



City Council Staff Report

Date:

March 15, 2023

Applicant:

Mapleton City

Prepared By:

Matt Hancock
Director Mapleton
City Network

Public Hearing:

No

Attachment:

Tier Rate resolution

REQUEST

Consideration and approval of Xtreme High-definition IPTV streaming subscription for residential and business customers in Mapleton City

BACKGROUND & DESCRIPTION

Mapleton City Administration asked the Mapleton City Network to investigate offering High-definition IPTV streaming service to residential and business users. As we research the options, it became clear that a High-definition IPTV subscription service would be the best value and the least expensive to deploy. We as staff agree that a streaming subscription service should be deployed to compete with other communications companies within the Mapleton service area.

On January 24, 2023, Mapleton City staff and city council met to discuss a rate structure for High-definition IPTV subscription service for all Mapleton City users. The Staff analyzed and reviewed the following factors to make the best decision possible.

- Rates and services of current providers.
- Potential customers comprehensive of the projected 10% take rate.
- Competitive price tiers and the number of device connections offered to Mapleton residential and business customers.
- Installation and maintenance costs.
- Total revenue verse operating costs

The proposed rate structure includes the following:

- \$14.99/ One Device
- \$24.99/ Two Devices
- \$34.99/ Three Devices
- \$44.99/ Four Devices
- \$54.99/ Five Devices

EVALUATION

The following is a cost analysis based on a buildout projection of 3,415 clients. A conservative take rate is estimated at 10%. The total number of customers at this take rate is 342.

Users	# Devices Connected	Users Cost	Monthly Revenue - Cost	Annual Cost	Annual Revenue	Annual Revenue - Cost	Annual Revenue Margin
15%	1	\$14.99	\$542.86	\$1,844.10	\$9,214.35	\$7,370.25	79.99%
30%	2	\$24.98	\$2,109.20	\$3,688.20	\$30,710.41	\$27,022.21	87.99%
45%	3	\$34.97	\$4,699.01	\$5,532.30	\$64,488.18	\$58,955.88	91.42%
5%	4	\$44.96	\$692.69	\$614.70	\$9,212.30	\$8,597.60	93.33%
5%	5	\$54.95	\$863.27	\$614.70	\$11,259.26	\$10,644.56	94.54%
100%			\$8,907.04	\$12,294.00	\$124,884.50	\$112,590.50	90.16%

RECOMMENDATION

Staff recommends, the City Council approve the proposed Xtreme High-definition IPTV streaming subscription service and the corresponding utility rates published above.

18,000+ channels	60,000+ Movies	8,400+ TV SHOW
USA Movies Channels	USA MUSIC	USA LOCAL – FOX
NetFlix Premium	USA Latin	USA LOCAL – CW & MY
USA Entertainment	USA LOCAL – ABC	USA PPV & Cinema PPV
USA Family & Kids	USA LOCAL – NBC	USA 24/7 Shows
USA Sports	PPV – MMA/BOXING	SPORTS – MATCH CENTER
USA Fox Sports	USA Bein Sports	Soccer Special events
USA ESPN Plus	USA MLB	USA NBA
USA NHL	USA NFL	USA NCAAF
CANADA EN	CANADA LOCAL	CANADA Kids
Canada FR	UK General	UK Sky Movies VIP
iFollow EFL	EPL Games	UK Sky Sport VIP
UK Movies	UK Sport	AUSTRALIA
France General	France Cinema	France Sports
France Info	France Enfants	France Advertisement
France Decouvertes	France Music	GERMANY
GERMANY SPORT	Switzerland	NETHERLAND
BELGIUM	ITALY	SPAIN
MALTA	ISREAL	GREECE
TURKEY	Cuba	Macedonia
KURDISTAN	Chile	Africa DSTV
BANGLADESH	SWEDEN	Cyprus
Thailand	EX-YU	BANGLADESH
Venezuela	Argentina	PAKISTAN
Lithuania	Arab All	ROMANIA
VIETNAM	AUSTRIA	PORTUGAL
CZECH	FINLAND	POLAND
NORWAY	UKRAINE	DENMARK
RUSSIA	HUNGARY	ADULTS
Panama	Brazil	Bosnia
ALBANIA	INDIA	Latino All
CARIBBEAN	PHILIPPINES	Mexico
Africa Super Sports	El Salvador	Arab BeIN sports VIP
ARMENIA	Croatia	Colombia
BULGARIA	Africa All	KAZAKHISTAN
Arab BeIN sports VIP	Argentina	AFGHANISTAN
Thailand	Paraguay	PAKISTAN
VIETNAM	CARIBBEAN	South Africa
Ecuador	AZERBAIJAN	KURDISTAN
Honduras	ADULTS	Dominican
Nicaragua	Uruguay	Bolivia
AFGHANISTAN	Paraguay	IRAN
PHILIPPINES	Venezuela	INDIA
KAZAKHISTAN	Mexico	Arab All
Panama	Peru	CHINA
CHINA	IRAN	Arabic Movie

RESOLUTION NO. xxx -

A RESOLUTION AUTHORIZING MAPLETON CITY TO SET RESIDENTIAL AND BUSINESS HIGH-DEFINITION IPTV STREAMING SUBSCRIPTION UTILITY RATES.

WHEREAS, setting High-definition IPTV streaming utility rates will inform residents and businesses in Mapleton of the monthly cost to receive High-definition IPTV subscription connection through Mapleton City Network (MCN)

WHEREAS, setting High-definition IPTV streaming utility rates will ensure the revenue needed to pay for the High-definition IPTV subscriptions and operate the Mapleton City Network

NOW THEREFORE, Mapleton City Council hereby authorizes the setting of the High-definition IPTV streaming tiers and services as proposed in the City Council Staff report attached.

PASSED AND ORDERED PUBLISHED BY THE CITY COUNCIL OF MAPLETON, UTAH this 15th Day of March 2023.

Dallas Hakes
Mayor

ATTEST:

Camille Brown
City Recorder

Publication Date:
Effective Date: