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**November 6, 2019**

**The Hill**  
**Silicon Valley**  
**lawmakers**  
**introduce tough**  
**privacy bill to**  
**regulate top**  
**social media**  
**platforms**

**Reuters**  
**Apple publishes**  
**new technical**  
**details on**  
**privacy features**

**Politico**  
**False attacks on**  
**Facebook could**  
**bring 'a Titanic-**  
**sized disaster' in**  
**2020**

**Philadelphia**  
**Inquirer**  
**The blue wave**  
**crashes down on**  
**Pennsylvania**  
**again, as voters**  
**from Philly to**  
**Delaware County**  
**turn left**

**Pennlive**  
**GOP officials file**  
**legal action in**  
**Pa. after**  
**'massive voting**  
**machine**  
**malfunctions';**  
**ballots placed in**  
**suitcase**

**Pennlive**  
**Casting ballots on**  
**new voting**  
**systems proves**  
**challenging for**  
**some voters**

**Pittsburgh Post-**  
**Gazette**  
**Editorial: Shame**  
**on state**  
**lawmakers –**  
**Campaign funds**  
**need more**  
**regulation**

**Pittsburgh Post-**  
**Gazette**  
**Biden rips**  
**'condescending'**  
**Democrats at**  
**Pittsburgh fund-**  
**raising speech**

AT&T agreed to a \$60 million settlement over allegations it misled more than 3.5 million customers by charging them for “unlimited” data plans while reducing their data speeds when their usage exceeded a certain amount.

The settlement, **announced** Tuesday, resolves a **2014 lawsuit** with the Federal Trade Commission. AT&T, which is CNN's parent company, allegedly started throttling, or slowing speeds, for customers with unlimited data plans in 2011, according to the FTC. The practice made it difficult to browse the web or perform other functions, and in some cases, slowed data speeds by nearly 90 percent, according to the FTC. Throttling was allegedly initiated after customers used as little as 2 gigabytes of data in a billing period, the FTC said in a press release today.

In a statement to CNN Business, an AT&T spokesperson said: “Even though it has been years since we applied this network management tool in the way described by the FTC, we believe this is in the best interests of consumers.” The settlement money will be used to issue partial refunds to affected customers who signed up for unlimited plans prior to 2011, according to the complaint. Customers won't have to submit a claim to receive the money. Current customers will receive a credit on their bills and former customers will get checks.

In 2015, the Federal Communications Commission fined AT&T **\$100 million** for similar allegations about misleading “unlimited” plans. The FCC found AT&T subjected unlimited data plan customers to slower speeds after they used more than a certain amount of data per billing cycle. Under this new settlement, AT&T will no longer be able to make claims about the speed or amount of mobile data, including that it is “unlimited,” without revealing relevant restrictions.

Any such disclosures will need to be prominently placed, not hidden in fine print or behind hyperlinks, according to the settlement. “AT&T promised unlimited data — without qualification — and failed to deliver on that promise,” FTC's Bureau of Consumer Protection Director Andrew Smith said in a press release. “While it seems obvious, it bears repeating that Internet providers must tell people about any restrictions on the speed or amount of data promised.” AT&T tried to challenge the FTC's authority over the case for years but in 2018, an appeals court ruled in favor of the FTC.

Throttling has been an issue within the telecom industry as smartphones have become ubiquitous and data usage has surged. In July 2014, Verizon faced **criticism** from the FCC over plans to throttle the connections of unlimited data plan customers. The company **abandoned the plan** in October 2014. However, in 2018 Verizon allegedly throttled a Northern California **fire department's data** as its firefighters battled the largest wildfire in state history. The issue was mentioned in a net neutrality lawsuit brought by several states in 2018. At the time, Verizon acknowledged it had made a mistake and said it would “fix any issues going forward.” – **CNN**

The Federal Communications Commission formally approved T-Mobile US Inc. 's merger with smaller rival Sprint Corp. , in a 3-2 vote split along party lines.

The top telecommunications regulator's two Democratic members, Jessica Rosenworcel and Geoffrey Starks, opposed the deal, while the three Republican members including Chairman Ajit Pai voted to approve it. Ms. Rosenworcel and Mr. Starks said the deal would harm competition and consumers. The FCC's vote was largely procedural as the agency earlier this year signaled its support for the deal. Mr. Pai in May said **he would back the \$26 billion combination** after the two carriers agreed to a package of concessions including the divestiture of some Sprint prepaid customers. The FCC evaluates whether deals are in the public interest, while the Justice Department, which **has also approved the transaction**, evaluates the likely effects a tie-up will have on competition.

When federal antitrust officials in July announced a settlement with the companies that included shedding spectrum and helping Dish Network Corp. create a new wireless carrier, the FCC said the pact coupled with the carriers' earlier commitments to deploy a nationwide 5G network would advance the U.S.'s goal of leading the rollout of faster wireless networks. A group of **state attorneys general**, led by New York and California, filed a lawsuit in June to block the deal, saying it would drive up prices for cellphone services. Some states have defected in recent weeks, but the case is set to go to court Dec. 9.

Mr. Pai said Tuesday morning at a Council on Foreign Relations meeting in New York that he hopes the states don't prevail. He said putting some of Sprint's under-utilized mid-band spectrum to use would be beneficial to the build-out of 5G in the U.S. In the latest quarter, T-Mobile continued to add new phone subscribers, while Sprint continued to lose such customers. Shares of Sprint closed flat at \$6.14, while T-Mobile closed up less than 1% at \$81.47 on Tuesday. – **Wall Street Journal**

Comcast Spotlight, the advertising sales division of Comcast Cable, today changed its name to Effectv, and launched a pair of new addressable advertising features. The company said the new name is meant to better represent its data-based TV advertising strategies, targeting and attribution products, cross-screen capabilities and a self-service buying platform for advertisers. "Our new name, Effectv, reflects our commitment to drive better performance for our advertising clients," said Marcien Jenckes, president of Comcast Advertising, in a **statement**. "By applying data to television advertising in new ways, across all screens, and making it easier to buy than ever before, we're transforming TV advertising. We combine the targeting and measurement of digital, with the reach and impact of television – an unbeatable combination."

Along with the name change the first of two new products launched by Effectv is Audience Intelligence, which the company said allows advertisers to plan and run data-informed linear TV schedules to better identify and reach their target audiences at the local, regional and national level. In addition to using traditional demographics, advertisers can build campaigns using networks and dayparts to reach specific audiences. Effectv's other new feature is Addressable Full Avail, a linear TV product that allows advertisers to target custom audience segments at the household level.

Advertisers can choose up to five different creative units for a 30-second spot, and use Comcast viewership and third-party data to determine which ad unit should be sent to which household. Advertisers are buying the entire "avail" of that designated spot to get both reach for branding and the addressable targeting for relevant households, and then they can use the reporting data to optimize their next campaign flight. "As we evolve to a more data-driven future, the work that Effectv is doing will make television a more effective, accountable medium for advertisers," said Jenckes. "These addressable solutions, as supported by our On Addressability efforts launched in Cannes, ensure that television will continue to be the most effective marketing medium for advertisers." – **Fierce Video**

