

NewsClips

August 8, 2016

New York Times
How to Give Rural
America
Broadband? Look
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Fierce Cable
Dish, ACA seek
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Washington Post
Your Internet
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Taking time off from tech: How many people need to 'digital detox'?

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Home Media Nielsen Bows Social Media Ratings

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Kathleen Kane
has little to say as
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Montgomery
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Armstrong's customers will have NBCUniversal's multi-platform coverage of the Games of the XXXI Olympiad from Rio de Janeiro, Brazil, including the availability of a dedicated channel broadcast in 4K Ultra High Definition.

4K Ultra High Definition (UHD) technology displays images at more than 89 million pixels, providing pictures with an ultra-high resolution that is roughly four times that of current HD, according to Armstrong. NBCUniversal is providing 83 hours of coverage



in 4K Ultra High Definition on a oneday delay beginning today. This coverage includes the Opening and Closing ceremonies. swimming, track and field. basketball, the men's soccer final and judo, as well as Rio scenes.

To view the Olympics in 4K Ultra High Definition, you'll need a TV capable of receiving a 4K signal over the cable (RF) input and one of Armstrong's 4K Connect Kits available for free at your local Armstrong office. The Meadville-area Armstrong office is located at 160 Westview Dr. – *Meadville Tribune*

Musikfest will have free, festival-wide Wi-Fi for the first time. Visitors can download apps, check email or search for the Pokemon Go PokeStops at Musikfest through a partnership by ArtsQuest and Service Electric Cable TV-PenTeleData. Musikfest marks the single, largest event that the two companies have partnered to offer the free service.

Access to the service is available by providing your name and email address. A news release says a few areas may not have the service, including sections of Main Street, Liederplatz and the Vesper Concerts at Central Moravian Church and Chamber Concerts at Central Moravian's Old Chapel. Maps of the free Wi-Fi coverage zones are available at www.musikfest.org, as well as the Service Electric Booth at Festplatz.

"Service Electric and PenTeleData have long been committed to supporting our festival and our community," says ArtsQuest senior vice president of marketing and corporate partnerships Curt Mosel. "Over the past several months, these two partners have made a huge investment in time, resources and hardware to make free Wi-Fi available to the 1 million people who visit the festival. We can't thank them enough for providing this important service to our guests and our event."

America's first cable television company, Service Electric has been a partner of ArtsQuest, Musikfest and Christkindlmarkt Bethlehem since 1988, while PenTeleData has been supporting the event for the past decade. The two companies have provided free Wi-Fi service at the ArtsQuest Center at SteelStacks since 2011.

"We're excited to be part of this partnership with Musikfest to offer free community Wi-Fi to all festival-goers," says Jeff Kelly, director of engineering for Service Electric Cable TV & Communications. "The network was built to handle the large crowds at an event such as this. We plan on keeping the Wi-Fi in place after Musikfest in this area so it will be available year-round." – *Allentown Morning Call*

In the past few months, hackers have taken over the social-media accounts of Facebook Inc. Chief Executive Mark Zuckerberg, Google CEO Sundar Pichai and Twitter Inc.'s CEO, Jack Dorsey. Behind the scenes, security teams at every major technology company—and many smaller firms, too—are scrambling to protect others from the same fate.

Some of the executives apparently reused passwords that had been stolen in earlier hacks of LinkedIn, Myspace and other sites; others may have fallen victim to software that uses the old passwords to guess new ones. Nearly two billion old passwords can be viewed for as little as \$2 at a database called LeakedSource, run by anonymous operators. Investigators estimate that maybe up to 8% of the LinkedIn usernames and passwords will work on other services, giving hackers a way to take over accounts elsewhere. LinkedIn, meanwhile, reset its own users' passwords and fixed a security hole that had allowed data to be stolen in 2012. The company is in the process of being acquired by Microsoft Corp., a \$26.2 billion deal that is expected to close by year's end.

Hacking creates a dilemma for operators of other popular consumer web services. They can require all users to change their passwords, and risk losing some users. If they don't force password changes, users' accounts could be hacked. "If they change passwords for their users, no matter how well they explain it, the perception may be completely off," said Alex Holden, the founder and chief information security officer of Hold Security LLC, which helps companies spot stolen credentials on hacking sites. "If even 0.1% of these users panic and they have to call customer service in one day, it creates a nightmare."

Carbonite Inc., which offers online backup services, chose to reset passwords for each of its 1.5 million users. The company also analyzed the hacked data and required customers whose credentials appeared in the database to confirm their identities in order to access their accounts. Carbonite moved decisively because of the serious consequences of a compromise, said Norman Guadagno, Carbonite's senior vice president of marketing. "When you have a Carbonite account—or any backup service—and you have the username or password to that account, you have access to everything," he said.

Twitter, Facebook, Yahoo Inc. and others chose a different course. Instead of resetting all passwords, they analyzed the stolen credentials and then urged or forced affected users to reset their passwords. Over the past years, companies such as Yahoo have put in place data-analysis and customer warning systems that allow them to methodically process these huge volumes of data and protect customers who reuse their passwords against these types of disclosures. Last week, Yahoo's security team responded to a report that 200 million of the company's user names and passwords were up for sale in hacker forums.

A Yahoo spokesman said the company was aware of the claim and "working to determine the facts." The identity intelligence company InfoArmor Inc. examined the database in question last week and believes that it isn't a brand-new database of

Yahoo passwords. "It's just a mix of third-party data dumps," said Andrew Komarov, InfoArmor's chief intelligence officer.

Combing through the data is time-consuming. Yahoo has one billion users. Its security team began examining the LinkedIn database on May 18. Some of the account names and passwords were encrypted. Yahoo staffers had to decode the names and passwords and look for matches with Yahoo's users. Eight days later, on May 26, Yahoo emailed notes out to an undisclosed number of affected users, telling them to reset their passwords. "There is a huge amount of frantic activity happening in consumer businesses to keep our users safe," Alex Stamos, Facebook's chief security officer, told a White House cybersecurity commission at a hearing in Berkeley, Calif., in June.

One pitfall of this approach: Users may ignore messages to reset their passwords. Amazon.com Inc. Chief Technology Officer Werner Vogels lost control of his Bitly Inc. link-shortening account after ignoring a password-reset message, he confirmed in a Twitter message. The Twitter account of Brendan Iribe, chief executive of Facebook's Oculus virtual-reality unit, was ripe for the taking because he had reused an old Myspace password, said "Lid," the hacker who claimed to have taken over Mr. Iribe's account for a few hours last month. Lid sent out several unauthorized Twitter messages, including one proclaiming himself the new Oculus CEO. Lid declined to provide his real name.

Large databases of usernames and passwords periodically become available on black-market websites. In the past few months, however, "the abuse of the data seems to be on the rise," said Bob Lord, Yahoo's chief information security officer, in a June interview. The high-profile Twitter users typically regained control of their accounts within hours, causing them little damage beyond embarrassment. But security professionals say reusing passwords can expose claimed to have taken over Mr. Iribe's account for a few hours last month. Lid sent out several unauthorized Twitter messages, including one proclaiming himself the new Oculus CEO. Lid declined to provide his real name.

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Companies tell workers not to reuse their corporate passwords on services such as LinkedIn or Myspace, but it is impossible for them to check whether this is happening. That is worrisome, said Cormac Herley, a researcher with Microsoft. "It could be that some third party has a breach and I'm essentially hostage to whether my employees reused passwords," he said. — *Wall Street Journal*

NBCUniversal is betting big on "Harry Potter" and "Fantastic Beasts." In a wideranging seven-year deal with Time Warner Inc.'s Warner Bros. that takes effect in 2018, the Comcast Corp. -owned media company will obtain commercial television rights to the eight "Harry Potter" movies, which will air mainly on the USA and Syfy channels.

NBCUniversal also will get rights to the coming "Fantastic Beasts" franchise from "Harry Potter" author J.K. Rowling, and will be able to use the "Harry Potter" and "Fantastic Beasts" source material at several of its Universal theme parks in conjunction with its hugely popular "Wizarding World of Harry Potter" attraction.

Terms of the deal weren't disclosed, but people familiar with the agreement said it

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could be valued as high as \$250 million, based in part on the box-office performance of the three "Fantastic Beasts" movies, the first of which opens this November. That would make the pact one of the largest for a movie franchise. An NBCUniversal spokeswoman would only say it is the largest movie acquisition in the company's history.

Walt Disney Co. , which currently holds the rights to the "Harry Potter" franchise through June 2018 and typically airs the movies primarily on its Freeform network (formerly ABC Family), sought to continue the relationship with Warner Bros. "NBC was willing to step up significantly to acquire the franchise," said Jeffrey Schlesinger, Warner Bros. president of Worldwide Television Distribution. "It made sense to marshal all the assets we have," he added. Besides the financial commitment from NBCUniversal, its "Harry Potter" park attractions also appealed to Warner Bros.

The "Harry Potter" movies will become available to NBCUniversal on July 1, 2018. NBCUniversal has the right to air them on all its networks, including the NBC broadcast network. The agreement with NBCUniversal is separate from Warner Bros.' longtime pact with sister pay-TV channel HBO, which gets movies from the studio first before they migrate to commercial television.

Like all media companies, NBCUniversal is trying to figure out how to attract young audiences as consumers cut the cord or trim their monthly cable bills. USA and Syfy this season have suffered viewership declines of 11% and 21% in prime time, respectively, among viewers 18 to 49, amid declines throughout the industry, according to Nielsen.

At the same time, the company and parent Comcast have looked to emulate Disney's success in landing big franchises that work across TV, film and theme parks. NBCU hopes the "Harry Potter" deal will help on those fronts. "When you have an iconic franchise like this, it has a lot of value," said Chris McCumber, president of NBCUniversal Cable's entertainment networks unit. "You end up getting a younger audience who comes in to discover them," he added.

NBCUniversal also has high hopes for the 2016 Olympics in Rio, which it is telecasting on its networks. The opening ceremony on Friday drew 26.5 million viewers on NBC, a 35% decline from London's 2012 Games and the lowest-rated start since 2004. Although the "Harry Potter" movies have been on television for years, they are steady performers, continuing to attract new generations of fans. The movies have drawn almost 1.3 billion viewers to date on television, according to Nielsen, making it the most-watched franchise in modern television history.

Popular theatrical movies have become a staple of cable television because they can provide a "comfort food experience" to viewers and require little promotion and marketing. While cable networks are becoming more cautious in buying reruns of sitcoms and dramas, the appetite for movies has only grown. In 2010 about 40 networks aired theatrical movies and now more than 60 do.

The "Harry Potter" attractions have also been a huge success for Universal's theme parks over the past six years. Annual revenue more than doubled between 2010 and 2015 to \$3.34 billion and operating cash flow grew by 148% to \$1.46 billion. Earlier this year, NBCUniversal opened the "Wizarding World of Harry Potter" attraction at its Universal Studios Hollywood Park and it has proved a popular draw. – *Wall Street Journal*



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