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**NewsClips will return Thursday, November 12**

Making the switch: Atlantic Broadband customer care Vice President Courtney Long gave a walkthrough of the contents of the company's digital adapter boxes, with instructions on which cords go where, the company's five steps to activate and how to find information on connecting the included remote control to customers' television sets ([watch ABB's YouTube video](#)). More information from Atlantic Broadband is available at: [atlanticbb.com/my-services/my-account/get-digital](http://atlanticbb.com/my-services/my-account/get-digital).



For Atlantic Broadband customers in the area, Tuesday is the second in a three-phased approach to switching channels to digital. That means faster television – and eventually more available channels – for customers, but those who need digital adapters but haven't connected them will not be able to view another 20 channels as of

Tuesday morning.

Customer care Vice President Courtney Long said the company already has supplied more than 60,000 digital adaptors to customers in the Johnstown and Altoona market and has customer care representatives working around the clock. "We know it's a change," she said. "We're trying to do it in a manner that makes it easiest. While we need

customers to take action, we're doing this in phases."

Tuesday's phase is 20 channels, including Discovery, National Geographic and ESPN2. A final phase is set for Dec. 7. "This is new to Johnstown customers and for a customer base who may or may not have equipment already in their house," Long said.

The company's location in Southmont Borough is Atlantic Broadband's largest call center, with about 60 customer care agents. The company also set up a pop-up store locally at the former UPS office in a shopping plaza along Scalp Avenue in Richland Township. The company mailed some digital boxes directly to customers. Other customers received letters with instructions on how to get a digital box.

Instructions that come with each adapter list five steps to activating the boxes. It also lists a number for customer service: 877-300-4391. "We tried to provide a variety of options," Long said. The company is offering two adapters free to each customer who needs them.

Additional adapters cost \$1.99 each. Any customer who has uses a cable directly into their television - not into a DVR or TiVo - will need a digital adapter, she said. One connection is required per television. –

***Johnstown Tribune-Democrat***

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Atlantic Broadband is boosting speeds for Internet customers in the Johnstown region. The company, which also is converting television channels to digital, now is offering speeds up to 120 Mbps/10 Mbps – nearly twice as quick as previously available download speeds.

The upgrade is part of the company's \$6.5 million "FastForward Johnstown" initiative announced in August, and its ongoing service enhancements to Johnstown, Pennsylvania and surrounding service areas, including Conemaugh, Davidsville, Geistown, Hollsopple, Richland Township, Westmont and Windber. That means customers can download movies and TV shows and play online games faster than ever and businesses can increase overall productivity and efficiencies, Atlantic Broadband Vice President and General Manager Curt Kosko said.

"This is in response to what customers are saying," he said. "It's also in response to additional devices customers have in their homes. We see that continue to increase. We think this is really what our customers are looking for – to provide these speed increases. "We continue to roll out products and services for our business customers. We know increased speed is something they've asked for as the demands of their business grow. We want to make sure we continue to meet their needs."

The change doesn't require a new contract or purchase, he said, but will automatically be applied to the package customers already have. The higher speeds began for new customers as of last week, and existing customers will be upgraded to the new speeds by the end of the year, Kosko said. "The bigger picture is that we're doing the speed increases, will be launching additional HD channels in late January or early February and also adding a guide through the digital lineup," he said.

That scrolling guide will be set to a certain channel and should be available by June 2016, Kosko said. "We're very excited about the 'FastForward Johnstown' project and all enhancements it brings to our customers," he said. For more information on Atlantic Broadband's

new residential and business Internet services, visit [atlanticbb.com](http://atlanticbb.com). – *Johnstown Tribune-Democrat*

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Dish Network's investment in Internet TV may be paying off already — the satellite TV company lost only 23,000 subscribers during the third quarter, the Douglas County company said Monday. While nearly double last year's loss of 12,000 subscribers, the decline would have been far greater without the new Sling TV service, which launched in February as an alternative to traditional pay TV service, said Craig Moffett, a senior research analyst with MoffettNathanson.

Moffett used Dish's earnings to estimate that Sling added 155,000 customers in the quarter for a total of 394,000. That's more than double the 169,000 paying customers Dish said Sling had in March. On the down side, Moffett said, Dish's satellite service is in rapid decline. He calculated that Dish lost 178,000 subscribers. "It is the nature of the game that if Sling was better, then Dish Network's satellite business was worse," Moffett said. "That's dramatically worse than the 12,000-subscriber loss from a year ago and leaves Dish's traditional subscriber base shrinking at a shocking 3.7 percent annual rate."

Dish ended September with 13.9 million pay-TV subscribers, down from just more than 14 million last year. That follows the decline seen by others in the pay TV industry. In the third quarter, Comcast lost 48,000 video subscribers. Time Warner Cable lost 7,000. Meanwhile, DirecTV gained 26,000 subscribers during the quarter but new parent AT&T lost 92,000 U-Verse TV customers. "Linear TV is a mature, declining business," Charlie Ergen, Dish's CEO, said during a conference call.

But he added that churn, or subscriber decline, is typically the result of decisions made in prior years. The company is not chasing every consumer anymore. It's focused on profitable customers. "We do have customers who are unprofitable for us today. They call us multiple times a month. They're always asking for discounts. Even if you gave them a discount, they would be unprofitable. I think it's just smart business over time to wean those customers off," Ergen said. "I'd rather have 13 million customers that are profitable rather than 13 million customers who are profitable and 1 million who are not."

An alternative for those customers is Sling TV, which is \$20 a month and offers access to more than 20 live channels. Unlike traditional pay TV service, Sling did away with long-term contracts, fluctuating prices and cancellation fees. To access Sling, however, users must pay for broadband service elsewhere, adding to the monthly cost. Evidence of Dish's strategy to focus on profitable customers showed up in the quarter's results.

The company made more money, reporting net income of \$196 million on revenues of \$3.73 billion. In the year-ago quarter, net income was \$146 million on revenues of \$3.68 billion. Pay TV customers also paid about \$2 more per monthly bill, with the average revenue per user at \$86.33, compared with last year's \$84.39. For the first nine months of 2015, Dish reported net income of \$872 million on revenues of \$11.29 billion. A year earlier, net income was \$535 million on revenues of \$10.96 billion.

During Monday's call, Dish executives said they are working to add more features to Sling, including multi-streams so more than one device

can log into the same account and watch simultaneously. A DVR is in development, and Sling is open to adding local broadcast networks. Currently, only traditional cable channels, such as ESPN and Food Network, are available. These features, plus new targeted advertising that changes what commercials are shown based on the user or date, are expected to "become a positive to consumers," Ergen said.

The company also is recovering from the loss of wireless spectrum during an auction this year. The Federal Communication Commission ruled Dish's win invalid because it utilized a small business discount even though it was not a small business. Ergen said Dish hasn't decided if it will participate the next auction, which is often dominated by wireless companies such as Verizon. Dish already owns a chunk of nationwide spectrum. But it's not being used except for a portion in San Francisco leased to a company called Artemis Networks. – *Denver Post*



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