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Atlantic Broadband has announced a \$1.4 million investment project for parts of Mifflin County. The project, which was announced by the company on Tuesday, will bring service upgrades to residents and businesses in Derry and Decatur townships by the end of 2017, according to a press release from the company.

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Some of the upgrades will include high-speed internet, phone and digital TV services. "This is a pleasant surprise," John McCullough, chairman of the Derry Township Board of Supervisors, said. The sections of Derry and Decatur townships that will receive upgrades include homes along Back Maitland Road, areas of Glenwood Avenue, Vira Road, portions of Snook Road and Old Stage Road. According to the press release, residents in these areas will have access to high-speed internet for the first time, along with changes in the channel lineup for television customers and unlimited phone service.

"We're excited to get this project up and running, and to provide Derry and Decatur township residents with the service enhancements they deserve," Atlantic Broadband Senior Vice President and General Manager Curt Kosko said in the release. "We are committed to providing customers with optimal TV,

internet and phone services and this network upgrade will do just that."

This announce follows an effort by the Mifflin County Internet Advisory Committee, which has been working with companies, like Atlantic Broadband, to improve the internet across the county. "It's nice to know our efforts to make things better are working," said Bill Gomes, member of the internet advisory committee and director of planning. "We have been trying to get the major players to the table to discuss where things can be better, and it's paying off." – *Lewistown Sentinel*

**Not since** Tronc has a new corporate moniker drawn as much criticism as Oath, the media and advertising unit in which Verizon Communications Inc. plans to house Yahoo and AOL.

Those brands won't disappear, Verizon said, they will simply be under the Oath umbrella once the acquisition closes. **Business Insider reported** the name earlier this week. The internet hasn't been kind since then. **A representative comment on Twitter:** "How about 'Meh'?"

Still, the name received so much attention, even though it was negative, that it was probably worth \$50 million in free marketing, AOL Chief Executive Tim Armstrong said in an interview with Bloomberg TV. "It turned out to be a huge benefit for us," Mr. Armstrong said, calling the name a reflection of the business's "oath to building brands," its intended focus.

Mr. Armstrong said in another television interview that AOL staff came up with the name about a year ago, and an Oath marketing push is planned later this year for the properties it encompasses, including AOL, Yahoo, TechCrunch, Huffington Post and Engadget. Branding consultant Allen Adamson said it made sense for Verizon to start fresh with a new name for the media unit, since both AOL and Yahoo have some baggage in the advertising community, and Verizon is synonymous with mobile phones.

"They can't do anything with Yahoo and AOL, they are what they are," he said. "And Verizon is not relevant to the ad community, it's a carrier. The value is in the bundling, the putting it together. And they need a new story in the B2B universe." Mr. Adamson said ultimately it isn't the name that matters—it's the execution. "They have to figure out how to put them together without destroying what they bought," he added.

There is also the word itself, which connotes a solemn vow or taking a pledge, or alternately, a curse. "The challenge is, right now, Oath has an established meaning that may not be relevant to their story," said Mr. Adamson. "My sense is, this too shall pass." – ***Wall Street Journal***

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Amazon is ready for some football.

The National Football League has reached a deal to stream 10 Thursday night games with Amazon.com Inc., the online retailer that is aggressively trying to position itself as a premier source of entertainment content. The one-year agreement is valued at around \$50 million, according to people familiar with the matter. That price tag represents a fivefold increase over the NFL's agreement with Twitter Inc. for the same number of games last season.

While Twitter streamed the games on its free social network site, Amazon's games will be available only to its Amazon Prime members, who pay \$99 a year for free, two-day shipping and access to music, movies and TV shows. Amazon has more than 60 million Prime members world-wide, according to analyst estimates. The games will continue to be available on television as well. The Thursday night package is split between CBS and NBC. The NFL Network also carries Thursday night football.

Other bidders for the Thursday night streaming package included Google, Twitter and Facebook, according to a person familiar with the matter. A Twitter representative didn't return a request for comment, while spokesmen for Google and Facebook declined to comment.

For Amazon, the push into sports distinguishes its programming ambitions from Netflix Inc. and Hulu, the online streaming service co-owned by Walt Disney Co., 21st Century Fox, Comcast Corp. and Time Warner Inc. Both Netflix and Hulu have steered clear of sports and other live content. "We're focused on bringing our customers what they want to watch, Prime members want the NFL," said Amazon Senior Vice President Jeff Blackburn. The large audience that the NFL attracts will also give Amazon a promotional platform for its other content, he added.

Amazon **has also sought live game rights** from various other right holders, from the NBA to soccer and surfing leagues. With some, it has even raised the idea of creating a premium sports package that would be offered as an add-on for Prime members, The Wall Street Journal reported in November. Amazon's interest hasn't been limited to the U.S.: In India, it threw its hat in the ring last year to bid on rights for the popular Indian Premier League cricket games.

Amazon executives believe the e-commerce giant can uniquely target fans with sports gear, a way that the company could potentially justify forking over high fees for big-ticket sports. Mr. Blackburn declined to talk specifically about how Amazon might use the NFL to sell merchandise. For the NFL, the Amazon deal continues its eagerness to experiment with new distribution platforms as viewing patterns continue to shift away from traditional media. Brian Rolapp, the NFL's executive vice president of media said Amazon's "deep and rich streaming experience really caught our eye."

The NFL already had a relationship with Amazon through the program "All or Nothing" a documentary series that follows one team through an entire season. Mr. Blackburn said it was one of Amazon's most popular shows. – *Wall Street Journal*

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AT&T Inc said on Wednesday customers of its unlimited mobile data plan would get Time Warner Inc's HBO, home to hit shows such as "Game of Thrones" and "Veep", as part of the service at no additional cost. The No. 2 U.S. wireless carrier, which is buying Time Warner for \$85.4 billion to gain control of channels such as HBO and CNN, said the new service would be rolled out from April 6.

AT&T's "Unlimited Plus" plan includes unlimited mobile data and a monthly credit for its video services such as DirecTV and DirecTV Now. The HBO offer would also allow customers, who are already paying for the cable channel through AT&T's video services plans, to now access premium HBO content for free. AT&T lowered the price of its unlimited mobile data plan in February by \$10 to \$90 per month in response to rivals rolling out unlimited data offers, driving a price war among the top four U.S. wireless carriers. – *Reuters*

