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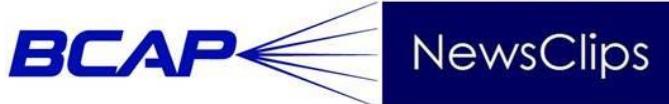
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March 4, 2020

LightReading
Cable must
fight 'creeping
complacency'
about
emerging
broadband
threats –
analyst

TVNewsCheck
AT&T TV's Odd
Play As 'The
Future Of TV'

*Washington
Post*
Bernie Sanders
gets a Super
Tuesday boost
from
California's top
tech counties

Bloomberg
Google Pulls
Down Political
Ads as
Candidates
Keep Pushing
Limits

*Associated
Press*
Political
Programming

Atlantic Broadband has opened a new 3,000 square foot service centre West Palm Beach, Florida. The Experience Center features an open floor plan, with areas for customers to sit in a comfortable, home-like setting. They can then talk to company representatives and to test service offerings. The new facility is the operator's fourth customer service centre in Southern Florida and its first focused on multi-unit communities and business customers in West Palm Beach. Last summer, ABB activated video services for 14,000 residents in nearly 8,000 homes in the community of Century Village, West Palm Beach and Pine Ridge III in Greenacres. This followed the activation a year earlier of Cypress Lakes in West Palm Beach. New activations will take place this spring at Lake Clarke Gardens and Covered Bridge (Lake Worth, Florida) and the West Palm Beach Tennis Club, among other locations. — **Cablefax**

Dominates Last Week

Fierce Video AT&T sells Quickplay to Firstlight Media

The Hill Trumping 'Big Tech' — How the president will balance the ledger



Atlantic Broadband debuted its first state-of-the-art customer experience center in West Palm Beach, FL, on February 27. Pictured: Bob Quinter, Chamber of Commerce of the Palm Beaches; Regan Anderson, VP, Select Communities – ABB; Danny Gonzalez, Sr. Director, Customer Operations – ABB; Julie Sullivan, VP Marketing – ABB; Scott Haugland, GM – ABB; Jeb Reynolds, Chamber of Commerce of the Palm Beaches.

Dan Lovinger, EVP, Ad Sales, NBC Sports Group said the division recently surpassed \$1.25 billion in national advertising for the upcoming summer Olympics in Tokyo, which exceeds sales total for Rio in 2016 and has set a new Olympic record. In statement Tuesday afternoon he said nearly has 90% of the Tokyo Olympic inventory has been sold along with the vast majority of our tentpole sponsorships. Also, coverage for the 2020 Tokyo Paralympics is sold out. “The momentum for Tokyo 2020 remains strong, but inventory is growing scarce as advertisers continue to value the massive reach of the Games and are eager to align their brands with the biggest media event of the year,” he said.

The statement followed comments earlier in the day by Comcast CEO Brian Roberts at a media conference and a statement by the IOC that it's "fully committed" to the Games opening as planned on July 24. Roberts, touting the conglomerate's long-term Olympics deal through 2032, said Tuesday that he can "hope and imagine" the 2020 Tokyo Games will continue to deliver for the company this summer. "But in the event that it didn't, we have insurance and contractual protections," he said this morning at a Morgan Stanley Technology, Media & Telecom Conference in San Francisco.

The Summer Olympics are set to run July 24-August 9, but there are questions whether a postponement is possible given the coronavirus scare. The illness began in China and has spread to the rest of Asia and now the world. More than 90,000 cases have been reported globally resulting in more than 3,000 deaths. Comcast's NBCUniversal has exclusive U.S. rights to the Olympics through 2032; its most recent deal was for \$7.65 billion. **The Philadelphia Inquirer reported** that Comcast has already received more than \$1 billion in national advertising commitments for Tokyo.

Roberts' comments Tuesday came the same day Japan's Olympic minister told his country's parliament that the Summer Games could be moved from the summer until later in the year. The minister, Seiko Hashimoto, said

Tokyo's contract with the International Olympic Committee "calls for the Games to be held within 2020...[this] could be interpreted as allowing a postponement."

IOC president Thomas Bach said last week that the organization is "fully committed" to hosting the event in the summer, and the world governing body said Tuesday it will continue to follow the advice of the World Health Organization but "encourages all athletes to continue to prepare for the Olympic Games Tokyo 2020." Last week, the IOC's Dick Pound warned that the Games could be canceled, and a decision would be needed by late May.

The coronavirus has already temporarily shuttered Disney and Universal theme parks in Japan. The rate of new infections in China is slowing, but other parts of the world continue to report new cases (including six deaths in the U.S. as of Monday). Discovery, which holds many international rights to the Olympics via its pan-European broadcast subsidiary Eurosport, said last week the financial impact of an eventual cancellation would be minimal, with a top-line hit mostly offset by a drop in expenses, CFO Gunnar Wiedenfels said. — **Hollywood Reporter**

Amid the mad dash to develop fifth-generation (5G) wireless technologies, Shirley Bloomfield likes to remind people that vast swaths of America have other hurdles to clear first. "As everybody gets super excited about 5G ... we just tell them in rural America we're still waiting for 1G in some areas," the CEO of NTCA—The Rural Broadband Association told The Hill in a recent interview.

Throughout her time at the trade association, where she represents more than 850 community-based telecommunications companies across the country, Bloomfield has only seen the interest in getting rural areas connected grow. "It's so funny to me because I've been doing this for so long, it's like when you're the ugly stepchild and then suddenly you're the belle of the ball and people actually want to talk about this stuff, which is really cool and gratifying," she said. Bloomfield was driven to move to Washington, D.C., after working in the private sector briefly post-college by a passion for policy.

That passion landed her a staff job on the House Budget Committee, where she got exposure to a broad slate of issues. She was eventually hired by NTCA to be a part of its policy shop. After roughly 20 years of representing carriers, she took another stint in the private sector but found herself raring to come back to NTCA. When the top job at the association opened in 2010, she called the headhunter charged with finding a successor immediately. "I said, 'That is my job, I'm coming back.' She of course thought I was probably a lunatic," Bloomfield told The Hill. "I missed these guys," she said. "The carriers I represent are so committed to what they do. Because they're small, they're really innovative, they try stuff ... their spirit of service really resonated with me."

Larger telecommunications companies service approximately 130 customers per square mile, while NTCA member companies' customer density is only around seven per square mile. In her nearly 10 years as CEO of NTCA, Bloomfield has worked tirelessly to help position member companies to improve and grow their coverage. Much of that work involves facilitating a given company's access to the handful of government grants

and repayment programs set up for rural broadband. "It's kind of my job — connector," Bloomfield said.

One of those programs is the Federal Communications Commission's (FCC) Rural Digital Opportunity Fund. The program, approved earlier this year, creates a fund of more than \$20 billion for cooperatives, satellite operators and other telecom companies to compete for in order to connect unserved areas across the country. Many of the companies that NTCA represents could get significant windfall from the fund, which is set to have its first auction in October. "I think this program really has the capability to come in and start filling in those gaps," Bloomfield said.

Another key program for expanding rural connectivity is the Department of Agriculture's (USDA) ReConnect Program, which was authorized by Congress in 2018. The program allocates funds for internet providers in low population density programs but has come under criticism for not doling out enough. "My biggest frustration with these programs is I think we're aiming really low," Bloomfield said.

Some of her concerns are shared by lawmakers. Last month, nine senators led by Sen. Ron Wyden (D-Ore.) wrote a letter to the USDA demanding it extend more funding to rural communities. The lawmakers criticized a restriction where companies that have received funding from the FCC are not eligible for ReConnect. "This USDA-imposed restriction — which is not required by law — prevents rural communities across the country from receiving their share of over \$500 million in federal funding for high-speed broadband, which is vital to reducing the digital divide and harnessing important opportunities in telemedicine and online education, and the high-paying jobs that come with them," they wrote.

On the other side of the equation, Bloomfield also tries to increase awareness with key officials of the nature of the problems holding back rural America from getting connected. She connects FCC commissioners, lawmakers and other relevant parties with rural providers to get a better sense of what they're doing. "It's pretty sobering to have people realize what distance really means in terms of providing broadband," Bloomfield said.

One of the myths that Bloomfield tries to dispel by bringing officials out to her providers is that there is a stark divide between service penetration and quality between rural and urban areas, when the truth is that some rural regions lag far behind others. "One of the things that people immediately default to is this whole sense of that there is a rural-urban divide," she explained. "But what we really find in our experience is that it's a rural-rural divide."

Bloomfield's argument is that large providers focus their energy on urban areas because they're more competitive, a strategy she acknowledges is fair, but it means less densely populated areas covered by the biggest suppliers suffer. By contrast, the companies that NTCA works with are "providing service to their neighbors." Telecom cooperatives in particular, which are owned by the communities they operate in, "are not there to make money." "They are there to provide this service," Bloomfield said. According to NTCA, telecom cooperatives serve less than 5 percent of the country's subscribers, but cover 40 percent of the nation's landmass.

Bloomfield said lawmakers and agency officials are receptive to her arguments about the rural-urban coverage divide "when they see it." "I think in this town you've just got to have a passion for what you do," she said,

sharing a story about a company that provided a Veteran Affairs clinic in Vermont with telemedicine services. “I have the luxury of being able to see those things happen, which then comes back and makes me more motivated.” – *The Hill*

U.S. Secretary of State Mike Pompeo will host a meeting with G-7 foreign ministers in Pittsburgh later this month, according to [the Associated Press](#). Foreign ministers of the U.S., the United Kingdom, France, Germany, Italy, Japan, and Canada will be in attendance. The meeting, which will take place at the Omni William Penn hotel March 24 and 25, comes ahead of the G-7 summit at the Camp David presidential retreat in Maryland. President Donald Trump originally planned to hold the summit, which is scheduled for June, [at his his Doral golf resort](#) in Miami. The G-7 summit is an annual gathering of leaders of the world's most developed economies. – *Pittsburgh Post-Gazette*

