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## BCAP NewsClips

October 2, 2014

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Big content providers have always had to pay someone to manage delivery of their shows, movies and services. Typically these companies use specialized services called “content delivery networks” (CDNs) to manage this traffic as it travels from the provider to the ISP, which then moves it over its connections to individual customers. CDNs often build significant infrastructure of their own to improve speeds, and content providers (including Netflix) have always paid for this.

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A company such as Netflix can also connect to ISPs directly to cut out the middleman. Companies such as Google, Microsoft, Amazon and others do just this, paying for network “ports” that enable them to manage their own traffic and offload their massive data streams directly, instead of paying a third party to handle it.

*Politico*

[‘Redskins’ name  
ban an FCC Hail  
Mary](#)

Netflix content consumes as much as 30 percent of all Internet bandwidth in the U.S., creating long-standing traffic management problems for the company that have been costly to address. Netflix had used a number of CDN middlemen to deliver its traffic, but ran into problems when it overloaded one, Cogent, which didn’t want to pay for the extra infrastructure needed to offload the additional content. So Netflix has decided to interconnect directly with key ISPs, which have already invested heavily in the infrastructure to handle large volumes of content. Netflix reportedly saved a ton of cash in cutting out the middleman and increased its speeds as much as 65 percent.

*zap2it.com*

[Nielsen Top 25  
Cable Program  
Ratings for Week  
Ending September  
28](#)

Net neutrality, on the other hand, addresses the issue of discrimination on the last-mile networks owned and operated by ISPs. In essence, it seeks to prohibit unfair treatment of unaffiliated content traveling within an ISP network. Under the proposed rules, according to reports, if an ISP decides to provide premium speeds to Netflix, it can’t deny that same quality of service to Netflix competitors.

*pennlive.com*

[In Tom Corbett/Tom  
Wolf race, being the  
'education governor'  
is hallowed ground:  
debate coverage](#)

But if the issues of interconnection and net neutrality are entirely different, why did Netflix’s Hastings take to the airwaves to complain that the interconnection deals — which he initiated and over which he stands to save money — amount to an unfair “toll” on Netflix that threatens net neutrality?

*pennlive.com*

[Gov. Tom Corbett  
accuses rival Tom  
Wolf of cheap shot  
in "culture"  
comment made  
about  
Pennsylvania's](#)

Apparently, Mr. Hastings figured he could confuse long-standing, widely accepted interconnection practices with the debate over net neutrality, hoping politicians and regulators who favor net neutrality might help him get a free pass on interconnection costs. But free to whom? Someone has to pay for the infrastructure needed to handle Netflix’s traffic. If Netflix doesn’t, everyone using the network would have to, whether they were Netflix customers or not.

In reality, Hastings was looking for a government handout — either in the new net neutrality rules or by having “conditions” attached to government approval of the pending deals involving AT&T, DirecTV, Comcast and Time Warner Cable. But there is simply no justification for offering Netflix special treatment in its interconnection arrangements. Online content providers have countless ways to connect with broadband networks. Competition has forced prices for these interconnection

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*Pittsburgh Tribune-Review*

[Big money flows into Pennsylvania gubernatorial campaign](#)

*Allentown Morning Call*

[Pennsylvania Supreme Court Justice Seamus McCaffery sent explicit emails](#)

services down by a remarkable 99 percent in recent years. And ISPs have every incentive to keep the online video spigot flowing — it gives subscribers a reason to sign on.

That Netflix would prefer not to pay for delivery of its content isn't surprising. But net neutrality regulations don't — and shouldn't — have anything to do with it. — *Las Vegas Review-Journal* (Op-ed by Geoff Manne, executive director of the International Center for Law & Economics)

The two candidates for Pennsylvania governor faced off in their second debate early Wednesday morning. It came just as Republican Gov. Tom Corbett and Democratic challenger Tom Wolf begin to hit campaign hyperspeed with the arrival of October, when voters tend to tune in and the television commercials begin to spin out of control.

Here are five things we took away from the meeting at KYW Newsradio's Philadelphia studio:

1. There was no clear winner. — Unlike the first debate where Corbett had a strong performance, the candidates were on more equal footing by the time the bout was over.
2. The conversation was feisty and heated. — There were a few times during the hour-long radio conversation when each went on the offensive. The standout exchange came over the state budget. Wolf said Corbett has used gimmickry to balance finances; Corbett said he's been governing with taxpayers in mind. Wolf said Corbett "cooked the books" on budget. Corbett asked if the Democrat was accusing him of a criminal act.
3. You don't like a question? Change the subject. — When asked about specifics on his plan to shift the current tax system, Wolf said he would "wait to see what kind of hole" he would be left with if he defeats Corbett. When asked how residents are supposed to train for better-paying jobs while working multiple jobs, Corbett could not answer that question.
4. Wolf hit Corbett on his strained relationship with the Legislature. — Wolf said Corbett wasn't able to work with his own party members. "Surely I can do better than that. I don't think there will be gridlock."
5. Corbett attacked Wolf for his close relationship with unions. — Corbett said Wolf's position on the \$47 billion unfunded liability of the state's two public retirement systems is influence by the heavy financial support he has received from the public sector unions. — Lancaster Intelligencer



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