



## CABLE ACADEMY 2019 • MAY 1 & 2 KALAHARI POCONOS RESORT

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March 13, 2019

**Philadelphia**  
**Business Journal**  
**Comcast Cable CEO**  
**says business**  
**services 'in line of**  
**sight' of \$10B in**  
**revenue**

Verizon Communications Inc. will charge an additional \$10 a month per smartphone for subscribers who want to add 5G speeds to their devices, the first major U.S. carrier to disclose pricing for the faster cellular service. Only customers of Verizon's unlimited-data plans will be able to access the 5G service and they must have a compatible device. There are also limits to the initial footprint of Verizon's network, even in the first cities where it will be offered.

**Pennlive**  
**Lawyers say sexual**  
**assault claims**  
**against Pa. Rep.**  
**Brian Ellis are 'just**  
**plain false'**

The largest U.S. wireless carrier by subscribers will begin offering 5G phone service in some parts of Chicago and Minneapolis on April 11, a Verizon spokesman said. The 5G service will be free for customers in those cities for the first 90 days. Verizon will initially sell one device that works with the faster service, the Motorola Moto Z3 with a clip-on modem that makes it compatible. Samsung Electronics Co. has announced plans for a **5G-compatible device** later this year.

**Variety**  
**Disney Sets March**  
**20 Closing Date for**  
**21st Century Fox**  
**Acquisition**

Verizon, AT&T Inc. and other carriers are in a race to roll out the next generation of wireless networks, but have been largely mum on what it will cost smartphone customers. They have **battled over the branding of**

**TVNewsCheck**  
**NAB Works To Kill**  
**Bill That Could**  
**Undercut Retrans**

**Ars Technica**  
**Congress at SXSW:**  
**yes, we're dumb**  
**about tech, and**  
**here's what we**  
**should do**

**WFMZ-TV**  
**Democrats grill T-**  
**Mobile CEO for**  
**Trump hotel stays**

**CNN Business**  
**Fox News prepared**  
**to court advertisers**  
**as network grapples**  
**with multiple**  
**scandals**

**Associated Press**  
**Indian Ocean**  
**exploration makes**  
**historic undersea**  
**broadcast**

**Allentown**  
**Morning Call**  
**CBS cuts NCAA**  
**Selection Sunday**  
**show in half – and**  
**it's still too long**

**network upgrades** that pave the way for 5G service and sparred over what milestones classify as “firsts.”

All four major U.S. carriers have announced plans to have 5G services in some cities this year. The new networks will be a test of whether customers are prepared to **pay higher monthly wireless bills** for faster data services. The cost of U.S. wireless service has fallen in recent years as subscriber growth slowed, carriers brought back unlimited-data plans and undercut each other on monthly plans to win customers.

Verizon's service will be centered in downtown areas of its launch cities, particularly around landmarks such as the Art Institute of Chicago and U.S. Bank Stadium in Minneapolis. Verizon executives said in February they planned to offer 5G mobile service in more than 30 markets in 2019.

The early rollout of 5G in those markets and the way consumers use it would “give us the next window into the value that 5G brings,” said Tami Erwin, head of Verizon's new business-focused unit. Late last year, Verizon began offering in-home 5G broadband service in four markets, including Los Angeles and Houston, for \$70 a month. That service wasn't based on the international 5G standard set by a global industry trade group, which means that equipment will need to be updated. AT&T created a 5G mobile hot spot that it has offered to some businesses and consumers free. It plans to sell the equipment this spring for \$499 and service will be available in parts of some cities for \$70 a month for 15GB of data.

T-Mobile US Inc. said last month fresh revenue from 5G was **likely to come from new services**, additional connected devices and business uses, rather than from people upgrading their smartphone plans. “We don't have plans for the smartphone plans that you see today to charge differently for 5G enablement versus 4G LTE,” Mike Sievert, the carrier's chief operating officer said at the time. Sprint Corp.'s chief executive, Michel Combes, declined to comment on the carrier's 5G pricing plans at the telecom industry's premier trade show in Barcelona last month. Sprint and T-Mobile are awaiting regulatory review of their proposed merger, which would reduce the number of U.S. carriers to three. – *Wall Street Journal*

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After nearly two years of programming deals and executive hires, Apple is now seemingly less than two weeks from unveiling its video streaming service. The company alerted media to a March 25 video event with the tag line “It's show time” and an old film reel-style countdown. According to a January report from The Information, Apple is eyeing a mid-April launch for its subscription streaming service. The report said that Apple will update its TV app and add support for the streaming service.

Last year, The New York Times reported that Apple's original series could begin debuting as soon as March 2019. Apple is taking on Amazon, HBO, Hulu and Netflix with a reported \$1 billion content budget. The company has lined up programming including a series about a morning TV show starring Reese Witherspoon and Jennifer Aniston. Apple has also booked a series from “La La Land” director Damien Chazelle, an “Amazing Stories” reboot from Steven Spielberg and an animated series from the creator of Fox's “Bob's Burgers.”

In addition to its original content, Apple plans to offer subscription services from other programmers, not unlike what competitors like Amazon and Roku already offer. But reports have suggested that revenue splits and data sharing is still a sticking point between Apple and subscription services. CBS, Showtime, Starz and Viacom but HBO has still not reached an agreement with Apple, which is reportedly asking for a 30% cut on all subscribers who sign up for third-party services.

Apple has also been working on widening distribution for its original content. The company has an enormous amount of smartphones and tablets in the market but has a much smaller share of the connected TV market, where less expensive streaming TV boxes like Amazon Fire TV and Roku have dominated. Perhaps as a remedy to that, Apple has set deals with smart TV makers Samsung, Sony, LG and Vizio to enable AirPlay 2 support in their TVs and allow iPhone and iPad users to stream Apple content on their TV screens. The latest reports suggest that Apple and Roku are close to a similar deal for AirPlay support in Roku devices. – **Fierce Video**



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