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April 9, 2019

TVNewsCheck
For OTT Revenue,
Diverse Models
Needed

The Polar Vortex of 2014 was an extreme cold snap that led to a shortage of electric generation power and a sudden spike in prices. Hundreds of households on variable rate electric plans were hit with hefty bills.

The Hill
Life in the minority
at the FCC

Complaints rolled into the Pennsylvania Public Utility Commission. After an investigation, rules were changed and action was taken. "The commission ordered well over \$20 million in refunds to consumers," PUC press secretary Nils Hagen-Frederiksen said. It's a prime example of why the PUC was formed 82 years ago: to look out for consumer interests with utilities that operate in the state. "The electric utilities, natural gas, telecommunications, water/wastewater, and transportation companies like taxis and the Ubers and Lyfts of the world or moving companies," said Hagen-Frederiksen.

CNBC
Netflix isn't killing movie theaters:
Viewers who stream more also go to cinemas more

If you have an issue with any of these utilities, you can file a complaint with the PUC. Complaints can be filed online and team members can start reviewing the complaint right away so it's quicker for consumers. Complaints can also be filed through one of the PUC's call centers. "The commission gets about 60,000 complaints a year. Those are things that need to be investigated," said Hagen-Frederiksen.

Fierce Video
Hulu exec says 5G may limit demand for downloadable content

Complaints range from issues with billing, equipment or even rates. The PUC will investigate, mediate, and determine if the company is operating within the law. Some issues can be resolved in a few days. Others can take weeks. "Eventually, it goes before the five

Ars Technica
Congress is about to ban the government from offering free online tax filing

[Watchdog.org](#)

[FCC, FTC fined robocallers more than \\$1.5 billion since 2004 but can't enforce law or collect](#)

[Washington Post](#)

[Facebook and Google to be quizzed on white nationalism and political bias as Congress pushes dueling reasons for regulation](#)

[WHYY-TV/FM, Philadelphia](#)

[Pa. lawmaker cited by national investigation defends role as 'copycat' legislator](#)

commissioners who sit as the final judges of the facts and they vote," said Hagen-Frederiksen.

According to its annual activities report and evaluation, most consumer complaints are about electric utilities, followed by gas and telephone. One of the biggest complaints is billing disputes. "The PUC is there to backstop you as the consumer and make sure the utilities are playing by the rules," said Hagen-Frederiksen. – ***WHTM-TV, Harrisburg***

Facebook has bowed to pressure from the European Commission and consumer authorities by revising its terms, making it clear what it does with users' data and taking responsibility when data has been mishandled by third parties.

The world's largest social network is under fire on both sides of the Atlantic over a number of privacy-related issues that have exposed the passwords of millions of users. The European Commission said the changes in comprehensive and plain language mean users will now see how Facebook uses their data to develop profiling activities and target advertising to finance itself.

"Now, users will clearly understand that their data is used by the social network to sell targeted ads," Commission Justice Commissioner Vera Jourová said in a statement. The company will only unilaterally change terms and conditions where the changes are reasonable and will keep content deleted by users only when requested by enforcement authorities and up to 90 days. – ***Reuters***

Hearst Television and Comcast-owned FreeWheel are partnering on an OTT video advertising solution combining Hearst Anyscreen with FreeWheel's Monetization and Revenue Management (MRM) platform. Hearst Television will be able to expand availability of ad inventory on its owned properties and use additional inventory sources within the FreeWheel marketplace for its OTT advertising campaigns.

FreeWheel described its partnership with Hearst as a first step toward enhancing the value of local broadcast inventory, and that the next stages will focus on the co-development of initiatives to further the unification of digital video and linear TV inventory. "Keeping pace with the expectations of the marketplace, we are constantly evolving and improving Hearst Anyscreen to the highest standards of inventory quality and reporting transparency," said Adam Noble, Hearst Television's director of ad products, in a statement. "Our integration with FreeWheel enables an improved connection to premium inventory from natural partners such as A+E Networks, and opens up additional supply from preferred partners while maintaining the same high standard of quality and compliance that we have always offered our clients."

"Our work with Hearst fits perfectly with our overall objective of allowing television to operate with the ease of a platform, while delivering targeted audiences at scale," said James Cooke, general manager of FreeWheel Publishers, in a statement. "In this case, we're thrilled to be helping to ensure that local advertisers can use TV and video to meet their specific marketing objectives."

The new advertising partnership for FreeWheel comes a few weeks after the company held a “[NowFront](#)” event. During the presentation FreeWheel also announced the launch of rebranded FreeWheel Media sales team. FreeWheel has been operating a media sales business since its acquisition of StickyAds in 2016, which it consolidated with Strata, Adazzle, VisibleWorld and AudienceXpress under FreeWheel in 2017. But, the rebranding is intended to solidify its investment and offer the combined solutions to the TV and video marketplace for ease of transaction for the buy-side. – *Fierce Video*



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