



# HouseSelect Committee onTelevising Sessions November12, 2008 Options andEstimated Costs

# House Select Committee on Televising Sessions

November 12, 2008

- Associated Costs and Pros/Cons
  - Overall costs are dependant upon how you choose to distribute the video signal.
  - No matter the medium, there are invariable costs and requirements that are going to be incurred if and when a decision is made to distribute the video signal.
  - There are pros and cons to all distribution options.

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## ■ Invariable Costs and Requirements for Distributing the Video Signal.

### ■ Costs

- Robotic Cameras and associated hardware
- Servers, PCs, disk storage, network requirements
- Broadcast equipment hardware
- Audio and video devices
- Closed captioning
- Environmental considerations

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## ■ Invariable Costs and Requirements for Distributing the Video Signal – Cont.

### ■ Costs – cont.

- Installation requirements
- Staff
- Space requirements for hardware and staff

### ■ Requirements

- Policies and procedures
- What to broadcast
  - Multiple committee meetings

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## ■ Three Distribution Options

1. Web streaming only – no television broadcasting in future.
2. Web streaming to start - television broadcast later.
3. Television broadcast to start – Web streaming will be a complement medium with this decision.

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- Option1 - WebStreaming Only - Pros
  - Costs will not be as high to output quality video.
    - No TV distribution costs.
    - Somewhat less hardware and staffing costs.
  - About 83% of NC households have some type of Internet access.\*
  - K-12 public schools will have better connectivity throughout the state by end of 2009.
  - Universities and most community colleges as well as local and state government entities have quality Internet access.

\* source - High-Speed Internet Access  
in NC, e-NC 2006 report, p. 2

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- Option1 - WebStreaming Only – Pros:Cont.
  - 34 states already do Web streaming of sessions, 22 do committee meetings too.\*
  - Anyone in the nation and/or world can view video stream.
  - Have the option to archive broadcasts to allow for later viewing. Can make content available for downloading. (podcasting)
  - No broadcast window to tie into.

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- Distribution - WebStreaming – Cons
  - Connectivity to NC households is not necessarily good enough to receive a video stream.
  - There are citizens who do not have Internet access.
    - By choice
    - Because of cost
    - Lack of access in area



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- Option2 - WebStreaming toStart -  
TelevisionBroadcast Later - Pros
  - Same pros as Web only - option 1.
  - Waiting to televise will allow us to gage viewer ship.
  - Will allow time to form partnerships and to negotiate broadcast agreements.

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- Option2 - WebStreaming toStart - TelevisionBroadcast Later – Pros:Cont.
  - Television broadcast will increase coverage.
    - Provide to households without Internet access.
    - Provide pool feed for press.
  - Purchase hardware to allow for future television broadcast.
  - Broadcast image will be of a higher quality.
  - This is the path some states have followed.

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## ■ Option2 - WebStreaming toStart - TelevisionBroadcast Later – Cons

- Same cons as Web only - option 1.
- Somewhat higher costs for hardware and staff.
- May be significant cost for TV/Cable distribution.
- To begin with, will not reach all of potential viewers with Web streaming only.

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## ■ Option3 - TelevisionBroadcast to Start – WebStreaming willComplement - Pros

- Same pros as Web first and televise later – option 2.
- Same pros as Web only – option 1.

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## ■ Option3 - TelevisionBroadcast to Start – WebStreaming willComplement - Cons

- Will need to begin discussions to form partnership and to negotiate distribution agreements.
- Must have distribution agreements in place before any work can begin.
- Same cons as Web only – option 1.

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- Costs Estimates Were Determined by:
  - Information from Minnesota and Illinois\* document.
  - APT cost estimates
  - Research
    - Speaking to experts in the industry.
    - Gathering knowledge through Web sites that sell required equipment.
    - Ball part quote from a couple of vendors.

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- CostEstimates have ranged from \$250,000 to \$2,000,000.
- Costs will be incurred no matter what the broadcast medium.
- Costs will depend on vendor selection.
- Costs will depend on quality of equipment.

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- The cost estimates presented today will provide for the ability to provide a high quality image for Web streaming.
- This will allow for chamber streaming with TV broadcast in the future with the addition of some equipment and staff.
- This will enable, in the future, for TV/news organizations to take our feed to be used for their own production needs.
- With additional equipment purchases, more than one event can be streamed simultaneously and one event can be broadcasted for TV.



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- Hardware and staffing costs to provide high image quality for Web streaming and to meet future TV broadcast needs.
- Hardware costs.
  - \$815,000
- Recurring costs – staff, internet connection, maintenance, closed captioning
  - \$500,000
- Total first year cost – ***\$1,315,000***

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- Hardware and staffing costs to provide high image quality for TV broadcast needs and for Webstreaming.
- Hardware costs.
  - \$915,000
- Recurring costs – staff, internet connection, maintenance, closed captioning
  - \$771,000
- Total first year cost – ***\$1,686,000***

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## ■ Additional Meeting Room Costs

- Room hardware (Appropriations, Finance) – Cameras, control room equipment

  - \$215,000

- Web streaming hardware, software distribution

  - \$8,000

- Sound system upgrade

  - \$50,000

- Sound proofing of room may be required.

  - \$25,000

- Installation – Fiber, electrical

  - \$25,000

## ■ Total first year cost – **\$323,000**

## ■ Recurring costs – equipment and software maintenance

- \$45,000 (20% of purchase price)

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## In Conclusion

### ■ Cost estimates to provide a quality broadcast image for House Chamber

#### ■ Web streaming and to allow for future TV broadcasting

- First year cost - \$1,315,000 & Recurring cost - \$500,000
- Distribution costs - \$600,000 to \$1,000,000 per year.

#### ■ Immediate TV broadcasting and Web Streaming

- Total first year cost – \$1,686,000 & Recurring costs \$771,000
- Distribution costs - \$600,000 to \$1,000,000 per year.

Addition of Appropriations and/or Finance (per room Charge)

- Total first year cost – \$333,000 & Recurring costs – equipment maintenance - \$45,000 (20% of purchase price)

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Questions?