



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

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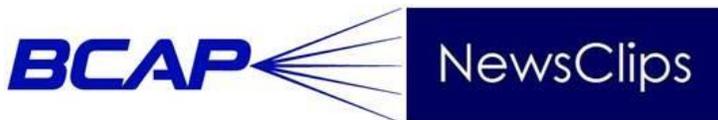


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March 21, 2019

**Pittsburgh Post-Gazette**  
['Everything Points You Here' — Marketing campaign aims to bring tech, other firms to downtown Pittsburgh](#)

**Philadelphia Inquirer**  
[Comcast, AT&T take steps to combat scam calls](#)

**Philadelphia Inquirer**  
[Rural Pa. area still likes DVD rental chain](#)

**Reuters**

Atlantic Broadband has announced the deployment of its managed Wi-Fi product in service areas it acquired in its purchase of the remaining MetroCast assets last year. Enhanced WiFi (E-WiFi) was first launched by Atlantic Broadband in its existing markets in 2017. It is now available to the operator's customers in New Hampshire, Maine, Eastern Pennsylvania, Southern Maryland and Virginia.

E-WiFi uses multiple wireless mesh access points and intelligent routing algorithms designed by AirTies. "The quality of the in-home WiFi experience and business-based WiFi performance is critical to daily life and commerce today," said Heather McCallion, VP of products and programming for Atlantic Broadband, in a statement. "After Atlantic Broadband acquired the MetroCast properties last year, we significantly boosted internet speeds for all of our residential and business customers. With today's launch of E-WiFi, our customers will have access to powerful technology that will take internet performance to new heights."

In a report published earlier this week, equity research firm Cowen identified managed Wi-Fi, along with smart home management, as opportunities often overlooked in a cable industry focused on broadband speed increases. "We are seeing the emergence of 'managed Wi-Fi' for better in-home coverage solutions which includes

[Viacom warns customers its channels may stop airing on DirecTV](#)

[Bloomberg Facebook and Google Are Guilty of a Failure to Take Ownership](#)

[Zap2it Cable Top 25 for Week Ending March 17](#)

[York Dispatch Term limits in Pennsylvania: A doomed cause?](#)

[Pittsburgh Post-Gazette Editorial: Ahead of the curve – Congress should pass facial recognition privacy bill](#)

RF optimization/education, Wi-Fi extenders, parental controls, and a platform for said device management,” Cohen said. “While Comcast offers ‘xFi Pods’ (Wi-Fi extenders licensed from Plume), we could see a race for more personalized services. Charter recently noted it may launch a smart home management service this fall. Both ‘smart/managed Wi-Fi’ providers such as Plume and the MSO’s (which may or may not white label solutions from managed Wi-Fi providers) are certainly seeing the demand for in-home managed WiFi, and with customers are willing to pay for it.” – *Multichannel News*

Nearly half of consumers (47%) are frustrated by the growing number of subscriptions and services required to watch the entertainment they want, according to Deloitte’s 13th edition of the [“Digital Media Trends survey.”](#) Meanwhile, more than half of consumers (57%) express frustration when content disappears from their streaming libraries.

While consumers know exactly what they want to watch (69% of the time), they also expressed frustrations with content discovery across platforms:

- Forty-three percent of consumers give up on the search for content if they can’t find it in a few minutes;
- Forty-eight percent say content is hard to find across multiple services;
- Nearly half (49%) say the sheer amount of content available makes it hard to choose what to watch.

Consumers are also increasingly wary of how companies handle their data, with 82% citing they don’t believe companies do enough to protect their personal data, according to the study. Conversely, consumers overwhelmingly believe they are responsible for protecting (49%) and owning (88%) their data. Very few respondents (7%) believe that the government should play a role in protecting their data. While streaming services may be frustrating to consumers, the survey also found consumer dissatisfaction with high volumes of advertising, pushing them away from pay TV.

- Three quarters (75%) of consumers say they would be more satisfied with their pay-TV service if there were fewer ads, and 77% indicated ads on pay TV should be under 10 seconds;
- Eighty-two percent believe there is excessive repetition of ads;
- Forty-four percent of consumers cited “no ads” as a top reason to subscribe to a new paid streaming service;
- While consumers indicated eight minutes per hour of ads as the right amount, they also report that 16 minutes or more is when they would stop watching.

“With more than 300 over the top video options in the U.S., coupled with multiple subscriptions and payments to track and justify, consumers may be entering a time of ‘subscription fatigue,’” said Kevin Westcott, vice chairman and U.S. telecom and media and entertainment leader, Deloitte LLP, in a statement. “As media companies and content owners wrestle with how to retain and grow their subscriber base, they should not only continue to strengthen their content libraries, quality, distribution and value, but also keep a close eye on consumer frustrations, including advertising overload and data privacy concerns.”

The average U.S. consumer now subscribes to three streaming video services, with 43% of consumers subscribing to both streaming and traditional pay television (TV) services, according to the study, which

noted strong growth in streaming video subscription services (69%) and streaming music services (41%). Pay TV remained relatively flat with 65% of U.S. households subscribing, and 29% paying for live TV streaming services. High-quality, original content continues to be a dominant factor in streaming video growth, with 57% of current U.S. streaming consumers (and 71% of millennials, ages 22-35) subscribing to streaming video services to access original content.

The survey also found that 37% of U.S. millennials binge-watch every week, watching an average of four hours in a single sitting. Consumers also continue to spend more time streaming video from their paid services (46%) versus free video streaming services (29%). Consumers are not only binge-watching in high numbers, they are also streaming movies, with 70% of millennials reporting they stream movies weekly, and 40% doing so daily. Social media remains supreme with millennials (54%) in the search for new TV shows. – **MediaPlay News**

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Nexstar is selling 19 television stations for \$1.32 billion as part of its buyout deal with Tribune Media. Nexstar agreed in December to buy Chicago's Tribune Media for about \$4 billion. Part of that agreement requires Nexstar to sell certain television stations in order to comply with the FCC local and national television ownership rules and to get FCC and Justice Department approval of the Tribune Media transaction. Nexstar Media Group Inc. is selling 11 stations to Tegna Inc. for \$740 million and eight stations to E.W. Scripps Co. for \$580 million. Nexstar said Wednesday that it's still in active talks to sell two stations in Indianapolis. The company said it'll use proceeds from the sale of the television stations to fund its Tribune deal and to lower debt. – **Associated Press**

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Voters in a western Pennsylvania state House district will pick a replacement during the spring primary for Rep. Brian Ellis, who recently quit while under investigation for a sexual assault allegation. Republican House Speaker Mike Turzai on Wednesday scheduled the special election to fill Ellis' Butler County seat for May 21. The parties will pick candidates, and the winner will hold the seat through 2020. Ellis resigned Monday, a week after a woman filed a formal complaint with the House that alleges Ellis sexually assaulted her in 2015. Ellis hasn't been charged with a crime and his lawyers declined comment. Ellis is a Republican who was in his eighth term. – **Associated Press**



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