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## BCAP

## NewsClips

November 14, 2019

**Reuters**

Pope tells tech  
companies they are  
responsible for child  
safety

**Washington Post**

Washington's top  
tech regulators say  
they don't have the  
right weapons

**Politico**

House antitrust  
chair suggests  
halting major tech  
mergers until federal  
probes wrap

**TechCrunch**

Facebook says  
government  
demands for user  
data are at a record  
high

Apple Inc. is considering bundling its paid internet services, including News+, Apple TV+ and Apple Music, as soon as 2020, in a bid to gain more subscribers, according to people familiar with the matter.

The latest sign of this strategy is a provision that Apple included in deals with publishers that lets the iPhone maker bundle the News+ subscription service with other paid digital offerings, the people said. They asked not to be identified discussing private deals.

Apple News+, which debuted in March, sells access to dozens of publications for \$10 a month. It's often called the "Netflix of News." Apple keeps about half of the monthly subscription price, while magazines and newspapers pocket the other half. If Apple sold Apple News+ as part of a bundle with Apple TV+ and Apple Music, publishers would get less money because the cost of the news service would likely be reduced, the people said.

As the smartphone market stagnates, Apple is seeking growth by selling online subscriptions to news, music, video and other content. This month, it launched Apple TV+ for \$4.99 a month with shows from stars including Jennifer Aniston and Jason Momoa.

Bundling these offerings could attract more subscribers, as Amazon.com Inc.'s Prime service has done. Apple is already

**Vanity Fair**  
[TV Is Dead. Long Live TV](#)

**USA Today**  
[Disney+ says it has surpassed 10 million signups for new streaming service in first day](#)

**New York Times**  
[MSNBC's Surprise Guest: George Conway, Husband of Kellyanne](#)

**Harrisburg Patriot-News**  
[Dauphin County resists state's push for new voting machines](#)

experimenting with this kind of approach. It [recently began offering](#) a free Apple TV+ subscription to students who are Apple Music subscribers. Still, the company's plans may change, given how complex deals like these can be.

Some media executives say the amount they've received from Apple News+ so far has been less than expected. One publisher typically gets under \$20,000 a month, less revenue than it saw from Texture, a previous iteration of the service that Apple acquired last year, one person said. Apple News+ offers dozens of magazines, like the New Yorker, GQ and People, as well as major newspapers such as The Wall Street Journal and the Los Angeles Times. Bloomberg Businessweek, owned by Bloomberg LP, also participates.

It remains unclear whether publishers are seeing less revenue than they expected because Apple News+ has few subscribers, or because their content isn't being widely read. Publishers share the remaining 50% of the revenue based on how much time Apple News+ subscribers spend reading their articles. Apple has not revealed subscriber numbers for Apple News+. The company recently expanded the service to Australia and the U.K.

Advertisers have been less interested in Apple News+ because Apple's restrictive data policy makes it difficult for marketers to target specific readers, one of the people said. Some publishers also would like Apple to share data about subscribers, like email addresses, which they could use to sell other offerings.

As part of the contracts, media companies have the right to pull their magazines or newspapers from Apple News+ after a year if they're unhappy with the service, one person said.

The media industry [was initially wary](#) of Apple News+ before it launched, fearing their readers might cancel existing subscriptions and get their articles at a cheaper price from Apple. For that reason, some did not make all their articles or magazines available. Others, including the New York Times and the Washington Post, didn't sign up. Still, some news executives are pleased with how Apple News+ has gone so far. "The financial results to date are consistent with our expectations," Norm Pearlstine, the executive editor of the Los Angeles Times, said in a statement. "We are optimistic that they will continue to grow in the months and years ahead." — **Bloomberg**

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Jon Kelley was just one year into his career at C-SPAN when he operated a camera at the House's impeachment hearings for President Bill Clinton in 1998. "I was running one of the back cameras," says Kelley. The machine was [focused on Rep. Henry J. Hyde, then chairman of the House Judiciary Committee](#).

Over the intervening years, Kelley has mostly stuck around at C-SPAN, and now holds the title of assignment desk manager. And in the coming weeks, there'll be a lot of assigning to do. First come hearings before the House Intelligence Committee, which kick off on Wednesday morning. [Then there'll be further proceedings with the House Judiciary Committee, and so on](#). "I didn't think I'd be doing it again 21 years later," says Kelley.

The hours and hours of coverage go straight to the core mission of C-SPAN, the studiously neutral public-affairs channel that's funded by the

cable industry. When you see clips of congressional hearings on CNN, MSNBC, Fox News and other networks, you are, in effect, watching C-SPAN. That's because the operation provides "pool" coverage of congressional hearings and other Capitol Hill goings-on to the networks; in return, it gets pool coverage of other official events from broadcasters — say, footage of President Trump taking questions from reporters after a North Korea summit.

A ho-hum congressional hearing usually features three cameras — one head-on camera for the chair; one for the witness; and another side camera for the committee members. There will be no standard operating procedure come Wednesday morning, however. According to Kelley, C-SPAN will have seven cameras around the hearing room — two cameras for the chair and other members; two cameras for either side; one witness camera; and two high and wide cameras for that panoramic look. The additional cameras, says Kelley, will enable C-SPAN to "better capture the interaction among everybody" in the room. Workforce requirements also escalate, as C-SPAN will be using 12 employees to manage all the angles, as opposed to the four or five for an average hearing. And in anticipation of marathon sessions, Kelley is rotating two shifts into the job.

The [\*\*House Radio-Television Correspondents' Gallery\*\*](#), says Kelley, helped C-SPAN set up negotiations with the intelligence committee to pack in more cameras for the impeachment hearings. "They were absolutely in favor of it," says Kelley, noting that C-SPAN had to negotiate over positioning, but got all seven desired cameras. "They understood that this was a moment in history that needed proper coverage," he says. The committee understood C-SPAN's insistence that both sides of what will certainly be a stark partisan committee divide needed equal camera coverage, says Kelley. Like any organization's editorial decisions, C-SPAN's carry trade-offs. "There are two or three really good hearings that we aren't going to be able to cover," says Kelley, sounding a bit pained about the coverage holes. Like a two-decade C-SPAN veteran. — *Washington Post*

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Viacom Inc.'s profit in the last quarter of its fiscal year fell, impacted by lower revenue. Profit at the media company—whose portfolio includes TV Land, VH1 and MTV—was \$307 million, down 22% from the comparable quarter a year ago. Earnings were 76 cents a share, down from 98 cents a share.

On an adjusted basis, profit at Viacom was 79 cents a share, down from 99 cents a share in the year-ago period. Analysts polled by FactSet were expecting 76 cents a share in adjusted earnings. Revenue was \$3.43 billion, down 1.5%, but still slightly higher than analysts' consensus estimate. Total expenses rose 2.3%. Class B shares of Viacom rose 1.8% in premarket trading.

Viacom is combining with CBS Corp. and both media companies have been [\*\*consolidating some of their operations\*\*](#). CBS reported earnings earlier this week and [\*\*logged lower profit\*\*](#), hurt by merger costs and higher programming expenses. On Wednesday, Viacom announced that it struck a deal with Netflix Inc. to provide new content from its Nickelodeon Animation Studio based on some of its most popular characters, including Spongebob Squarepants. That deal is in keeping with Viacom's strategy to feed major streaming services such as Netflix and Amazon.com Inc.'s Prime Video rather than attempting to build

rival general-interest subscription streaming services in-house. – **Wall Street Journal**



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