



Yadkin Valley Telecom Extends Video Offering

Yadkin Valley Telecom (YVT), based in Yadkinville, NC, is a telecommunications company that serves consumers across a 600-square-mile area in three central North Carolina counties. A subsidiary of Yadkin Valley Telephone Membership Corporation, YVT provides a wide range of services, including mobile and wired telephone services, video, direct broadcast satellite (DBS), broadband Internet access and other telecommunications services.

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— Terri Maurer,
Product Specialist,
YVT

Situated between Charlotte and Greensboro, NC, YVT has grown substantially since the Membership Corporation was incorporated in 1950. When operations began in 1951, the Membership Corporation provided telephone service to just 139 customers. By the beginning of 2009, YVT had over 32,000 access lines.

The Challenge

Although YVT operated a small cable television system in one of its services areas, as the company grew and technology changed, YVT began to explore ways to offer a more comprehensive video offering to its entire customer base.

“We really want to get all of our services to every customer,” said Mitzie Branon, general manager of YVT. “Our goal is to be the sole provider for our customers’ telecommunications services, offering quadruple play (home phone, wireless phone, video and Internet) is what we would like to do for all our customers.”

The Solution

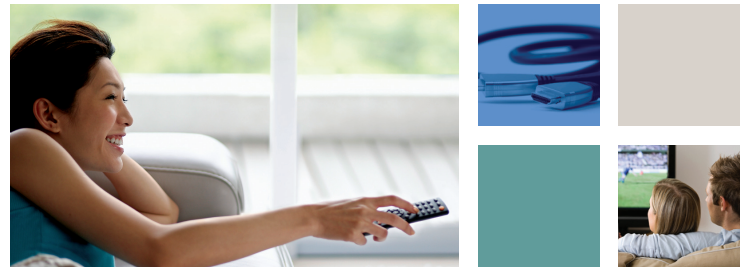
After evaluating several options for extending the reach of their video offering, YVT decided to build out a complete fiber-to-the-home (FTTH) network.

“The alternatives [to fiber] just weren’t able to provide what we wanted,” said Branon. “But now we offer everything over our fiber lines: up to 12 Mbps for broadband Internet, Internet Protocol (IP) video and voice over IP (VoIP). We can offer nearly 100 Mbps to the home.”

Currently, YVT is in the process of expanding its FTTH network. With 6,500 structures passed so far, according to Branon, by the beginning of 2010, YVT will have fiber lines running past over 16,000 structures.

“It’s our goal to be able to offer fiber to all of our customers,” added Branon.

For YVT’s video offering, the company chose to acquire their programming through the National Rural Telecommunications Cooperative’s (NRTC’s) TelcoVideo product.



“We appreciate [TelcoVideo] because we don’t have to do all of the programming contract work,” said Terri Maurer, YVT’s product specialist for IPTV. “That allows us to focus on building out our network and taking care of our customers.”

The Result

Launched in July 2008, YVT’s video offering, branded Envision IP Video, had over 890 subscribers by Sept. 2009. By the end of 2009, Branon anticipates that YVT will have nearly twice as many subscribers.

“For our video product, we have a 13.6 percent take rate,” added Branon. “And we anticipate that, as we add new products and services, that percentage will increase.”

In the coming months, YVT plans to enhance Envision IP Video with additional features, including local ad insertion and local origination programming. YVT will also phase out its older cable offering in favor of Envision IP Video.