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With its largest cable clients, Comcast and Charter, getting into the wireless business, Arris is exploring its entry, too. "As we continue to grow, we believe that it's possible that we could get into adjacent markets," said Arris CFO David Potts, speaking at a Needham investor event this morning. "As an example, wireless ... what happens in wireless, should we be more involved in that?"

Potts' broad and somewhat vague comments come at an auspicious time for the top cable-industry network and CPE technology vendor, which reported a 75% spike in third-quarter net income back in October. Potts was particularly bullish about Arris' network and cloud business, which produced 31% of Arris' revenue through the third quarter at nearly \$1.6 billion, but provided profits on par with the company's CPE division, which yielded revenue of nearly \$3.5 billion through the first three quarters of 2016. "We're in the midst of upgrade cycle that is really quite big as our clients re-architect their networks," Potts said.

Arris anticipated quick uptake of the second generation of line cards to the Arris E6000 converged edge router, as cable operator clients continue to upgrade their networks to DOCSIS 3.1. This upgrade will also lift the CPE division. "DOCSIS 3.1 is where they want to go, 3.1, and having that service inside the home is where they want to go," he added. Potts made his comments a year and a week after Arris closed its acquisition of Pace. "We continue to see some of the supply chain issues we're trying to get through, but I'd like to think the Pace deal is behind us. We're onto the next thing," he said. — **Fierce Cable**

Fox's airing of the Super Bowl this year could draw nearly half a billion dollars in total advertising revenue.

Kantar Media says the game looks to rise above its \$445 million level in 2016 -- with national TV advertising dollars coming from pre-game, in-game and post-game coverage.

A year ago, in-game advertising totaled \$369.6 million, with pre/post game advertising at \$75.4 million. The \$445 million total was up over 7% from the 2015 game. A similar or better gain would total just under \$500 million.

Kantar says total commercial time in the event rose in 2016 -- to 49 minutes and 35 seconds -- after two years of declines. For 2013, the total commercial time was 51:40 in commercials; 49:15 in 2014; and 48:05 in 2015.

For this year's game, Fox is pursuing deals at more than \$5 million for a 30-second commercial, according to reports -- up from the \$4.8 million average of a year ago, per Kantar. The NFC Championship game pulled in \$2.2 million per 30-second commercial and AFC Championship, \$1.8 million per spot, per 2016 estimates.

Automakers continue to the big category in the game -- pulling in \$86.4 million in 2016, coming from nine different auto brands. Six movie studios accounted for \$28.8 million; and six food/candy companies spent \$33.6 million. — **MediaPost**

Delaware County's Thaddeus Kirkland had planned to step down from his state House seat in the 159th District after he was elected mayor of Chester in November 2015.

A few weeks later, however, T-Kirk sent a letter to House Speaker Mike Turzai saying he'd changed his mind and would remain in Harrisburg to work on the 2015-16 state budget. But after that budget standoff ended in March, Kirkland still refused to step down, Clout reported last June. Fast forward to this week, when Kirkland's nephew Brian Kirkland was sworn in as the new rep in the 159th.

prison term is denied

That reminded us: Did Thaddeus ever re-tender that resignation? Nope. Turns out Uncle Thaddeus kept the seat warm for his nephew all the way until the end of the term. "Rep. Thaddeus Kirkland served until Nov. 30 when the 2015-16 legislative session ended," House Democratic flack Tom Andrews said in an email.

Ah, Thaddeus. You gotta keep an eye on that guy. When Kirkland tells you something, make sure you get it in writing. And notarized, if possible. – *Philadelphia Daily News*



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