



TVC

Offering Complete Solutions for Any
Broadband Project or Application

**TVC is the only solution provider
and distributor you need for your
entire network.**

From design and engineering through
procurement and builds, we have the ability
to supply products and technical services to
support your project cycle requirements.

www.tvcinc.com | 888.644.6075

Product and Solution Sets

- Broadband Electronics
- Conduit & Innerduct
- Fiber Cable & Connectivity
- Safety
- Tools
- Coax Cable & Connectivity
- Customer Premise
- Outside Plant
- Test Equipment
- Video Processing
- Network Design & Construction

BCAP

NewsClips

May 24, 2021

CNBC

**Verizon and T-Mobile
Are Building Digital
Bundles That AT&T
Hasn't Matched**

LightReading

**US cable rakes in
583K mobile lines in
Q1, raising total to
nearly 6M**

Pittsburgh Tribune- Review

**Editorial: The
Pitcairn election
shows the political
need for wisdom and
youth**

Next TV

**Streaming
Executives Surveyed
Expect Strong
Growth in 2021**

Politico

Tri-Co Connections is participating in a federal COVID assistance program that will provide \$50 monthly discounts for qualifying high-speed internet service customers. The Federal Communications Commission has approved Tri-Co Connections, the broadband internet subsidiary of Tri-County Rural Electric Cooperative, as a participant in the Emergency Broadband Benefit Program, a \$3.2 billion federal initiative to help reduce the cost of high-speed internet for households struggling to pay for internet service during the COVID-19 pandemic.

Enrollment in the program begins May 12 through the Universal Service Administrative Co.'s website at getemergencybroadband.org. A link to the enrollment website, as well as additional information about the program, can be found on the Tri-Co Connections website at tricoconnections.com or by calling Tri-Co Connections toll free at 1-833-822-2010. The program will provide a discount of up to \$50 per month toward broadband service for eligible households.

The Emergency Broadband Benefit is limited to one monthly service discount per household. The discount program will remain in effect until the Emergency Broadband Benefits program funds have been depleted. Households can qualify for the Emergency Broadband Benefit by showing that at least one member of the household meets one of the following criteria:

- Qualifies for the FCC's Lifeline program, including those who are on Medicaid or receive SNAP benefits
- Receives or is eligible to receive benefits under the free or reduced price school breakfast/lunch program

Tech giants' foes open up their wallets to the House's top antitrust Republican

CNBC

Barry Diller says Netflix won the streaming war years ago, and no one else will be able to compete

Allentown Morning Call

Mail-in ballots are changing Pennsylvania elections. Candidates are starting to adapt.

Philadelphia Inquirer

Pa. Republicans are taking aim at Tom Wolf, not Biden, as they look to win the 2022 governor's race

- Experienced a substantial loss of income since February 29, 2020, and total household income in 2020 was below \$99,000 for single filers and \$198,000 for joint filers
- Received a federal Pell grant in the current award year

Tri-Co Connections began deploying its fiber-optic system in 2019 as part of a six-year project to make broadband internet service available throughout Tri-County Rural Electric Cooperative's 5,000-square-mile service territory across north-central Pennsylvania. Tri-County became the first electric cooperative in Pennsylvania to launch a fiber-to-the-home internet project, which will provide its members access to affordable high-speed internet service.

The fiber build-out began outside of Coudersport in November 2019, and the first Tri-Co Connections customer was connected to the company's high-speed internet service on April 7, 2020. Since then, Tri-Co Connections has connected more than 800 Potter County homes and businesses to its broadband service. With headquarters in Mansfield, Tri-County Rural Electric Cooperative provides electric service to approximately 17,000 members and over 20,000 services in Potter, Tioga, Bradford, Lycoming, Clinton, McKean and Cameron counties. – **Wellsboro (Tioga Co.) Gazette**

Nielsen Holdings PLC's finance chief Linda Zukauckas is allocating funds to a new TV ratings platform after the sale of the company's market-analytics business earlier this year. The New York-based firm, which tracks consumer media habits in radio, video-streaming and traditional television, plans to increase its capital expenditures to improve the way it measures TV audiences, Ms. Zukauckas said. A large chunk of that money is budgeted for Nielsen One, a new product that will combine ratings from both streaming and live TV when it debuts next year.

Nielsen, a leading media measurement firm, in December unveiled plans for the project, which it hopes will become the U.S. standard for ratings by the fall of 2024, and eventually for the world. Other companies that measure TV viewership include Reston, Va.-based Comscore Inc. and startups such as TVision. (The company isn't related to a T-Mobile US Inc. unit of the same name.)

Streaming services have surged in popularity during the pandemic, while traditional pay-TV providers have continued to lose subscribers. Current metrics for traditional TV viewing aren't comparable to those used to measure streaming, rendering a new system necessary, said Surinder Thind, senior vice president of equity research at Jefferies LLC, a financial-services firm. Some of the money for Nielsen One will come from the company's recent \$2.4 billion divestment of Global Connect—since renamed NielsenIQ—a business that measures retail shopping behavior for packaged-goods companies. The sale, to private-equity firm Advent International Corp. in March, gives Nielsen more flexibility to invest in other areas of its business, the company has said.

Earlier this month, Nielsen reported a 2.5% rise in revenue to \$863 million in the first quarter compared with the prior-year period. It posted net income of \$573 million, up from a net loss of \$18 million a year earlier, due partly to the separation of the market-analytics business. "Top of mind for me is sustaining the business performance," said Ms. Zukauckas. She became chief financial officer in February of last year, joining from American Express Co. after serving as deputy finance chief for about two years.

A Nielsen spokeswoman said the company spent about 8.7% of revenue on capital expenditures last year, or roughly \$547 million. The percentage won't change much this year, but Nielsen still allocates more for capex as revenues rise, Ms. Zukauckas said. The company declined to provide a dollar estimate. Nielsen is forecasting revenue growth of 2% to 3% this year.

Ms. Zukauckas said she is curtailing investments in products with less potential for revenue growth and redirecting some of that cash toward Nielsen One. This year, for instance, the company will invest less in a division that measures audiences in rural U.S. markets compared with previous years when it upgraded the service, she said, declining to provide specifics. Nielsen One is expected to garner wide uptake from advertisers and media companies, which would allow its owner to put more money into dividends and share repurchases, Mr. Thind noted.

Nielsen One is the most advanced proposal for measuring ratings across platforms with a single metric, he said. "The bulk of the time, energy and money should be going toward the development of Nielsen One because this is fundamentally the future of the business," Mr. Thind said. On April 22, the company declared a quarterly cash dividend of \$0.06 a share. Nielsen last repurchased its own stock in 2018, when it bought back about \$70 million. It has \$228 million still available for repurchases under an authorization that expires in 2025. — **Wall Street Journal**

CNN cut ties this week with a prominent former Republican politician, Rick Santorum, who had drawn controversy - and created headaches for the network - by saying in a political speech last month that "there isn't much Native American culture in American culture." Santorum, a former U.S. senator from Pennsylvania and two time presidential candidate who had served as a paid political commentator for CNN since 2017, made the remarks at a summit held on Apr. 23 by the conservative group Young America's Foundation.

Talking about the founding of this country, Santorum had said that American settlers "birthed a nation from nothing," and that "there was nothing here" when they arrived, ignoring the history and culture of the Native American people. Groups that advocate for Native Americans lambasted Santorum's comments and criticized his employer, CNN. The Native American Journalists Association, for example, called for Santorum to be fired and said that it "cautions Native American and Alaska Native reporters from working with, or applying to jobs at, CNN in the wake of continued racist comments and insensitive reporting directed at Indigenous people."

CNN did not comment on Santorum's remarks at the time, and did not offer public comment on the reasons for his departure on Saturday beyond confirming that he no longer served as a paid political analyst. (HuffPost first reported the news.) But, a network source said that Santorum had been informally "benched" after the controversy erupted, with shows choosing not to book him for appearances. As a contributor, Santorum did not have a regular, scheduled time slot, like an anchor or host would, but was invited on by individual shows to offer his thoughts. A spokesman for Santorum, Matthew Beynon, did not respond to a request for comment about his departure.

But on April 26, Beynon had offered a statement from the former senator. Through the intermediary, Santorum had said, "I had no intention of minimizing or in any way devaluing Native American culture." Santorum had an opportunity to walk back his remarks and apologize wholeheartedly during an appearance on Chris Cuomo's prime-time show on May 3.

Santorum said that he "misspoke," but his appearance did little to quiet the controversy. "I cannot believe the first words out of his mouth weren't: 'I'm sorry, I said something ignorant,'" said CNN host Don Lemon, whose show follows Cuomo's. "Did he actually think it was a good idea for him to come on television and try to whitewash the whitewash that he whitewashed? It was horrible." "I don't think that people thought his clarification was satisfactory," the CNN source told The Post. "That didn't help his case, that appearance."

While Santorum's appearances on CNN were often panned by the network's more liberal viewers, he provided a Republican perspective that network management sought out. Throughout Donald Trump's presidency, the network

hired several conservative contributors who attempted to defend the then-president's positions, though the majority of these commentators did not last long at the network.

Santorum, for his part, seemed to relish the fight on CNN. "One of the reasons I love it there is I get a chance to go on that network, as sometimes a lone voice, but have a chance to make the case and say what I want to say," Santorum said in a 2019 interview. "The beautiful thing about CNN is: No holds barred, I can say whatever I want to say and however I want to say it. They've been very good folks to work with." – ***Washington Post***

