



CABLE ACADEMY 2019 • MAY 1 & 2 KALAHARI POCONOS RESORT

BCAP's 31st annual Cable Academy returns to the Poconos to highlight the direction our industry must embrace to prosper during the most competitive environment in its history. Cable Academy 2019 will showcase and explain the new age of broadband cable, its challenges and the vast potential it brings.

CONFIRM YOUR SPONSORSHIP, REGISTRATION AND EXHIBIT

Click here to reserve your room at Kalahari today! Your BCAP rate (\$162) includes admission to waterpark. **Rate expires March 30!**

Panels and presentations featuring:



Jeff Ross
President
Armstrong Utilities



Rich Shea
President & CEO
Atlantic Broadband



Mark Walter
Senior Vice President
Service Electric Cablevision



Dave Heimbach
Exec. Vice Pres. & COO
Shentel



Jennifer Koester
Dir., Global Partnerships
Google



Bruce Leichtman
President
Leichtman Research Group



Julie Sullivan
Vice President, Marketing
Atlantic Broadband



Bob Gessner
Chairman
American Cable Association

Matt Polka
President & CEO
American Cable Association

Jack Burton
Principals
Broadband Success Partners

David Strauss
Principals
Broadband Success Partners



February 26, 2019

Philadelphia Inquirer
[Emails show how Philly officials tried to help Amazon escape proposed cashless store ban](#)

MediaPost
[Net-Delivered Pay TV Subscriptions Slow](#)

Washington Post
[Sprint's 5G wireless launch, planned for May, could be the country's first](#)

Variety
[Netflix Original Content Outscores HBO, Hulu, Amazon on Customer-Satisfaction Survey](#)

CNBC
[Facebook bans UK far-right activist Tommy Robinson over hate speech](#)

Associated Press
[Sen. Jake Corman \(R-Centre\) opens door to minimum wage deal at PA Press Club luncheon](#)

Philly.com

The National Television Cooperative (NCTC) has long been a buying agent for its hundreds of members, helping those small- and mid-sized operators lock-in volume pricing on everything from programming and video software, partnerships with new OTT-TV services, and bulk buys for access network gear, set-top boxes, cable modems and broadband gateways.

The NCTC is now embarking on a new broadband services-focused initiative that aims to help those independent operators get improved access to peering sites and, ultimately, lower transport costs. That's one of the front-burner priorities for Jared Baumann, a former C Spire exec who was recently named VP of broadband solutions at the NCTC, which is hosting the organization's Winter Education Conference this week in Atlanta.

Given the NCTC's membership of almost 800 operators that together pass some 40 million homes, there's an immense network of operators involved in the co-op. But most of them, on an individual basis, don't usually get the same value from the big US and international transport providers that companies like AT&T or Comcast do, Baumann said. Many smaller, independent operators "struggle" with the transport side of broadband more than they do with their access networks, he said. If those operators can get connected to big peering sites, they stand to get more competitive rates, he said.

By using the NCTC's power in numbers (and its reach in various markets, including many rural areas), the idea is to get them all to work together to provide improved and more economical access to those sites. By sharing data, such as mapping info, those operators should find that another, adjacently located member might be able to provide that connection, rather than always having to go to a large national provider. The NCTC's program hopes to facilitate and manage the assembling and sharing of this sort of information. "Many of our members have backbones, in different ways, to get there," Baumann said. "We are looking to find ways to enable our members to use each other to accomplish these goals. It's not been done yet in this industry."

Other groups have done it, such as Bluebird Network in the Midwest or Texas Lone Star Network, but they don't have a membership of the

Op-ed: We need Gov. Wolf's Restore Pennsylvania plan to fix infrastructure

Philadelphia Inquirer
Editorial: Why doesn't the Republican Party believe Philadelphia deserves the two-party system?

size and scale of the NCTC, Baumann said. Baumann said talks about the project are underway with NCTC members. He said it's already clear that some of the co-op's larger members indeed have connection points that could help out other members and provide better, lower-latency routes at lower costs. "There's a strong interest there," he said.

Helping solve this transport issue is just one of the areas Baumann will focus on in his new role. He'll also help to develop a program for members around whole-home WiFi. "WiFi is a key element to providing [a] premium experience," Baumann said. Indeed, operators both big and small have launched or intend to launch premium WiFi products that include multiple access points and extenders that tie into a software management platform that can help optimize the in-home WiFi connections. (See [WOW Connects With Eero on Whole-Home WiFi](#) and [Why ISPs Are High on Whole-Home WiFi](#).)

Baumann, who will also look into community WiFi opportunities, said the NCTC will aim to work with best-of-class tech partners on that effort. Drawing on his experience at C Spire, Baumann will also look into how NCTC and its membership can play a role in 5G, including a potential role in backhaul or using it to deliver fixed wireless broadband service. (See [C-Spire Claims to Be First in the US With 5G](#).) For the NCTC, 5G "is not an immediate priority, but we feel strongly that it's a part of the future," said Baumann, who will moderate a 5G-focused session at this week's event in Atlanta. – *Light Reading*

New US direct-to-consumer online video subscription services set to launch in 2019 have the potential to add 53 million paying subscriptions generating \$3.6 billion dollars in incremental revenue by 2023 says research from IHS Markit.

Furthermore, according to the Disney, Apple, Netflix: Scenarios for the Future of Online Video report, [the new DTC offers](#) from the likes of Walt Disney Company, Apple, and Warner Media are forecast to effectively grow the total number of subscribers by 25%. Netflix and Amazon Prime will continue to lead the market for the next few years but the report projects that Apple could potentially catch up with Hulu by 2023, depending on what happens to that service after Disney's acquisition of Fox has been finalised.

In all of the scenarios explored in the IHS Markit study, the market for pure-play video services is set to become what the analyst calls 'exceptionally competitive'. It also makes the case that owning high-quality content will soon likely not be enough to guarantee success, because there will be a large number of competitors with their own strong content libraries. Consequently, by 2023 there are likely to be very few pure-play subscription-video channels with significant scale in the United States.

A successful [Disney service](#) would also be among the top-tier services in the US by 2023, predicted Dan Cryan, executive director of research and analysis, IHS Markit and author of the [Disney, Apple, Netflix: Scenarios for the Future of Online Video report](#). "Subscriber growth of this magnitude assumes an aggressive strategy from all the major services," he said. "This strategy could include making movies available earlier or bundling, either at no extra charge or as a low-cost add-on, with other products and services that already have large customer bases. Less aggressive policies would result in lower overall subscriber growth, but they would still expand the video subscription market."

"As the video subscription market grows and becomes more competitive in the long-term, the focus of the battle is likely to shift away from the questions about the available content, toward a discussion of the other assets these companies can leverage. Examples include heavy cross-promotion on traditional TV channels, theme parks and other properties, or packaging with other services, like mobile phones." – *Rapid TV News*



127 State Street, Harrisburg, PA 17101
717-214-2000 (f) 717-214-2020
bcapa.com

First in Broadband.
The Future of Broadband.®