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**60<sup>th</sup> Anniversary**

**Forbes**  
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**New York Times**  
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**Bloomberg**  
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**Pennlive**  
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**Philadelphia Daily News**

The price of trying to change Washington is furious political opposition, and the latest target is Ajit Pai, who has announced he wants the Federal Communications Commission to rewrite restrictions on local media ownership that have been in place since the Ford Administration.

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Under current rules, media companies generally can't own a daily print newspaper and a TV or radio station in the same community, and there are also restrictions on holding multiple TV and radio stations. Chairman Pai wants to eliminate these rules, though the FCC would retain some limits on the radio and TV stations a

single entity could hold in the same area. Another rule allows the acquisition of two TV stations only if at least eight independently owned competitors also operate in the area. Mr. Pai would eliminate this "eight-voices test" and weigh other broadcasting expansions case by case.

[Tom Wolf and that bad, bad 'Stranger Things' budget in Harrisburg](#)

[Philadelphia Inquirer Covering the Pa. Capitol while female](#)

[Easton Express-Times Editorial: Wolf should send 'all-in' budget back to gamblers in the Legislature](#)

[Pittsburgh Post-Gazette Tim Murphy's vacant seat stirs heated contest between Democratic candidate, party](#)

The FCC created ownership restrictions to ensure no single entity dominates the news. But the rules were written when newspapers were thriving and there were only a handful of TV channels. In the Digital Age, media competition has never been more intense.

Pew Research Center reported in September that 43% of Americans often get their news online, second to TV at 50%. Among those under age 50, digital media has already surpassed TV. More than 90% of Americans now consume some news online, and two-thirds read some on social media. Broadcasters now compete with cable news, satellite radio, podcasts, YouTube, Netflix and myriad other digital sources. Craigslist killed classified ads, and Facebook and Google have swallowed up digital advertising, profiting off the work of newsrooms they don't own or run. Newspaper ad revenue dwindled in 2016 to a third of what it was 10 years earlier.

Mr. Pai's critics fret about local-media consolidation, but the alternative may be its extinction. The FCC's archaic ownership rules have cut off bleeding local newspapers from would-be investors. Broadcasters and print newsrooms could combine to save money on everything from human resources to information technology.

Opponents also worry that bigger media companies would reduce or eliminate local news. But more efficient newsrooms have more money to pay for local reporting. The FCC's research shows that cross-owned TV stations provide more local news than their non-cross-owned counterparts.

Critics also point out that Sinclair Broadcasting would benefit from eliminating the "eight-voices test." Sinclair has a conservative political bent, and it's seeking the FCC's approval to acquire Tribune Media Group. The merger would leave Sinclair with up to 177 stations. But there are plenty of media alternatives for these markets (including our sister company, 21st Century Fox), and anyone who fears conservative media dominance isn't paying attention to the real world.

Many of those who oppose Mr. Pai also fret that Donald Trump wants to control the media. But Mr. Pai's reforms would decrease the federal government's control over the American media marketplace. The new FCC rules would encourage competition, not stifle it. — **Wall Street Journal editorial**

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Promising a "seamless" experience for viewers, Fox Sports says it will air nine six-second ads during its Thanksgiving Day telecast of the NFL matchup between the Minnesota Vikings and the Detroit Lions. The mini-spots, which [Fox has pushed since the start of the NFL season](#), with AMC planning single sixes on *The Walking Dead*, will be "incorporated into natural breaks in the flow of the game," Fox said. They will appear in a unique double-box format that allows viewers to follow all the action while the six-second ads run. Fox's cable sibling FS1 tried out the double-box during the baseball playoffs this month.

By Fox's estimate, the nine six-second ads (a shade less than a minute of airtime, all together) will replace one standard commercial break, which typically runs for 2 minutes 20 seconds. The network, along with the NFL, will evaluate the test to refine the approach moving forward. In an interview with [Deadline earlier this month](#), Fox said it has thus far been able to secure rates for 6-second ads that are equivalent to those for 15-second ads. It wasn't immediately clear what rates are being paid for the Thanksgiving slots.

Experimentation with the 6-second units, which Fox began last summer, stems from an overall awareness that commercial television is competing in a landscape where SVOD services and ad-skipping technologies are increasingly influential. Many networks are already trying lighter ad loads as another measure aimed at retaining viewers.

Some ad vets wonder if adding the number of commercial messages may end up having the opposite effect than networks intend, actually making it less possible for viewers to stay engaged. But Fox and others say they have data suggesting that ad recall and other metrics are healthy even when the ads are delivered in shorter doses.

"Fox broke the mold as the first broadcast network to air six-second ads, and working alongside our partners at the NFL, and in an effort to help them continue to improve the game viewing experience, we are doing it again by maximizing the efficiency of brand messaging while delivering an even more immersive experience for fans," said Fox Networks Group ad sales president Joe Marchese. The game will air on FOX at 12:30pm ET on November 23. — **Deadline Hollywood**



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