



## February Hours

PRESIDENTS' DAY

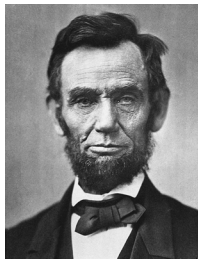
**FEBRUARY 20**

OFFICE:

**CLOSED**

HELPDESK:

**CLOSED**



## Energy Star Rebates

Take a look at the 2017 rebates now available on our website.



**[SELCO.ShrewsburyMA.gov/GREEN](http://SELCO.ShrewsburyMA.gov/GREEN)**

## Box Messaging

Have a mail icon on the front of your cable box? Click Menu on your remote, navigate to Shortcuts and then to Message Center.

## 750kWh of Electricity

Residential Cost as of Feb. 1, 2017



## Cable Industry Overview

As your community owned cable provider, we feel it's important for our customers to know what's going on in the cable industry. Over the next few months, we will offer insight into the cable industry factors that are driving up costs for all consumers. This month we take a look at the impact of large media conglomerates.

In the past 15 years, cable rates have increased at a much faster pace than the rate of inflation. While we are always trying to hold prices as low as possible, adjustments are necessary because of the rising cost of network programming fees and other factors. We absorb a portion of those increases and pass along a portion to our customers.

One of the largest reasons costs keep rising is that 90% of our channels are owned by only nine companies, **nine!** These media conglomerates own most of the channels you watch, as well as many that you don't. Many customers only watch a handful of channels and would prefer to choose a group of quality networks that appeal to them. This is something that we would like to offer, but the network owners do not allow this. Network owners engage in "channel bundling" where they require carriage of all their channels or you don't get any of them. Want ESPN and DISNEY? SELCO is also required to carry nine other networks!

Below you will find a table showing that 88 channels on SELCO cable are owned by just nine major players. By contrast, 33 years ago, 90% of all content was owned by 50 companies.

**NBCUniversal**

**VIACOM**

**Disney and ESPN**  
Media Networks

Channels in the SELCO Lineup

**14**

Channels in the SELCO Lineup

**13**

Channels in the SELCO Lineup

**11**

**Discovery**  
NETWORKS™

**Turner**

**FOX**  
NETWORKS GROUP

Channels in the SELCO Lineup

**11**

Channels in the SELCO Lineup

**9**

Channels in the SELCO Lineup

**9**

**A+E NETWORKS**

**scrippsnetworks**  
interactive

**AMC**  
NETWORKS™

Channels in the SELCO Lineup

**9**

Channels in the SELCO Lineup

**6**

Channels in the SELCO Lineup

**6**



## Contact Us

**Shrewsbury Electric and Cable Operations**

100 Maple Avenue

Shrewsbury, MA 01545

[SELCO.ShrewsburyMA.gov](http://SELCO.ShrewsburyMA.gov)

**Customer Service:** 508-841-8500

**Office Hours:** 7:30 AM to 4:30 PM M-F

**Helpdesk:** 508-841-8572

**Helpdesk Hours:** 8 AM to 10 PM M-Sat.

10 AM to 10 PM Sun.

## Prime Media

A VISUAL COMMUNICATIONS COMPANY

**Advertise Your Business  
on SELCO Digital Cable**

**Cable advertising is the most effective and  
affordable way to advertise your business!**

**Let your local Prime Media representative  
help you choose from top rated networks  
on SELCO Digital Cable.**

**Let our team work for your business!**

For more information contact:

**Guy Ferrante, Account Executive**  
Prime Media  
(508) 826 - 5567  
[gferrante@pmpmail.net](mailto:gferrante@pmpmail.net)

## SELCO AND NESN SCHOLARSHIP

Shrewsbury High School Seniors are encouraged to apply for one of three \$1,000 scholarships being made available by SELCO and New England Sports Network (NESN).



Each year SELCO and NESN give three \$1,000 scholarships to graduating high school seniors from Shrewsbury. These scholarships are awarded based on community involvement, good citizenship, volunteer work inside and outside of school, a recommendation from an advisor or guidance counselor, financial need, and a statement of personal goals and aspirations.

The SELCO/NESN Scholarship application form is available online at [SELCO.ShrewsburyMA.GOV/selcoscholarship](http://SELCO.ShrewsburyMA.GOV/selcoscholarship)

## Get one free month of HBO and/or Cinemax

New customers who sign up for HBO and/or Cinemax before March 14th will get their first month free!



There is something for everyone - addictive original series, the biggest movies, documentaries, specials and more. Plus, the most ways to watch!

Get 24/7 unlimited access to your favorite programming anytime with HBO GO and MAX GO, included for FREE! To add HBO or Cinemax call SELCO Customer Service at 508-841-8500.

Offer good 2/1/17 to 3/14/17. New HBO/Cinemax subscribers only. SELCO Digital Cable required.



**FEBRUARY 7**



**FEBRUARY 21**



**FEBRUARY 28**

