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Blue Ridge Communications, a cable operator that serves parts of Pennsylvania, is entering the premium whole-home WiFi market through a partnership with eero. [Blue Ridge's new premium offering, called HomeFi](#), offers eero's compact WiFi access points for \$5.95 per device (Blue Ridge's FAQ for the product suggests one HomeFi eero for every 1,000 square feet, or one to two devices per floor). Those access points, which extend coverage in the home, work in tandem with the customer's cable modem and an MSO-branded app that enables users to manage their home WiFi networks and set up elements such as parental controls.

Early into the program, Blue Ridge requiring pro installs of HomeFi (with a one-time activation fee of \$49.95), but the operator also intends to make a self-install option available, according to John Del Viscio, Blue Ridge's director of operations. Del Viscio said the need for a premium whole-home WiFi product was driven by customers that are connecting more and more devices to the network and desire solid coverage in all corners of the home. "For us, this seems like a natural extension to the product and services we offer," Del Viscio said, noting that Blue Ridge put several vendors through the paces before picking its horse for HomeFi, but was partially attracted to eero's performance and ease to set up.

Blue Ridge soft-launched HomeFi about 30 days ago, but intends to ramp up marketing soon via email, TV spots, mailers and other tactics, he said, adding that contractors and service agents have also been trained to support the new offering. Blue Ridge is also the first announced cable operator partner for eero, which has largely been focused on selling its platform at retail. Eero also has a partnership with Cincinnati Bell whereby the service provider is selling the vendor's devices at its retail stores. "With the proliferation of OTT/connected devices and smart-home technologies, Blue Ridge understands how important the WiFi connection is to support their customers' broadband needs and viewing experiences," Matt Packard, head of ISP sales and business development, said in a statement.

Blue Ridge initially leased out eero's first generation hardware, but is now mixing in vendor's latest wares soon. Eero's gen-two product set includes the "Beacon," a more compact access point that plugs directly into power outlets and is equipped with a Thread radio and an LED nightlight. With HomeFi, Blue Ridge joins a growing group of ISPs and cable operators that have developed and launched whole-home WiFi products. Comcast, for example, has [launched "xFi," a cloud-based home](#)

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[network management platform](#) and is developing a new line of wall-pluggable WiFi “pods” in partnership with Plume that will extend WiFi coverage in the home.

The trend is also opening up opportunities for other vendors, such as Google, Netgear, Luma, Linksys, Arris, and AirTies, which is already working with U.S. providers such as Atlantic Broadband, Frontier Communications and Midco. – *Multichannel News*



The First Amendment exists not because of any special merit of the people and institutions of the media. If it did, Americans would have lost the First Amendment long ago. The late economist Albert O. Hirschman observed that firms and institutions of all kinds, even under the lash of competition, do not relentlessly improve. They do what they've become comfortable doing, what lets them get by.

His most memorable [work](#)

spoke of “exit, voice and loyalty”—three ways clients and customers can respond to institutions in decline. Loyalty—or the capital of past trust—is a thing that enables institutions to decline: Their customers don’t abandon them overnight. Loyalty also allows institutions to repair themselves, because their customers don’t abandon them overnight. This column [advised](#) the GOP convention to deny Donald Trump the nomination. Our [forecast](#) from five months before Election Day of how a Trump administration might unfold looks pretty good today: “He could spend four years dragging the White House press corps to photo ops at various Trump golf courses and hotels. He could embroil the entire government apparatus in ‘walking back’ his unbon mots. He could sit for endless depositions spawned by his illegal attempts to impose the Trump agenda by decree. He could rail against a Congress that . . . is likely to be uncooperative regardless of party.”

Yet it does not follow that everything Mr. Trump does and says is illegitimate, false and unreasonable. This trope is itself a symptom of institutional decline in the media, practiced especially on a daily basis by MSNBC’s “Morning Joe.” Words are put in Mr. Trump’s mouth. His tweet, “We cannot keep FEMA, the Military & the First Responders . . . in P.R. forever!,” though a statement of the obvious, is reported as if he’s blaming hurricane victims for their suffering.

This, as the Trump administration and its nominal Republican allies in Congress are passing billions in aid for the island, and as Mr. Trump himself broaches the unwelcome (by Wall Street) topic of voiding Puerto Rico’s debt. Mr. Trump’s statements about the advanced decay of the island’s grid and other public institutions are likewise statements of fact, not insults. Puerto Rico is different from Houston or South Florida not just because it’s surrounded by water—utility crews from distant states can’t just rush down the interstates to help; good Samaritans and entrepreneurs can’t just fill up their pickups with much-needed supplies from adjacent unaffected communities. Puerto Rico is also different because its credit is *shot*.

Texas and Florida can attract instant capital for relief and rebuilding based on the strength of their local economies and the solvency of their citizens. Not so Puerto Rico. It’s always possible to indulge happy hopes—its power system will be built with green energy! But more likely Puerto Rico will become even

more of a federal welfare island as its remaining able-bodied and skilled citizens get the hell out. The territory, some seem to forget, is already an extraordinary ward of Congress due to its crippling debts. Yes, all of this you could find in the media—just read around the sentences claiming it's all Donald's Trump's fault.

Standards of honesty, reason and self-discipline do not come naturally to humans, including press humans. These virtues are in constant battle against the entropy of our disordered nature. At the same time, the media are absolutely indispensable to a modern society's functioning, more so than any president. The quantity of information that must be circulated and absorbed to fulfill our roles as consumers, workers, taxpayers and citizens is almost beyond calculation.

Hysteria notwithstanding, Mr. Trump is no threat to this functioning. His occasional tweets against Jeff Bezos or NBC's "licenses" are better understood as examples of his penchant for gadflyism rather than presidential speech. But also, put aside even partisan bias: Notice, in the TV news, the reliance on relentless exaggeration. Notice how every statistic is accompanied by superlatives and intonation designed to elicit emotion instead of judgment. The institutional drift away from intellectual honesty—and toward "fake news"—is manifest in ways more quotidian and telling than the news business's periodic anti-Trump fits. Where do you think Trump modeled his careless dishonesty?

Exit and voice—two ways customers discipline declining institutions—have been working overtime to reform/punish the traditional media in the digital age. Hence the mixed blessing of Breitbart, etc. But our industry also benefits from a uniquely institutionalized form of loyalty in the First Amendment, which we in the press would do well sometimes to remember is a completely unearned grace. – *Wall Street Journal*

An FCC commissioner said media licenses won't be revoked just because President Trump is dissatisfied with the coverage. During an [interview on CNN](#), Jessica Rosenworcel said the FCC must abide by the First Amendment. "I think it's essential that the FCC and all that it does is careful to abide by the First Amendment when it engages in any kind of policies involving broadcast licensees," she said.

She was asked whether it worries her that Trump is bringing up the potential to challenge or revoke broadcast licenses. "I think it's important to realize that the Supreme Court characterizes our First Amendment as a profound national commitment to having robust, uninhibited and wide open debate and you know, that debate can sometimes be hard hitting for public officials," she said. "But it is absolutely essential that we support the first amendment and everything that the FCC does."

Other commissioners should speak out, she said, adding history won't be kind to silence. "I think it's important for all the commissioners to make clear that they support the First Amendment," she said. "And that the agency will not revoke a broadcast license simply because the president is dissatisfied with the licensees coverage."

The comments come after Trump last week called it "disgusting" that the press can write whatever it wants and said licenses need to be challenged. "Network news has become so partisan, distorted and fake that licenses must be challenged and, if appropriate, revoked," Trump wrote on Twitter. "Not fair to public!" Trump often rails on the media, and dubs certain articles or networks as "fake news." – *The Hill*; [also see Bloomberg video](#)

Brazil's antitrust regulator Cade is set to approve AT&T Inc's acquisition of Time Warner Inc. on Wednesday, with conditions, newspaper Valor Economico reported on Monday. AT&T agreed to buy Time Warner last year for \$85 billion in a transaction it has said it hopes to conclude by year's end. Valor did not say how it obtained the information. Cade said it could not comment on cases under analysis for legal reasons, adding that the deal was on the agenda for Wednesday's session. The regulator has the power to issue a final and binding decision at that meeting.

Cade would not order AT&T to sell its ownership of Sky, which is the second-largest subscription television service in Brazil, the newspaper said without detailing what conditions would eventually be imposed by the regulator to clear the deal. The deal will also be subject to the authorization of telecommunications regulator Anatel, Valor said. The superintendent's office of Cade said in August it had recommended changes to the deal as it could harm competition in Brazil's pay TV market. In Latin America, Mexican and Chilean regulators have already approved the deal. – *Reuters*



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