

# ch11

Student: \_\_\_\_\_

1. Cable TV was developed to allow viewers access to movies and other programs that they couldn't receive through regular broadcast TV.  
True False
2. As far as cable TV is concerned, in the past 30 years the most significant developments have been legal ones.  
True False
3. Cable and satellite networks cannot appear on mobile media.  
True False
4. Though traditional over-the-air broadcasters have embraced user-generated video, cable and satellite networks have declined to accept user-generated video.  
True False
5. Unlike broadcasters, who try to reach a mass audience, cable and satellite systems carry many very specialized channels.  
True False
6. In a cable system, the main cable is also called the trunk.  
True False
7. Pay-per-View (PPV) is one of the cable industry's primary revenue streams, generating more and more money every year.  
True False
8. In recent years, cable and satellite providers have made video-on-demand (VOD) less of a priority.  
True False
9. Because satellite signals are encrypted, users need satellite receivers to decrypt the signal so it can be displayed on TV sets.  
True False
10. Satellite networks and cable networks are both national in focus, with no local origination of programs.  
True False
11. Ownership in satellite TV has been consolidating, and only two companies dominate the U.S. satellite TV market.  
True False
12. Unlike starting a cable or satellite TV channel, starting an Internet TV channel is easy.  
True False
13. One way to analyze Web video is called "pro or Joe."  
True False
14. Advertisers are a source of professionally produced original online video.  
True False
15. Women are more likely to watch online video than men.  
True False

16. MSO stands for:
  - A. Multiple System Operators
  - B. Metropolitan System Owners
  - C. Metropolitan Synchronous Operators
  - D. Multiple Synchronous Operators
  - E. Merged Synchronous Operations
17. Which of the following is possible with DBS?
  - A. increased competition for cable
  - B. sending signals from satellites directly to homes
  - C. audiences can bypass the cable system altogether
  - D. all of these
  - E. none of these
18. Voice-over-internet-protocol is an alternative to:
  - A. satellite providers
  - B. phone lines
  - C. cable systems
  - D. call waiting
  - E. Web 2.0
19. Which of the following is closely related to buffering?
  - A. Web casting
  - B. streaming
  - C. data transferring
  - D. all of these
  - E. none of these
20. Cable and satellite systems can provide video-on-demand, interactive program guides, HDTV and DVRs thanks to:
  - A. analog receivers
  - B. VOIP
  - C. digital signals
  - D. bundling
  - E. all of these
21. Defining features of cable, satellite, and Internet TV include:
  - A. consumers must have special equipment to receive the signal
  - B. consumers must pay for these services
  - C. services provide many channels appealing to highly differentiated audiences
  - D. all of these
  - E. none of these
22. The\_\_\_\_\_ of a cable system consists of the actual cables that bring the signals to subscribers.
  - A. carrier cable
  - B. distribution system
  - C. house drop
  - D. head end
  - E. through-way
23. HBO and Showtime are examples of:
  - A. superstations
  - B. cable systems
  - C. pay services
  - D. pay-per-view
  - E. special cable networks

24. National cable networks may charge local cable systems a fee based on the number of subscribers to the local system. This fee is called a:
- A. carriage fee
  - B. pay per view
  - C. must carry fee
  - D. PVR fee
  - E. retransmission charge
25. Video-on-demand was slow to catch on because:
- A. of competition from broadcasters
  - B. of too much content
  - C. of a complicated user interface
  - D. all of these
  - E. none of these
26. Satellite TV systems require:
- A. stable-orbital satellites
  - B. geosynchronous satellites
  - C. global-penetration satellites
  - D. geothermal satellites
  - E. none of these
27. Satellite and cable providers' biggest expenses are related to
- A. content
  - B. subscription fees
  - C. trunks
  - D. bundling
  - E. hardware
28. Which of the following is NOT a source of professional video:
- A. magazine publishers
  - B. marketing companies
  - C. service organizations
  - D. government agencies
  - E. all of these are sources of professional video
29. Which of the following has offered professionally produced, original video on their Web site?
- A. Ford
  - B. Coca Cola
  - C. Wrigley's Gum
  - D. all of these
  - E. none of these
30. About \_\_\_\_\_ percent of online videos are amateur productions.
- A. 10
  - B. 25
  - C. 50
  - D. 75
  - E. 90
31. Sharing home-made videos may be popular in part because:
- A. we want to find out about other people's lives
  - B. we want our 15 minutes of fame
  - C. we have lots of free time
  - D. all of these
  - E. none of these

32. Using the Internet to send a message to just a few people is called:
- A. microcasting
  - B. minicasting
  - C. narrowcasting
  - D. netcasting
  - E. caching
33. The Internet is evolving and being used:
- A. for mass communication
  - B. for watching Hollywood movies
  - C. for applications inspired by the end users
  - D. for peer-to-peer file sharing
  - E. all of these
34. Satellite and cable networks' ratings are measured by:
- A. Video Ratings Research
  - B. CSN Research Group
  - C. New Media Measurement
  - D. Audience Metering
  - E. Nielsen Media Research
35. Cable/satellite networks \_\_\_\_\_ than traditional broadcast networks.
- A. have a younger audience
  - B. have a more affluent audience
  - C. reach a more narrowly-defined audience (in terms of demographics)
  - D. all of these
  - E. none of these

## ch11 Key

1. Cable TV was developed to allow viewers access to movies and other programs that they couldn't receive through regular broadcast TV.  
**FALSE**
2. As far as cable TV is concerned, in the past 30 years the most significant developments have been legal ones.  
**TRUE**  
*Dominick - Chapter 11 #1*
3. Cable and satellite networks cannot appear on mobile media.  
**FALSE**  
*Dominick - Chapter 11 #2*
4. Though traditional over-the-air broadcasters have embraced user-generated video, cable and satellite networks have declined to accept user-generated video.  
**FALSE**  
*Dominick - Chapter 11 #3*
5. Unlike broadcasters, who try to reach a mass audience, cable and satellite systems carry many very specialized channels.  
**TRUE**  
*Dominick - Chapter 11 #4*
6. In a cable system, the main cable is also called the trunk.  
**TRUE**  
*Dominick - Chapter 11 #5*
7. Pay-per-View (PPV) is one of the cable industry's primary revenue streams, generating more and more money every year.  
**FALSE**  
*Dominick - Chapter 11 #6*
8. In recent years, cable and satellite providers have made video-on-demand (VOD) less of a priority.  
**TRUE**  
*Dominick - Chapter 11 #7*
9. Because satellite signals are encrypted, users need satellite receivers to decrypt the signal so it can be displayed on TV sets.  
**TRUE**  
*Dominick - Chapter 11 #8*
10. Satellite networks and cable networks are both national in focus, with no local origination of programs.  
**FALSE**  
*Dominick - Chapter 11 #9*
11. Ownership in satellite TV has been consolidating, and only two companies dominate the U.S. satellite TV market.  
**TRUE**  
*Dominick - Chapter 11 #10*
12. Unlike starting a cable or satellite TV channel, starting an Internet TV channel is easy.  
**TRUE**  
*Dominick - Chapter 11 #11*
13. One way to analyze Web video is called "pro or Joe."  
**TRUE**  
*Dominick - Chapter 11 #12*

14. Advertisers are a source of professionally produced original online video.

**TRUE**

*Dominick - Chapter 11 #14*

15. Women are more likely to watch online video than men.

**FALSE**

*Dominick - Chapter 11 #15*

16. MSO stands for:

- A.** Multiple System Operators
- B. Metropolitan System Owners
- C. Metropolitan Synchronous Operators
- D. Multiple Synchronous Operators
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*Dominick - Chapter 11 #16*

17. Which of the following is possible with DBS?

- A. increased competition for cable
- B. sending signals from satellites directly to homes
- C. audiences can bypass the cable system altogether
- D.** all of these
- E. none of these

*Dominick - Chapter 11 #17*

18. Voice-over-internet-protocol is an alternative to:

- A. satellite providers
- B.** phone lines
- C. cable systems
- D. call waiting
- E. Web 2.0

*Dominick - Chapter 11 #18*

19. Which of the following is closely related to buffering?

- A. Web casting
- B. streaming
- C. data transferring
- D.** all of these
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*Dominick - Chapter 11 #19*

20. Cable and satellite systems can provide video-on-demand, interactive program guides, HDTV and DVRs thanks to:

- A. analog receivers
- B. VOIP
- C.** digital signals
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*Dominick - Chapter 11 #20*

21. Defining features of cable, satellite, and Internet TV include:

- A. consumers must have special equipment to receive the signal
- B. consumers must pay for these services
- C. services provide many channels appealing to highly differentiated audiences
- D.** all of these
- E. none of these

*Dominick - Chapter 11 #21*

22. The \_\_\_\_\_ of a cable system consists of the actual cables that bring the signals to subscribers.
- A. carrier cable
  - B. distribution system**
  - C. house drop
  - D. head end
  - E. through-way

*Dominick - Chapter 11 #22*

23. HBO and Showtime are examples of:
- A. superstations
  - B. cable systems
  - C. pay services**
  - D. pay-per-view
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*Dominick - Chapter 11 #23*

24. National cable networks may charge local cable systems a fee based on the number of subscribers to the local system. This fee is called a:
- A. carriage fee**
  - B. pay per view
  - C. must carry fee
  - D. PVR fee
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*Dominick - Chapter 11 #24*

25. Video-on-demand was slow to catch on because:
- A. of competition from broadcasters
  - B. of too much content
  - C. of a complicated user interface**
  - D. all of these
  - E. none of these

*Dominick - Chapter 11 #25*

26. Satellite TV systems require:
- A. stable-orbital satellites
  - B. geosynchronous satellites**
  - C. global-penetration satellites
  - D. geothermal satellites
  - E. none of these

*Dominick - Chapter 11 #26*

27. Satellite and cable providers' biggest expenses are related to
- A. content
  - B. subscription fees
  - C. trunks
  - D. bundling
  - E. hardware**

*Dominick - Chapter 11 #27*

28. Which of the following is NOT a source of professional video:
- A. magazine publishers
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*Dominick - Chapter 11 #28*

29. Which of the following has offered professionally produced, original video on their Web site?
- A. Ford
  - B. Coca Cola
  - C. Wrigley's Gum
  - D.** all of these
  - E. none of these

*Dominick - Chapter 11 #29*

30. About \_\_\_\_\_ percent of online videos are amateur productions.
- A. 10
  - B. 25
  - C.** 50
  - D. 75
  - E. 90

*Dominick - Chapter 11 #30*

31. Sharing home-made videos may be popular in part because:
- A. we want to find out about other people's lives
  - B. we want our 15 minutes of fame
  - C. we have lots of free time
  - D.** all of these
  - E. none of these

*Dominick - Chapter 11 #31*

32. Using the Internet to send a message to just a few people is called:
- A.** microcasting
  - B. minicasting
  - C. narrowcasting
  - D. netcasting
  - E. caching

*Dominick - Chapter 11 #32*

33. The Internet is evolving and being used:
- A. for mass communication
  - B. for watching Hollywood movies
  - C. for applications inspired by the end users
  - D. for peer-to-peer file sharing
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*Dominick - Chapter 11 #33*

34. Satellite and cable networks' ratings are measured by:
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  - B. CSN Research Group
  - C. New Media Measurement
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*Dominick - Chapter 11 #34*

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*Dominick - Chapter 11 #35*



# ch11 Summary

<u>Category</u>	<u># of Questions</u>
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