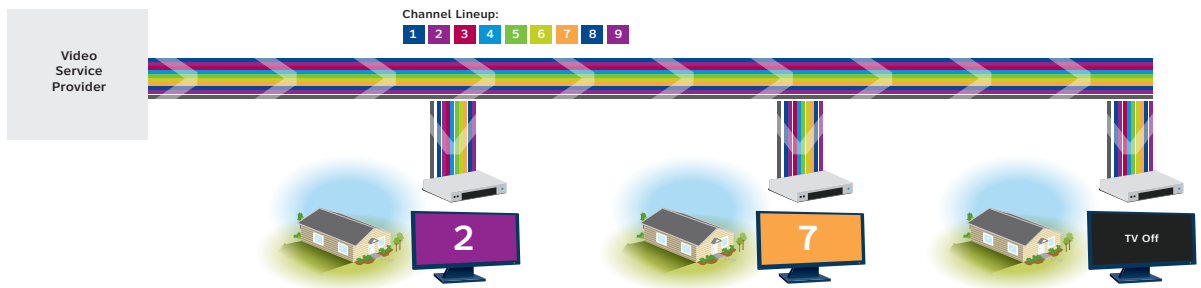


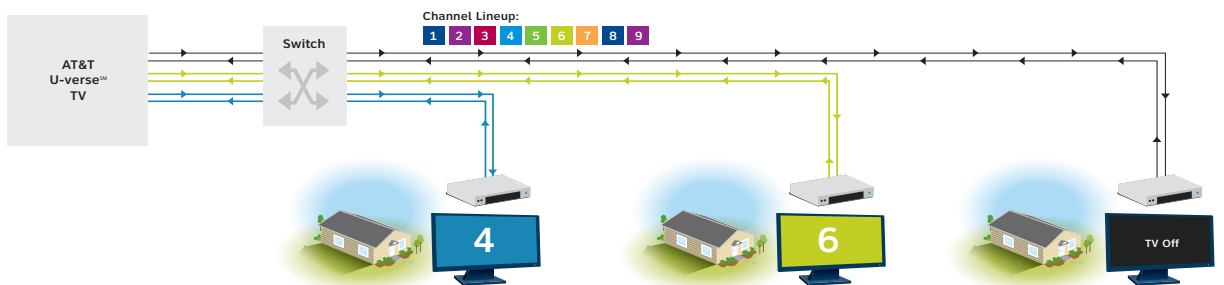
Internet Protocol (IP) Video Distribution Advantages

BROADCAST RF VIDEO



In the traditional cable TV or satellite network – using broadcast radio frequency (RF) video technology – all content constantly flows downstream to each customer, and the customer switches the content at the set-top box. The customer can select from among as many choices as the cable or satellite company can fit into the “pipe” flowing into the home. The broadcast network is one-way.

SWITCHED VIDEO



AT&T's switched Internet Protocol (IP) video network works differently. Content remains in the network, and only the content the customer requests is sent to the customer's home. The IP network is two-way. Switched video delivery means content choice is not limited by the size of the “pipe” into the home – so the network allows for delivery of more content and functionality. The network creates the potential to provide customers more choices, including niche programming of interest to diverse audiences and more high-definition (HD) programming.