

## CMC Takes HITS To Multiple Conditional-Access Systems

### Campus TeleVideo First Operator to Deploy the System

**By Todd Spangler -- Multichannel News, 7/26/2010 4:06:47 PM**

Comcast Media Center debuted HITS Central, a centralized headend management solution that lets smaller cable operators deploy customer-premises equipment without having to run multiple conditional-access management systems.

For example, CMC recently entered into a deal with Evolution Digital LLC allowing HITS Central to support Evolution's SD and HD digital-to-analog converters as well as devices using CableCards with Conax's Digital Video Broadcast Conditional Access (DVB-CA) encryption systems.

Campus TeleVideo, which provides cable television services to college and university campuses, is the first operator to deploy HITS Central services using Evolution Digital HD DTAs with integrated Conax conditional access on its cable plant. CTV will first use the DTAs at Rensselaer Polytechnic Institute (RPI) in Troy, N.Y.

"DTAs that can be centrally managed via HITS Central are a great solution for delivering a competitive lineup of digital television programming," CTV CEO Brian Benz said in a statement. "In addition to representing a very effective means for controlling our capital and operating expenses, the solution also addresses the security requirements of our content providers."

Multichannel News reported this week that CTV's owners are exploring a sale of the company.

HITS Central provides remote management capability for several headend functions and services, including: channel-map changes, code object downloads, encryption, automated provisioning of CableCard host devices and management of nonlinear video operations, such as switched digital video, VOD and interactive TV.

"HITS Central represents a centralized content management solution for cable system operators," CMC chief operating officer Gary Traver said in a statement. "With HITS Central, cable operators can implement a variety of customer premises equipment, from lower cost DTAs to HD DVRs selling in retail stores. This enhances their ability to offer competitive video services capable of generating additional revenue."

The HITS Central announcement was timed for the Independent Show in Baltimore this week.

# HITS, Evolution Digital and Conax Partner for Customer Premise Equipment

### Cable 360 / CT magazine

HITS, Evolution Digital and Conax Partner for Customer Premise Equipment HITS, a business unit of the Comcast Media Center (CMC), has launched HITS Central, a centralized headend management solution for cable system operators. HITS Central allows cable operators to deploy a wide array of customer premises equipment (CPE) without operating multiple conditional access (CA) management systems.

The CMC recently entered a relationship with Evolution Digital, a supplier of digital solutions for bandwidth reclamation and next-generation set-top boxes. The relationship enables HITS Central to support Evolution's SD and HD digital-to-analog (DTA) converters as well as devices using CableCARDS with Conax DVB-CA (Digital Video Broadcast Conditional Access) encryption systems. HITS Central affiliates will also be able to deploy devices that use different encryption technologies.

"This new partnership between Evolution Digital, Conax and CMC provides operators with an open standard conditional access platform that supports multiple set-tops," said Brent Smith, President of Evolution Digital, in a statement.

Campus Televideo, a provider of private cable television services to college and university campuses, will be the first cable system operator to deploy HITS Central services using Evolution Digital HD DTAs with integrated Conax CA on its cable plant. Beginning with Rensselaer Polytechnic Institute (RPI) in Troy, NY, Campus Televideo will offer low-cost HD video services using Evolution HD DTAs to universities looking for a subscription-based solution.

## Comcast Centralizes HITS

### Light Reading - Cable

DENVER, Colo. -- HITS, a business unit of the Comcast Media Center (CMC), announces HITS Central™, a centralized headend management solution for cable system operators. HITS Central allows cable operators to deploy a wide array of customer premises equipment (CPE) without operating multiple conditional access (CA) management systems.

"HITS Central represents a centralized content management solution for cable system operators," said Gary Traver, Senior Vice President & Chief Operating Officer of the CMC. "With HITS Central, cable operators can implement a variety of customer premises equipment, from lower cost DTAs to HD DVRs selling in retail stores. This enhances their ability to offer competitive video services capable of generating additional revenue."

The CMC recently entered a relationship with Evolution Digital, LLC, a leading supplier of digital solutions for bandwidth reclamation and next-generation set-top boxes. The relationship enables HITS Central to support Evolution's SD and HD digital-to-analog (DTA) converters as well as devices using CableCARDS™ with Conax DVB-CA (Digital Video Broadcast Conditional Access) encryption systems. HITS Central affiliates will also be able to deploy devices that use different encryption technologies.

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## Light Reading (Cont'd.)

"This new partnership between Evolution Digital, Conax and CMC provides operators with an open standard conditional access platform that supports multiple set-tops," said Brent Smith, President of Evolution Digital. "This can dramatically reduce the costs for a cable operator to go all digital."

## HITS Central eases CA morass

**By Brian Santo**  
**CedMagazine.com - July 27, 2010**

Comcast Media Center's (CMC) HITS operation can now set up a system that will enable its customers to use devices that are compatible with different conditional access (CA) technologies without having to install and support multiple CA management systems.

The solution is aimed at smaller cable operators, who would be able to support a wider array of customer premise equipment (CPE) without significant upgrades to their headends .

HITS calls the centralized headend management solution HITS Central. The solution is based in part on the Conax DVB-CA (Digital Video Broadcast Conditional Access) encryption systems. It supports Evolution Digital's universal SD and HD digital to analog (DTA) converters – DTAs that support the CA technologies of both Motorola and Cisco, and so can operate in either type of network.

Gary Traver, senior vice president and chief operating officer of the CMC, explained, "With HITS Central, cable operators can implement a variety of customer premises equipment, from lower cost DTAs to HD DVRs selling in retail stores. This enhances their ability to offer competitive video services capable of generating additional revenue."

CMC recently entered an arrangement with Evolution Digital for HITS Central to support Evolution's DTAs, as well as devices using CableCards with Conax DVB-CA encryption systems. There are a number of set-tops, some available at retail, that support Conax's DVB-CA technology.

"This new partnership between Evolution Digital, Conax and CMC provides operators with an open standard conditional access platform that supports multiple set-tops," said Brent Smith, President of Evolution Digital. "This can dramatically reduce the costs for a cable operator to go all digital."

Campus Televideo, which markets to college and university campuses, will be the first cable system operator to deploy HITS Central services using Evolution Digital HD DTAs with integrated Conax conditional access on its cable plant. Campus Televideo's first announced customer for the service is Rensselaer Polytechnic Institute (RPI) in Troy, N.Y.

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# Comcast Media Center takes headend into the skies (again)

### FierceCable

The Comcast Media Center (CMC) is taking the next logical step forwards--or perhaps backwards--in the way it uses its Headend in the Sky (HITS) business unit to deliver cable TV packages to smaller cable operators. The CMC has introduced what it calls HITS Central as a centralized headend management system that includes an "open standard conditional access (CA) platform that supports multiple set tops."

That, said Brent Smith, president of Evolution Digital, with whom CMC is partnering on the venture and which is supplying technology, "can dramatically reduce the costs for a cable operator to go all digital."It can also impact the types of conditional access--set-top boxes--a smaller operator needs to purchase, perhaps marking the first signs that the box duopoly of Cisco (Nasdaq: CSCO) and Motorola (NYSE: MOT) is not infallible, at least for smaller operators.

The HITS Central system "supports channel map changes, code object downloads, encryption, automated provisioning of CableCARD devices and management of non-linear video operations such as switched digital video, VoD and interactive TV," CMC said in a news release.

The new service harkens back to the original formation of HITS which was developed by TeleCommunications Systems Inc. (Nasdaq: TSYS) as a way to feed cable packages to primarily rural operators, thereby saving the cost of set-top boxes and other infrastructure. As then, it probably won't have a major impact on big MSOs which are entrenched into equipment supplied by Moto or Cisco.

## CMC rolls out a headend management solution

### CTAM Smartbrief

Comcast Media Center is rolling out a service called HITS Central, a headend management system that makes it easier for smaller cable providers to deploy custom-premises equipment. "In addition to representing a very effective means for controlling our capital and operating expenses, the solution also addresses the security requirements of our content providers," said Brian Benz, chief executive officer for Campus TeleVideo, the first provider to use HITS Central. (Multichannel News)

## COMMUNICATIONS DAILY

**July 28, 2010 Wednesday**

Comcast Media Center's HITS Central headend will support low-cost Evolution Broadband set-top boxes using a DVB-based conditional access system from Conax, they said. Campus Televideo, a private cable operator serving some college campuses will be the first customer for the system. "Conax and Evolution Digital, LLC have packaged a truly open, secure DVB digital platform," said Rohit Mehra, Conax vice president.

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# HITS Launches Centralized Headend Management Service

**Broadband Gear report, July 29, 2010**

HITS, a business unit of the Comcast Media Center ([www.comcastmediacenter.com](http://www.comcastmediacenter.com)), has announced HITS Central, a centralized headend management solution for cable operators. HITS Central is designed to allow cable operators to deploy a wide array of CPE without operating multiple conditional access (CA) management systems.

The CMC recently entered a relationship with Evolution Digital ([www.evolutionbb.com](http://www.evolutionbb.com)). The relationship enables HITS Central to support Evolution's SD and HD digital-to-analog (DTA) converters as well as devices using CableCARDs with Conax ([www.conax.com](http://www.conax.com)) DVB-CA encryption systems. HITS Central affiliates will also be able to deploy devices that use different encryption technologies.

Campus Televideo ([www.campustelevideo.com](http://www.campustelevideo.com)), the nation's leading provider of private cable TV services to college and university campuses, will be the first cable operator to deploy HITS Central services using Evolution Digital HD DTAs with integrated Conax conditional access on its cable plant. Beginning with Rensselaer Polytechnic Institute (RPI) in Troy, NY, Campus Televideo will offer low-cost HD video services using Evolution HD DTAs to universities looking for a subscription-based solution.

## Cracks Emerge in the Moto-Cisco Duopoly

— **Jeff Baumgartner, Site Editor, Light Reading Cable**

The Motorola Inc. (NYSE: MOT)/Cisco Systems Inc. (Nasdaq: CSCO) set-top and security duopoly in the US isn't sinking, but a new digital video platform from Comcast Media Center (CMC) and Evolution Broadband LLC certainly has the looks of a shot across the bow.

On Monday, on cue with this week's The Independent Show in Baltimore, CMC introduced HITS Central, a new headed management system generally targeted to Tier 2 and Tier 3 cable operators. As designed, HITS Central will offer operators a broader choice of set-top box and conditional access options, but the first partners are Evolution and its exclusive US security partner, Conax AS . (See Evolution, Conax Sign Exclusive Deal and Comcast Centralizes HITS.)

And they already have a taker: Campus Televideo, a company that provides "private" cable services on about 220 campuses nationwide, will start offering the combo at the Rensselaer Polytechnic Institute in Troy, N.Y., this fall.

The resulting service will use Evolution-made high-definition Digital Terminal Adapter (DTA) boxes

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# CMC In The News, Vol. 26, 2010

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## Light Reading Cable (Cont'd.)

that integrate Conax's conditional access system. Because it's private, the cable system in Troy isn't encumbered by the Federal Communications Commission (FCC) separable security rules that took effect in July 2007. However, the FCC is considering an exemption that would allow all cable MSOs to deploy HD-DTAs with integrated security. (See FCC Floats 'Simple' Gateway, CableCARD Rules .)

Evolution Digital president Brent Smith says the HITS Central offering represents the first time US cable operators can pursue a digital video broadcast (DVB)-based option (popular in Europe) for their all-digital plans. Plus, it allows them to use a much broader array of potential set-top suppliers than they can get from traditional cable suppliers like Motorola and Cisco.

But Smith acknowledges that the option may not make practical sense for MSOs that already use those vendors extensively for digital TV, because they'd have to dual-carry their programming. "If you have a nominal amount of digital or no digital, this [DVB option] affords opportunities to use open standards with lots and lots of box choice," he tells Light Reading Cable.

Smith's rough estimate on the addressable market for Evolution in this respect is about 2 million subscribers. That factors in 300,000 to 600,000 subs among operators that have not deployed digital yet, plus another 500,000 or 600,000 for operators that have some digital underway, but haven't deployed much HD programming yet and might be able to afford a forklift move to DVB. Another potential 700,000 subs come out of a more disparate sector that includes condos and apartments.

As HITS Central goes, Evolution is starting off with its HD-DTA, which, Smith says, can be had for less than \$100 per unit at present volumes. But fancier, higher-end boxes could factor in as well. Evolution also has a CableLabs -qualified CableCARD that uses the Conax security platform that can be paired with certain TiVo Inc. (Nasdaq: TIVO) DVRs and other more advanced boxes with CableCARD slots. (See CableLabs Blesses Evolution's CableCARD .)

But Evolution/Conax isn't the only DTA and box option that Comcast Media Center offers. It's also allowing smaller cable operators to use DTAs that work on the Motorola platform. That system is already operational, but it was not immediately known if any of CMC's HITS affiliates have started to deploy that particular DTA option. (See CMC, Moto Adapt to One-Way DTAs .)