

# UNCAPPED POTENTIAL CABLE ACADEMY 2017

April 19 & 20  
Kalahari Resort in the Poconos

BCAP's 29<sup>th</sup> annual Cable Academy heads to the Poconos to highlight the direction our industry must embrace to prosper during the most competitive environment in its history. Cable Academy 2017 will showcase the "Uncapped Potential" that exists today, and how it can further expand in the near future.

- *Presentations from educators and representatives of NCTA, C-SPAN*
- *Speed Networking for Programmers*
- *Re-connect with SCTE members also convening at Kalahari*
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February 28, 2017

**Philadelphia Inquirer**  
**Playing nice with Google, Comcast will put YouTube on Xfinity TV**

**Fast Company**  
**Why Netflix, HBO, and Amazon Owe Their Success To Hulu (Fast Company)**

**Hollywood Reporter**  
**AT&T Entertainment CEO Touts Rising**

Even though some rural residents express frustration with finding an option for internet access, officials say the requirements of a state law guaranteeing universal broadband access are being met.

A state law known as Chapter 30 required telecommunications providers to make broadband, the term generally used to mean high-speed internet access, universally accessible to customers by 2015. "All telephone carriers are reporting (they have) reached 100 percent deployment," said Nils Hagen-Frederiksen, spokesman for the Pennsylvania Utilities Commission. "If someone is not getting access to the type of broadband defined by state law, the commission wants to hear about it."

What's "defined by law" mean? The state defines broadband as having download speeds of 1.544 mbps and upload speeds of 128 kbps. That's fast enough to stream a movie from Netflix, as an example, though the website recommends faster speeds: 3.0 mbps for standard definition quality or 5.0 for high definition quality.

Verizon spokesman Michael Murphy said in an email that since the fall of 2015, "we have made broadband service available to 100 percent of our Pennsylvania customers using the technology that best fits each customer's location. That could include DSL, Fios Internet, Verizon Wireless 4G LTE broadband or satellite broadband. Each of those services meets Chapter 30's definition of broadband." The satellite broadband is provided through a partnership with HughesNet, he later clarified.

The state law also doesn't say how the companies have to provide the service, Hagen-Frederiksen said, whether it's through fiber, copper or mobile broadband, for instance. Customers can't demand a

**Importance of Content**

**deadline.com Comcast CEO Says Growth From NBCU Businesses Will Offset Lower TV Ratings**

**Radio and Television Business Report ACA To FCC: Just Say No To Bundling**

**Pittsburgh Tribune-Review Pennsylvania Dems denounce leaked Obamacare bill**

**pennlive.com Court upholds sentence of Kathleen Kane driver in leak case**

**Philadelphia Inquirer Op-ed from PA Speaker of the House Mike Turzai (R-Allegheny): Pa. budget process isn't sustainable**

particular type of technology. "It may not be the solution they're seeking. It's a solution that meets the state definition," Hagen-Frederiksen said.

The Chapter 30 requirements only affect telecommunications companies. So cable and satellite internet companies, for example, are not governed by the requirements. Hagen-Frederiksen noted that

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the law was established 15 years ago, and a lot has changed in technology during that time. There are conversations happening at the state level about whether that law is outdated.

In December, state Rep. Pam Snyder, a Democrat in the western part of the state, indicated she planned to introduce legislation that would increase broadband

speeds. "Chapter 30 intended to ensure that reasonable and affordable broadband service is available to all Pennsylvania residents," she said in a sponsorship memo. "While the incumbent local exchange carriers (ILECs) have all reported 100 percent compliance with the current regulatory standards, many problems still exist, with rural areas experiencing the bulk of the hardships. Quite frankly, Pennsylvania's current required broadband speeds are woefully inadequate by today's standards."

State Rep. Kristin Phillips-Hill, R-York Township, in a column in the York Daily Record, suggested a need for promoting broadband conduits in conjunction with transportation projects to reach more rural areas. — *York Daily Record*; also in the *Daily Record*, **"Internet access leaves York Co. students disconnected"**

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The nation's new top telecommunications regulator wants to halt tough Internet privacy rules before they begin taking effect this week, arguing they would unfairly impose tougher requirements on broadband providers than on websites and social networks.

Privacy advocates and a key Senate Democrat vowed Monday to fight the move as well as a separate effort in Congress to overturn the regulations, which were **approved in October** on a party-line vote by the Federal Communications Commission when it was controlled by Democrats under President Obama. Following President Trump's inauguration, control of the commission passed to Republicans and Ajit Pai took over as chairman. "All actors in the online space should be subject to the same rules, and the federal government shouldn't favor one set of companies over another," a spokesman for Pai said Friday.

Democrats and privacy advocates argue that Internet service providers should be subject to tighter privacy restrictions because they act as "gatekeepers" for online access and many consumers have limited choices for broadband access. "We cannot allow Republicans in Congress and at the FCC to put big broadband before competition... to put corporate interest before consumers," said Sen. Edward Markey (D-Mass.).

The rules require broadband providers such as AT&T Inc., Charter Communications Inc. and Comcast Corp. to get customer permission before using or sharing sensitive personal data. They also require companies to take new steps to secure customer data and notify them of breaches. Under the FCC's definitions, most customer data would be considered sensitive, including information on Web browsing, app usage and the geographic trail of mobile devices.

Broadband providers complained the FCC imposed tougher restrictions on them than on search engines, such as Google, and social networks, such as Facebook, which are overseen by the Federal Trade Commission. The FCC's definition of sensitive data is broader than the FTC's. Companies don't need consent before using or sharing non-sensitive data, although customers can opt out.

Trade groups representing Internet service providers asked the FCC in January to stay implementation of the privacy rules and reconsider them. Pai voted against the rules when they were approved on a 3-2 vote in October. With Republicans now holding the FCC majority, Pai is pushing to stay the rules before the first provisions, regarding data security, take effect on Thursday.

Pai is asking the other two FCC commissioners, Republican Michael O'Rielly and Democrat Mignon Clyburn, to vote on the stay before Thursday. O'Rielly, who also voted against the rules in October and called them "fatally flawed," said he supports Pai. But because there are two vacancies on the FCC, Clyburn could block a vote by denying the agency a quorum.

In October, she voted for the rules that were pushed by former FCC Chairman Tom Wheeler. If she doesn't allow a vote, Pai would direct the FCC's staff to stay the data security provisions by Thursday and then push for a vote on a broader halt and reconsideration of the rules, his spokesman said. Clyburn said Friday that Pai had "created an unfortunate dilemma" in which she would have to accept the staff move "that indefinitely unwinds consumer privacy protections" or take a rushed vote on "a decision that has massive ramifications for security of private information held by broadband providers." Sen. Jeff Flake (R-Ariz.) has said he planned to push for rarely used legislation to stop the privacy rules and prevent the FCC from issuing new ones that are substantially the same. – **Los Angeles Times**

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It's been a long time since YouTube was populated largely by cat videos. The cats are still there, of course, but they romp alongside high-quality digital content served up by studios, increasingly inspired "creators" pushing the limits of what's possible in digital video, and influencers who share their thoughts on products and experiences online, and get paid well to do it.

YouTube holds an almost unquantifiable mass of video, but parent company Google is working very hard to quantify just how much of it is watched, in its ongoing quest to wrest more advertising dollars away from television. And the latest numbers from the company are pretty impressive.

YouTube says its users watch more than 1 billion hours of video each day worldwide, a number that's up tenfold from 2012. Feeding those appetites, some 400 hours of video are uploaded each day, equating to 65 years of video.

YouTube remains the undisputed king of digital video content. Last year, Facebook said it serves up about 100 million hours of video each day, while Netflix accounts for 116 million. If YouTube continues

this colossal growth, there's a chance it could surpass TV viewership within a few years. The latest Nielsen data on daily consumption of television puts it at just over 20 billion hours per day. – *Media Life*

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Pennsylvania's 2018 race for U.S. Senate is getting underway. **Rick Saccone**, a fiery Republican state lawmaker from suburban Pittsburgh, formally declared his candidacy Tuesday to challenge Democratic U.S. Sen. Bob Casey. Saccone held the event in the Pennsylvania Capitol, where he was joined by conservative supporters.

The 59-year-old Saccone is one of the state Legislature's staunchest conservatives and is a strong backer of President Donald Trump. Casey is seeking a third six-year term. The 56-year-old son of Pennsylvania's former governor, Casey is one of the state's best-known politicians and has been a fierce critic of Trump's.

A retired Air Force captain, Saccone is a frequent critic of the government and has pressed to expand the role of religion in public life. Pennsylvania's field for U.S. Senate is otherwise vacant so far. – *Pittsburgh Tribune-Review*



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