

# HRTV

THE NETWORK FOR HORSE SPORTS®

contact:

**Chris Swan**  
SVP, Distribution  
508-533-4863  
chris.swan@hrtv.com

HRTV.COM



December 16, 2014

**Washington Post**

[Comcast, Charter and Time Warner Cable all say Obama's net neutrality plan shouldn't worry investors](#)

**TV NewsCheck Broadcasters Urged To Boost IT Security**

**Washington Post**

[The four things Republicans in Congress could do to stymie net neutrality](#)

**Associated Press**

[Google researching use of color in business](#)

**Allentown Morning Call**

[How a Pa. legislator was able to use tax dollars to promote his acting career](#)

NBC is launching a live stream of its broadcast network, part of a broader effort at parent NBCUniversal to make more of its content available online via computers and mobile devices. Unlike CBS Corp. and Time Warner Inc.'s HBO, NBC isn't planning to sell a separate online version of its network to consumers without requiring that they be pay-TV subscribers.

Instead, to access NBC's live stream as well as additional content the company plans to offer via an on-demand platform, consumers will have to provide proof that they already have a pay-TV subscription. NBC's live stream will debut Tuesday online, and mobile platforms will be available early next year. Walt Disney Co.'s ABC launched a live stream of its network last year.

Most broadcast and cable networks offer much, if not all, of their content online. However, actual live streams of networks have been slower in coming. Part of the reason is disputes over rights to content as well as squabbles between networks and distributors over compensation for live-streaming capabilities outside the home.

NBCUniversal's moves may help to dispel a perception among industry executives that it has been lagging behind its competitors in supporting an industry-wide initiative known as "TV Everywhere." It was created several years ago with the goal of encouraging programmers to make it easy for pay-TV subscribers to access television online using an authentication service. NBCUniversal is a unit of Comcast Corp. In a statement detailing the plans, NBCUniversal said it is "committed to supporting the TV Everywhere ecosystem."

Earlier this year, the company hired Alison Moore as its executive vice president of TV Everywhere. She had previously been at HBO, where she worked on the network's successful HBO Go service. One of Ms. Moore's strengths is marketing, and she is spearheading a multimillion-dollar advertising campaign aimed at driving NBCUniversal viewers to the company's online efforts this month. Ms. Moore said in an interview that one of the challenges of the "TV Everywhere" initiative is the name itself, and she noted that it won't be used in the campaign. "I'm not sure I'm a fan of that name for a consumer term," she said. The mantra for NBCUniversal's campaign will be "Watch TV Without the TV."

The campaign is geared primarily toward NBCUniversal's cable properties, including USA, E!, Syfy and Bravo. One spot features a man in a laundromat watching an NBCUniversal network program on a tablet. Another shows a man at home relegated to a second screen while his family hogs the TV. "Talk to me about the promise, not the label," Ms. Moore said of the campaign's goals. Separately, NBCUniversal is also going to start making content from its Bravo and Telemundo networks available through Microsoft Corp.'s Xbox One game console. USA and Syfy already have deals with

[pennlive.com](http://pennlive.com)  
[250-plus  
people named  
to Gov.-elect  
Tom Wolf's  
transition  
review teams](#)

Xbox One. – *Wall Street Journal*

Amazon is erasing one key bragging right Apple TV and Roku have laid claim to for years: HBO Go. On Monday, Amazon and HBO announced that HBO Go, the cable network's coveted streaming app, is coming to the Fire TV set-top box and the Fire TV Stick. However, there is one major caveat: Comcast and Charter are blocking HBO Go for their subscribers who use Amazon's Fire TV products. "We'd love to provide HBO Go for Comcast customers on Fire TV and encourage those customers to reach out to Comcast for further information on availability," said Rachel Hass, an Amazon spokeswoman, in an email.

In order to use HBO Go, you have to have a login username and password that are tied to your cable or satellite TV provider. The idea is that you subscribe to HBO through your TV service company, and use the HBO Go app for its convenience at home and on the road, since it can be used on mobile and streaming devices. (Often, cable logins are shared and HBO Go is accessed by cord cutters who get to enjoy "Game of Thrones" and "True Detective" without paying up.) Meanwhile, HBO is planning on offering its programming as a cable-free, streaming subscription some time next year. HBO Go hit the Fire TV set-top box today, and it'll arrive on the Fire TV Stick in the spring, Amazon said. – *Wall Street Journal*



127 State Street, Harrisburg, PA 17101  
717.214.2000 • bcaps.com

**First in Broadband.  
The Future of Broadband.®**