

UNCAPPED POTENTIAL CABLE ACADEMY 2017

April 19 & 20
Kalahari Resorts in the Poconos

Next week's 29th annual Cable Academy, presented by the Pennsylvania Cable & Telecommunications Foundation, heads to the Poconos to highlight the direction our industry must

embrace to prosper during the most competitive environment in its history. Cable Academy 2017 will showcase the "Uncapped Potential" that exists today, and how it can further expand in the near future.

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NewsClips

April 13, 2017

San Antonio Express-News

[Google Fiber to remove controversial 'fiber hut'](#)

philly.com
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Bloomberg
[Google's Ad Rivals Leap at Chance to Seize Dollars After YouTube Controversy](#)

Variety
[Roku Signs TiVo License Pact Covering 6,000 Patents](#)

USA Today
[Facebook Messenger now reaches 1.2 billion users](#)

No column to write because no information to impart because no phones that work.

Answer a ringtone. Nothing on it. Make a phone call. No dial tone. Five phone lines, for which we are billed, *do not work. None work. None. Not one. They might for a moment, then not again.*

Dealings include conversations with our mayor, governor, cardinal, senators, congresspeople, White House. The complaint is I am unreachable.

Reporting this repeatedly, I rang Verizon chairman Lowell C. McAdam. His phone's OK, but he did not take the call. I e-mailed Lowell.McAdam @Verizon.com. No response. Probably too busy repairing my line — or chatting with United Airlines' CEO.

Last year Attorney General Eric Schneiderman assisted. Workers came. Each time someone different. No continuity, no cohesion, no continuing service. No connect to a message machine, no recording announcing trouble on the line. Oddly, the lone transmission that snuck through? A Verizon robocall.

April 2016, one year ago, I reported communication, my lifeblood, requires unceasing passage of news and information. People think something's wrong with me that I tolerate such abuse. Each repairer gives assorted specious answers: "Can't get there. A truck's parked where lines connect." Really? Months later same truck, same spot, same won't move? Now: "Verizon's working on the problem." They named the exact spot. We checked. No Verizon truck there.

Repair people tell me: "They will not fix it. Forget it. They won't fix old copper wires anymore. They're forcing you into Fios."

The company peppers areas with ads praising Fios, yet Fios grinds through a decorated home's walls and halls. Your whole place requires rewiring. Damage — mess, redecorating, repainting, replastering, redoing — all at the owner's expense. Despite company denials, I can supply many to testify this is so.

One jewelry store said Verizon's hurting their business. One dermatologist claims it's ruining him. One dressmaker complained it's losing her clients. I possess a sheaf of complaints. Listen, if our lines stay dead, maybe our checkbooks should also. — **New York Post** columnist

With internet providers ranking near the bottom of customer satisfaction surveys, seven-in-ten Americans say their towns or communities should be allowed to build new internet networks that compete with large, established providers, according to new data from the Pew Research Center.

Harrisburg Patriot-News
Lt. Gov. Mike Stack: 'I've said things in anger and stress and frustration that I wish I hadn't'

Harrisburg Patriot-News
Editorial: It's time for Pa. to scrap the Lieutenant Governor's office

Allentown Morning Call
Another challenger for Bob Casey as he touts fundraising figures

BCAP offices will be closed Good Friday, April 14

The latest findings add to a long-running battle over restrictions — often written by state legislatures and

solutions delivered

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supported by telecom and cable companies — that prevent local governments from establishing homegrown rivals to ISPs such as AT&T or Charter. And, policy analysts say, the results underscore a gulf in attitudes about public infrastructure spending — though perhaps not the kind you may expect.

Substantial majorities of Democrats and Republicans back the ability of towns to build and sell their own internet plans to local residents, according to the study. Although conservatives are slightly more likely than liberals to say they are a bad idea, just 27 percent of Americans overall say local governments shouldn't be able to offer competing service, Pew's survey found. (The same study found that Americans largely oppose government subsidies for low-income internet users, which is timely in light of a recent government decision.)

Proponents of independent internet networks argue that a "public option" for internet access could help drive down the price of broadband and increase speeds. Opponents say the expense of building new networks represents an unacceptable financial risk for

many local governments. "Municipal broadband networks too often end up failing and costing taxpayers millions," said USTelecom, a trade association representing internet providers and telecom companies.

Some public projects have resulted in high-profile failures. In 2009, residents of Burlington, Vermont, learned that its mayor at the time, Bob Kiss, quietly used \$17 million in city funds to prop up the local public broadband utility, Burlington Telecom. The utility is now in the process of being auctioned off as part of a negotiated settlement. Delays and cost overruns were also a feature of a public-sector broadband project in Utah.

But the movement to build public broadband has also led to successes. Long before Google Fiber came on the scene and began challenging incumbent ISPs, the city of Chattanooga, Tennessee, was competing aggressively with offers of download speeds up to 1 gigabit per second. In 2013, the city dropped its prices from \$300 a month to \$70 — and in 2015 opened up a new service tier of 10 Gbps. After relying primarily on bond money and declining to fund the project with a new city tax, Chattanooga turned its fiber network into what its manager has called a "great profit center."

Where they are allowed to, other towns have increasingly moved to build their own independent networks. For example, the government of Colorado Springs, Colorado, recently became the 100th jurisdiction in the state to vote to overcome the Colorado legislature's restrictions on municipal broadband, said Christopher Mitchell, a public broadband advocate at the Institute for Local Self-Reliance in Minneapolis. "In Colorado, we see liberal cities like Boulder, conservative cities like

Colorado Springs, and many conservative counties putting, in some sense, their money where their mouth is," said Mitchell.

While Colorado law allows cities and towns to move forward with municipal broadband if enough residents vote to approve it, other states can be more restrictive. Chattanooga became part of a high-profile legal battle in 2015, when it asked the federal government to help it overcome restrictions put in place by Tennessee's legislature. Under those rules, the city's internet network was not allowed to grow to serve neighboring customers.

Regulators at the Federal Communications Commission voted to supersede the state regulation, but a year later they were defeated when a federal court ruled the move unconstitutional. Lawmakers in Congress lined up for and against the FCC's initial vote on a partisan basis, with Democrats siding with Chattanooga and Republicans siding against it. But the picture is different at the local level, where few partisan divisions exist over the issue, said Mitchell. "The most striking thing is how out of touch Republicans in Washington, D.C., are from their base," he said. "I talk to Republicans at the local level regularly, especially in rural communities — and they all realize they need the public option." — **Chicago Tribune**

Lawmakers in Massachusetts are seeking to fill gaps in consumer protection laws following the repeal of federal internet privacy rules approved in the final days of the Obama administration.

President Donald Trump signed a resolution in March scuttling privacy regulations adopted by the Federal Communications Commission last year, including requirements that internet service providers such as Comcast and AT&T obtain the consent of consumers before sharing or selling their browsing information and other data. The Republican-controlled Congress also used its power under the Congressional Review Act to limit similar FCC regulations in the future.

Privacy advocates decried the clawback of the rules, which would have gone into effect in December, and state legislatures throughout the country have responded with their own protections of electronic data. In Massachusetts, a proposal filed by Senate Minority Leader Bruce Tarr would require internet providers to get permission before collecting and sharing data.

The bipartisan proposal, which has support from two dozen lawmakers, also prevents companies from charging customers to "opt-out" of data collection. "The federal government has created a situation that threatens consumer privacy," said Tarr, a Gloucester Republican. "Information collected over the internet by service providers belongs to the consumer, and we need to make sure that if they're going to be buying and selling that information that consent is given." House Democrats have also put forward proposals for state-level internet privacy rules.

House Speaker Pro Tempore Patricia Haddad, D-Somerset, has filed a similar bill requiring companies to get permission to share electronic information. The proposal has picked up at least 60 co-signers including Reps. Ann-Margaret Ferrante, D-Gloucester, Paul Tucker, D-Salem and Linda Campbell, D-Methuen. "People shouldn't have to worry about their internet history being packaged up and sold off to the highest bidder without their consent," Ferrante said.

Opponents of the FCC's privacy rules say they're unnecessary and would have put an unfair burden on broadband providers while giving large internet companies, such as Facebook and Google, a pass to collect user data without asking permission. They contend that consumers are protected by a FCC rule from 2015 that limits how internet providers treat and use consumer data. The rule classified the internet as a public utility and implemented "net-neutrality rules" that prevent providers from blocking, restraining or prioritizing specific websites.

"People need to understand Congress didn't roll back any law -- the Obama rules never went into effect," said Matt Mincieli, Northeast region executive director for TechNet, which advocates for technology companies. "There's rules already in place to protect consumers."

Vermont, Rhode Island, New York and Maryland are among the states considering legislation to protect electronic information, according to the National Conference of State Legislatures. Currently two states, Nevada and Minnesota, require service providers to keep customer records private. Civil liberties groups say the battle over privacy restrictions highlights how internet companies are using information that is collected and shared with little or no oversight, much less public awareness. "It's important that we institute state-level protections restricting what ISPs can collect and sell about their users," Kade Crockford, director of American Civil Liberties Union of Massachusetts' Technology for Liberty program.

Crockford said lawmakers also should pass legislation requiring law enforcement to get warrants for data held by third-party providers such as Google. Mincieli said he doesn't believe the state has the

legal authority -- or resources -- to enforce communications rules that are generally handed by the federal government.

"We understand that consumers are concerned about internet privacy and that state legislatures are trying to push back against Trump's policies, but they're wading into the FCC's jurisdiction," he said. Tarr said his plan, which is modeled on Minnesota's recently approved law, is enforceable on a state level. Consumers would be able to file complaints with the attorney general if they believe their online information is being used without their consent, he said. "Massachusetts has a strong record on consumer protection, and I don't think the AG would be idle in the face of complaints," Tarr said. "The bottom line is consumers' information should be protected." – *Allied News*

FANG (Facebook, Amazon, Netflix, Google/YouTube) is about to take a huge bite out of traditional network TV (ABC, NBC, CBS and Fox), and the media business will never be the same.

To understand the profound implications of the recently announced [NFL on Amazon Prime](#) or [YouTube TV](#), it may help to understand the economic engine that drives traditional commercial television. The goal of the commercial TV business is to package a specific, targeted audience and sell it to the highest bidder. The more precise the targeting, the higher the fee; the bigger the targeted audience, the bigger the fee.

Because the broadcast television industry is data poor (it only offers metrics about itself), this model has never been a complete solution for brand or lifestyle advertisers. In practice, an advertiser needs to translate ratings and demographic information from Nielsen into knowledge and insights it can link to its key performance indicators (KPIs). Because content is distributed across so many non-TV platforms, this process gets more difficult every day. How effective was your broadcast TV buy? Was there an increase in sales that could be attributed to it? Could we have spent this portion of our advertising budget differently?

There are four data sets that help define each of us: attention, consumption, passion and intention. While traditional broadcast TV tries to measure or attribute some of these to TV viewership, FANG has actionable data that drives KPIs. Facebook knows what you are paying attention to. You post and share the things you care about, and your Facebook profile makes your attention actionable.

Amazon knows what you consume and what you're thinking about consuming. If you've bought it or are planning to buy it, Amazon knows it and can act on that data. Netflix knows your passions. You demonstrate how you can be reached on an emotional level every time you watch a video. Netflix knows more about the kind of entertainment that ignites your passions than you do. It continually acts on that data.

Google/YouTube knows your intentions. You never intend to go to Google and stay there; you search for what you intend to do. Your Google profile indicates, with a very high degree of accuracy, what you are likely to do in the near-term future. This is some of the clearest, most actionable data in the world. People often reminisce about the "good ol' days" when there were four major networks: ABC, NBC, CBS and Fox. We are transitioning to a world where there will still be four networks, just not the four networks you're used to. FANG is delivering actionable data to advertisers in ways that traditional broadcasters simply can't.

The power of Amazon Prime to a fast-moving consumer goods company may be less significant than the power of Amazon Prime to a consumer electronics manufacturer, but Amazon is becoming a complete solution for all types of b-to-c -- and many types of b-to-b -- advertisers. Its size, scale and efficacy are truly stunning.

If YouTube TV and other over-the-top skinny bundles start to get traction, we are going to see a dramatic shift toward the data-rich, brand-safe, internet giants. (Yes, Facebook and Google will deal with their current content adjacency and brand safety problems, and you will forget they had them.) FANG will not be alone. Apple is going to get into this game, and there are international powerhouses like Alibaba and QQ that are already well on their way.

For today: Advertisers are spending, traditional networks are making money and all of this sounds like stuff you've heard before. But we're only talking about timing. Traditional (linear) TV audiences are declining at a significant rate, and they are practically aged out of key demographics. Cable customers are also declining. So, the question is *when* this shift will make a difference, not *if*.

For consumers: More choice, more fun. Consumers don't care about content transport mechanisms or broadcast business models, they just want their content. For advertisers: Brands have never wanted to buy CPMs (cost per thousand impressions) or GRPs (gross rating points); they want to sell stuff. The data-rich FANG and other tech giants are offering data that can be turned directly into sales. For

networks: It's just a matter of time before media without actionable data will be impossible to monetize.
Can traditional TV catch up? – **AdAge**



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