



CITY OF MARSHALL AGENDA ITEM REPORT

Presenter:	Alex Peterson
Meeting Date:	Tuesday, November 25, 2025
Category:	AWARD OF QUOTES
Type:	ACTION
Subject:	Studio 1 Cablecast System Update
Background Information:	<p>Studio 1 utilizes the Tightrope Media System “Cablecast” platform for the cable and internet channel delivery of our content for the Studio 1, Tiger TV and SMSU Media channels. It is a Windows Server based system comprised of several individual servers working together to provide video recording, playback, Video-On-Demand delivery and digital signage together as one package. This system was purchased and brought online in 2016 when we relocated our office to the SMSU campus and combined all three TV channels into one system. Since that time, we have replaced one of the eight servers due to a failure, but the rest of the system is still original. We have been unable to update the templates of our digital signage channels for over 5 years due to the age of the players.</p> <p>We have reached the point where Cablecast can no longer support the outdated hardware with important feature and security updates. Therefore, staff worked with Cablecast to spec out the most cost-effective system upgrade. This new system design will take our total number of servers from 8 down to 3, which reduces energy use, heat output, and fan noise in our office area.</p> <p>We then received a quotation from Alpha Video and Audio (the vendor we purchased the original system from) as they hold the State Contract for this type of equipment. This quote provides the best pricing available.</p> <p>As part of our franchise agreements with Spectrum and Bluepeak, the City receives payments of \$1.50 per cable video subscriber per month to fund our PEG Fund (Public, Educational & Government). The dollars in this fund are only allowed to be spent on capital equipment and hardware, and this system upgrade is an eligible use of those funds. There is currently around \$100,000 in the PEG fund as we have been planning for this upgrade for several years.</p>
Fiscal Impact:	\$42,435.74 from the PEG Fund
Alternative/ Variations:	Continue using the system as-is without the ability to receive critical updates.
Recommendations:	Staff recommend updating the system to the latest version to continue receiving important feature and accessibility upgrades as well as security updates.