

## STAY AT THE TOP OF YOUR GAME.

Get the cable industry's must-read, daily insider summary of all that is important, including programming, operations, ratings, people, regulations, financial news and more...

Get a **FREE 3-WEEK TRIAL** to  
**Cablefax Daily**

# BCAP NewsClips

October 19, 2016

[Bloomberg  
Netflix Is  
Taking Over  
Hollywood,  
and  
Hollywood  
Isn't Thrilled](#)

[Variety  
Univision  
Signs Deal  
With  
BroadbandTV  
to Manage  
YouTube  
Channels](#)

[USA Today  
Sagging NFL  
TV ratings  
leave owners  
scrambling  
for answers](#)

[Bloomberg  
AMC  
Networks  
Invests \\$65  
Million in RLJ  
Entertainment](#)

[Zap2it  
Cable Top 25  
for Week  
Ending  
October 16](#)

[pennlive.com  
Kathleen  
Kane should  
face  
'significant'  
jail time,  
prosecutors  
argue](#)

[Allentown  
Morning Call  
Voters, don't](#)

Yahoo! Inc. reported third-quarter profit that topped estimates, a rare bit of good news after a large-scale **hack** of user data was disclosed last month that could threaten the purchase of the company's main web assets by Verizon Communications Inc. Profit before certain items was 20 cents a share, topping analysts' average projection of 14 cents, the company said Tuesday in a statement. Sales, excluding revenue passed on to

Proud members of BCAP...

the nation's first state cable association!



The name that launched an industry.

*Serving homes and businesses*

**TV Everywhere**

**200 Mbps High-Speed Internet**

**Digital Phone**

Connecting Pennsylvanians since 1948

secv.com

would be **reasonable** to assume that the hack represents a material impact to the phone carrier's July deal. Verizon now has **misgivings** about the deal, in part because it hasn't received detailed information about the breach, a person familiar with the matter said. "We take deep responsibility in protecting our users and the security of their information," Mayer said in the statement. "We're working hard to retain their trust and are heartened by their continued loyalty as seen in our user engagement trends." –

**Bloomberg; more from New York Times**

partners for web traffic, fell 14 percent to \$857.7 million. The revenue missed the analysts' estimate of \$860.1 million and was the seventh time in the past eight marking periods this key metric fell.

Chief Executive Officer Marissa Mayer is facing renewed concerns about Verizon's acquisition of Yahoo's core internet operations for \$4.8 billion following the revelation last month of a breach that exposed more than 500 million user accounts. Verizon General Counsel Craig Silliman said last week it

[forget about state row office elections](#)

[Pittsburgh Tribune-Review Gov. Wolf on Trump's voter fraud claim: 'It's nonsense'](#)

---

Donald Trump's presidential campaign is finally spending more money than Hillary Clinton's. Trump's campaign will spend almost \$11.7 million on television ads set to run in 11 states this week, topping Clinton's spending on ads for the first time. The Clinton campaign is spending \$10.5 million on advertising in seven states.

Big spending by a pro-Clinton outside group will mean Democrats are still outspending the GOP overall, but the spending by Trump nonetheless represents a shift for the Republican presidential nominee, who has spent relatively little on television advertising until recently.

Trump will drop more than \$3.3 million on advertisements in the crucial swing state of Florida this week. The campaign is also spending more than \$1 million each in North Carolina, Ohio and Pennsylvania, three states Trump must win if he hopes to reach the 270 electoral votes necessary to take the White House. Trump's team has also purchased airtime this week in Colorado, Iowa, Maine, New Hampshire, Nevada, Virginia and Wisconsin.

Trump is airing the ads with his campaign in free-fall, according to recent polls. A survey released Tuesday by The Washington Post found Trump trailing Clinton, the Democratic nominee, in nine battleground states. It also found Trump with just a 2-point advantage in Texas. The Clinton campaign is spending \$3.1 million on the Florida airwaves this week. Clinton's team has purchased almost \$1.9 million in ads in Pennsylvania, where polls show the Democrat with a sizable lead, and more than \$1 million in ads in North Carolina, Nevada and Ohio.

Overall, the amount of television advertising surrounding the presidential contest is down significantly from four years ago. That's in large part because of Trump's reliance on earned media, rather than paid advertising. Since the middle of September, nearly 90,000 pro-Clinton advertisements have aired on television, according to a new study from the Wesleyan Media Project. Just under 28,000 pro-Trump ads have run during the same time.

Four years ago, President Obama's backers paid for more than 141,000 individual advertisements between Sept. 16 and Oct. 13, while groups backing GOP nominee Mitt Romney paid for 114,000 ads. The Clinton campaign has purchased nearly \$1.2 million in advertising on national cable channels. The Trump campaign will spend almost \$500,000 on cable ads this week. Both campaigns use national cable to reach voters across the country tuning in to the MLB playoffs and college football games. Though she is being outspent nationally, Clinton's allies are picking up the slack. Priorities USA Action, the super PAC backing Clinton's campaign, is spending \$9.4 million this week, including \$2.5 million in Florida, \$1.5 million in Ohio, and more than \$1 million in North Carolina and New Hampshire.

The National Rifle Association (NRA) is the only major outside group backing Trump. NRA affiliates will spend \$3.6 million on television ads this week in nine states, including more than half a million dollars in North Carolina, Nevada and Ohio. Another outside group is spending nearly \$650,000 attacking Clinton in Wisconsin. Priorities USA Action aired more than four times as many advertisements as NRA affiliates over the last month, Wesleyan reported.

All told, Democrats are outspending Republicans by nearly \$4 million this week. Democrats will spend more than Republicans on television advertisements in seven states — Florida, Iowa, North Carolina, New Hampshire, Nevada, Ohio and Pennsylvania. Republicans are outspending Democrats in Colorado, Maine, Virginia and Wisconsin, as well as in Indiana, which is not traditionally considered a swing state.

In crucial media markets, the Democratic advantage is even more significant. Ads backing Clinton or bashing Trump have accounted for 88 percent of all political spots

running in Des Moines, Iowa; 86 percent of Philadelphia ads; and more than 80 percent of total spots in Dayton, Ohio; Orlando, Fla.; Raleigh, N.C.; Las Vegas; West Palm Beach, Fla.; and Cleveland. Pro-Clinton groups have paid for more than three-quarters of the political spots airing in Greensboro and Charlotte, N.C., as well as in Reno, Nev., and Tampa, Fla.

Despite the tone of the campaign, throughout which Clinton has questioned Trump's fitness for office and Trump has suggested Clinton ought to be in jail, the campaigns are actually running more positive advertisements than any other presidential campaign since 2000. More than half of Trump's advertisements are positive, according to the Wesleyan Media Project, and more than a third of Clinton's ads have been positive spots. By contrast, just 6 percent of political advertisements run between the middle of September and the middle of October in 2012 were positive, while almost 70 percent were negative.

– *The Hill*

---

If you watched Erie's WJET-TV this evening you might have walked away with the impression that fence-sitting U.S. Sen. Pat Toomey, R-Pa., has finally taken a position on his party's divisive presidential nominee. "He's supporting Donald Trump cautiously, as he believes in his policy but not his actions," reporter Leanne Stuck says before airing a segment showing Mr. Toomey [touring Curtze Food Service in Erie](#). The trouble is, the senator didn't exactly say that.

Here's what he did say on camera: "I have a lot of concerns about things [Mr. Trump] has said and positions that he has taken, and so I've got real reservations. On the other hand, I also realize that if he were president he'd probably sign into law a repeal of Obamacare, and he'd probably agree to re-impose sanctions on Iran, which we should do." In other words: He's not saying.

His comments weren't so different than the explanation he gave during a debate Monday for why he hasn't publicly endorsed or renounced Mr. Trump. Of note, Mr. Toomey also kept mum on who he planned to support in the presidential primary. He revealed his pick as he emerged from his polling place in Zionsville after casting his ballot. His pick? Ted Cruz. – *Pittsburgh Post-Gazette*



127 State Street, Harrisburg, PA 17101  
717.214.2000 • bcapa.com

**First in Broadband.  
The Future of Broadband.®**

---