

Beat the Traffic



Time Warner Cable introduces a new and highly innovative traffic reporting system that will significantly help customers in the Southern California area ease their daily commutes. **Beat the Traffic**, the first in the market and exclusively on TWC SoCal channel 101, brings customers real-time, data-driven traffic reports in the five counties of Southern California. The cutting edge technology provides dynamic 3-D maps of roads and highways, displaying current traffic data pulled directly from Caltrans and a number of public traffic monitoring networks.



In addition to the real-time automated traffic maps, Beat the Traffic also features live in-studio reports every 10-minutes, providing viewers with up-to-the-minute traffic information and instant trip times on key routes and tips about alternate routes. The five minute reports are anchored by veteran traffic reporters Bill Thomas, Sabina Mora, Steve Truitt and Tracie Savage, who combined have decades of experience reporting traffic in the Los Angeles market for several local television and radio stations.

The Beat the Traffic service is available to Time Warner Cable customers in a "Traffic Anywhere" format, with traffic reports on channel 101, online at www.twcbtt.com or on the go via mobile phones at www.twcbtt.mobi.

The launch of Beat the Traffic on Time Warner Cable is in direct response to customers, who rated real-time local traffic updates as one of their top local programming interests in a 2009 survey.



Beat the Traffic airs **weekdays (6-10 a.m. and 3-7 p.m.)** during commute hours with live in-studio reports and **weekends (10-1 p.m. and 4-8 p.m.)** only on Time Warner Cable digital channel 101.

Order digital cable today: **1-888-TW-CABLE** www.TimeWarnerCable.com/socal

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About Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at timewarnercable.com, www.twcbc.com and www.twcmediasales.com.