the Trusted Provider vision. These behaviors are simple and straight-forward, but very effective.

If you do this, anyone will be able to see our Trusted Provider vision without reading it on paper. ★



TRUSTED PROVIDER
RELIABILITY. CONSISTENCY. SIMPLICITY.

Five Simple Trusted Provider Behaviors

- 1 Listen First:** Listen quietly, repeat briefly what others say and respond with empathy.
- 2 Acknowledge Reality:** Focus on the reality of the situation. Address the issue, not the person.
- 3 Right Wrongs:** Make things right when you're wrong. Apologize quickly. Practice "service recovery." Demonstrate humility.
- 4 Keep Commitments:** Say what you're going to do, then do what you say. Be accountable for your actions and making a difference.
- 5 Show Loyalty:** Demonstrates commitment and enthusiasm when speaking with and about Cox employees, customers, products, services and community efforts.

OnDEMAND Library Doubles Capacity

Over 10,000 hours of programming are available OnDEMAND

OCPV now has four times as much capacity for OnDEMAND as a result of a major upgrade.

The improvement to the OCPV OnDEMAND library increased local OnDEMAND capacity from 2,500 hours to 10,000 hours, said BOB WARREN, Senior Digital Video Analyst.

OCPV was using all 2,500 hours of its available capacity and will likely be using about 5,000 hours of the expanded capacity by the end of the year, Bob said. "We're really at the top of our capacity."

The upgrade project, which has been underway for more than a year, has benefited from key contributions from several other departments at OCPV, including data engineering, transport and MTC.

According to Bob, one key component of the upgrade will be the introduction of high-definition OnDEMAND content, which already is available at many Cox locations around the United States.

That addition requires more capacity because high-definition content needs

four times as much storage space as standard OnDEMAND content.

"We are really excited about high-definition OnDEMAND, which will give us a real competitive advantage," Bob said.

The cost of OnDEMAND service recently increased by \$1, which is consistent with OnDEMAND services offered on other platforms like satellite and other cable providers. ★

On ⏪ ⏩ **DEMAND**
SM



Car Show Raises Money for Habitat for Humanity

Associates participate in Rods, Rides and Racers Car Show

Car fanatics, car clubs and even associates showcased restored Model Ts, Harleys and drag cars at the Rods, Rides and Racers car show held at the Cox OC parking lot on Saturday, October 18. Each year this show attracts almost 200 vehicles. This annual event raised money for Habitat for Humanity. ★



DON YOVANOVICH, Cox Business tech, proudly shows off his 1953 Ford F-100, complete with a brand new 351c, V8 motor.



RICK GUERRERO, Vice President of Broadband Network Engineering, proudly shows off his collection of Porsches. Rick's collection includes an '89 911 Speedster, '73 911 E and a replica of '55 Porsche Spyder.



KAREN VIRDEN, Document Source Center, and her husband Carl show their '69 Camaro. Carl ordered the Camaro from the Post Exchange in Saigon while serving in Vietnam. Karen and Carl are the original owners of the vehicle.



DAVE DEWESE, Facilities Manager, looks tough and mean on his Harley. His favorite part of having his Harley is the sense of freedom and scenery he sees on a motorcycle.

International Foodfest Celebrates Cultures From Around the World

Diversity Council hosts fair to promote cultural diversity in OCPV

Associates participated in the Celebrate Us International Food Fair hosted by the Diversity Council in November. Over 25 associates represented over 30 different countries.

The purpose of this event was to celebrate the cultural diversity and people that represent us and the communities we serve. All proceeds were donated to Cox Cares. ★



MELISSA STERLING, Marketing Assistant, models a traditional Persian dress.



MELODY MURRAY and KATHY SIRBU, Cox Business Sales Engineers, enjoy the Panama booth.



TSITSI NYUMKAPA and REAGAN GOMEZ serve food from Zimbabwe and Nigeria.



- 1. What's your job at Cox and why is it important?** I'm a Customer Insight Analyst and I handle customer escalations. I figure out the root causes for any service disruptions. My department is the destination for the customers' concerns or compliments. We let them know they are being heard and we care.
- 2. What do you enjoy most about your work at Cox?** The people. With my position, I need the help of a lot of different departments. Thankfully, everyone is there for the team and the customer.
- 3. Who inspires you?** My husband, Bill. He was a very positive person and didn't let his disability get in his way. If he wanted to try something he found a way to do it. I hope I'm the same way.
- 4. What was your first job?** Receptionist for Supercuts and then a shampoo girl.
- 5. How did you come to work at Cox?** I started with Community Cablevision in Newport Beach back in 1990 working in the A/P and Marketing department. I had a family member who worked for a sister company.
- 6. What is something that you have always wanted to do, and still hope to do someday?** Travel to Europe, have to check out Tuscany!
- 7. Tell us one thing about you that we would be surprised to learn.** In high school I recorded an album with my choir group (luckily only parents bought them). ★

Meet The New Vice President of Customer Experience

Peter Lilly is our new Vice President of Customer Experience, but he's not new to Cox



Q: When did you start working for Cox and how do you like working here?

A: This time, Oct. 6. I actually worked for Cox from March 2000 to March 2004. Obviously, I love being back. Cox is a great company, the people have always been great, and certainly Orange County has always had the best of the best. I'm excited to be part of this team. And quite frankly, you can't complain about the weather here in OC.

Q: Where were you before you returned to Cox?

A: Working for Comcast up in Seattle. I was born and raised there.

Q: What's your favorite movie? TV show?

A: My favorite movie is "The Outlaw Josey Wales." My favorite TV show is probably anything to do with football.

Q: Tell us an interesting or unusual fact about yourself:

A: I spent 11 years working in the seafood business in Alaska. ★

Cox Carnival Provides Day of Fun for Boys & Girls Clubs

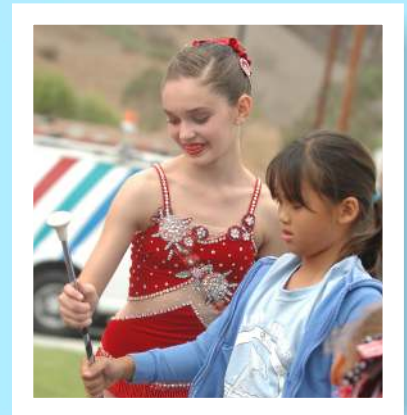
Cox associates raised over \$24,000 to fund carnival for kids and their families

More than 500 Boys & Girls Club members and their families gathered in Rancho Santa Margarita on Saturday, October 4 to enjoy a free carnival created exclusively for them by Cox associates.

For the past several months, Cox employees raised money to fund the carnival through jog-a-thons, bake sales, garage sales, and other fundraisers. Cox presented each of the clubs with a \$2,000 donation check at the event.

Carnival attractions included a Sharkmobile, which allowed kids to view real sharks, a reptile exhibit area, and bounce houses. Many associates volunteered to staff the carnival and helped club members enjoy classic carnival games, face painting, cotton candy and more.

This carnival is part of the fifth annual Cox Connects Day, a nationwide day of service that brings Cox Communications employees together to help Boys and Girls Clubs across the country. ★



ALEXA WISENER, the reigning World Baton Twirling Champion and daughter of ROBERT WISENER, Facilities Supervisor, teaches kids how to twirl the baton.



SHANDRA HANSEN, 411-911 ROC Specialist, helps a club member with the basketball hoops midway game.



JASON HAYWOOD, ISS Dispatcher, wraps a blue-eyed, 12-foot Burmese Python around two club members from Laguna Beach.

Just One Makes A Difference

Cox Advocacy Network shares top tips to make a difference with your vote

Before the election, the Cox Advocacy Network (CAN) hosted a luncheon to discuss the issues and their impact on our industry and you.



Guests included, Senator Dick Ackerman of the 33rd Senate District, Carolyn McIntyre, Executive Director of the California Cable Telecommunications Association and Kristine Murray of the Orange County Business Council.

They shared the following tips on how to make a difference:

1. Write Letters: Politicians respond to personal contact - so write letters and make phone calls. Believe it or not, they're more effective than emails.
2. Be Informed: Be educated and know about the issues at hand.
3. Analyze the cost: Before voting for an initiative, ask yourself if that policy is worth its cost at this time. ★

Employee Discounts Available to Cox Associates

This holiday season support local businesses and take advantage of local employee discounts. Visit myAxis to find out more about Cox discounts.



**Please note: local businesses provide discounts as a courtesy to Cox associates, please comply with the merchant's rules and restrictions when redeeming discounts.*

December

- 6 Cox Christmas Party
- 9 AA meeting
- 21 Hanukkah begins
- 25 Christmas (holiday)
- 26 Kwanzaa



A new system improves Call Center Operations and interactions with customers

Customer Care Optimization is a new system that will improve Call Center Operations and ensure that every Cox Communications customer receives the same high-quality customer service experience.

The system, called Customer Care Optimization, or C20, is built around IP-based technologies that provide greater flexibility in routing calls and enable Cox to use its own voice and data network.

Voice-recognition capability means customers will be able to reach the correct Cox team members more quickly and efficiently. Built-in redundancy will allow efficient rerouting of calls during heavy call volumes or a natural disaster, which ensures customers always receive a fast response. ★



Cox Snapshot: Cox Associates Ride for Multiple Sclerosis

Cox associates prepare to ride in the 2008 MS Bay to Bay Tour which benefits the Pacific Coast Chapter of the National MS Society. Cox Cares supported associates who rode in the event.



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