

HolstonConnect
P.O. Box 190
1200 West Main Street
Rogersville, TN 37857



Dear HolstonTV Subscriber,

As the broadband subsidiary of Holston Electric Cooperative, a member-owned cooperative, we believe in transparent communication with our members regarding when significant changes happen in their cooperative and why. Our Holston Connect team will always strive to keep our subscribers informed of any significant changes that may impact your HolstonConnect services.

We want to make you aware of the recent changes with our video service, HolstonTV. Since the launch of our fiber project in 2017, our ultimate goal has been to provide the best quality broadband services to our members at affordable prices.

We initially chose to offer HolstonTV to allow our members the option to bundle multiple services for convenience and have since worked to keep package costs as low as possible. Continually rising television programming in the TV industry are making it extremely difficult for small, member-owned cooperatives like HolstonConnect to continue offering video services at reasonable rates.

We do not enjoy raising members' bills and do everything we can to negotiate fair rates from content providers and technology partners. However, rising TV industry costs continue working against our best efforts to keep our package costs from increasing. In addition to consistently rising fees from networks for the right to air their content, the TV industry has been undergoing changes with the technology used to deliver programming to subscribers.

Therefore, as of 12/11/2024, HolstonConnect has decided to cease any new HolstonTV sign-ups and will complete any pending installations scheduled through December 31, 2024. Existing HolstonTV services will cease on April 16, 2025 at midnight.

Please note that despite this change, our team will continue supporting any existing HolstonTV service through April 16, 2025.

We will also gladly provide guidance, resources, and support to any subscribers that choose to explore alternative TV solutions during this time.

We understand this is not the news our members would prefer to hear, but we do not like being forced to raise monthly rates or offer our members a subpar service. Our goal is not to keep our members from their favorite programs, but to be sure we are providing access to the best, most budget-friendly way to enjoy them.

In better news, subscribers have more choices than ever to customize their entertainment experience with an abundance of video solutions in the market today that cater to multiple preferences. Streaming video solutions often come with a monthly price much lower than other traditional TV options.

We recognize that this announcement might generate questions about alternate video solutions, and we are committed to providing our members with as much guidance as possible. Our team will conduct on-site workshops/tutorials at various locations to help members become more familiar with streaming video solutions, including different streaming platforms and equipment.

The first of these tutorials will be held at the following locations:

- Holston Electric- Rogersville office on December 30th from 12:00 p.m. – 6:00 p.m.
- Holston Electric- Russellville office on January 8th from 2:00 p.m. – 6:00 p.m.
- Other dates will be available in our Church Hill/Surgoinsville area and will be provided on the website at holstonconnect.com.

We invite you to join our team during these workshops for an opportunity to get hands-on with streaming equipment, see demonstrations of the features and offerings of various popular streaming TV solutions, and have any questions you have answered by our team.

We invite you to visit our website at holstonconnect.com to learn more.

Our Member Service team is also available to review members' TV needs and provide guidance on video service alternatives weekdays between 8:00 a.m. – 4:30 p.m. at any local HEC office or by calling (423) 272-8821.

To deliver on our promise to provide the best quality services possible, our team will continue working tirelessly to provide the exemplary experience our internet and phone subscribers deserve. Please contact our Member Service team if you have any questions.

We appreciate you and are always grateful for this opportunity to serve you.

Thank you,
The HolstonConnect Team