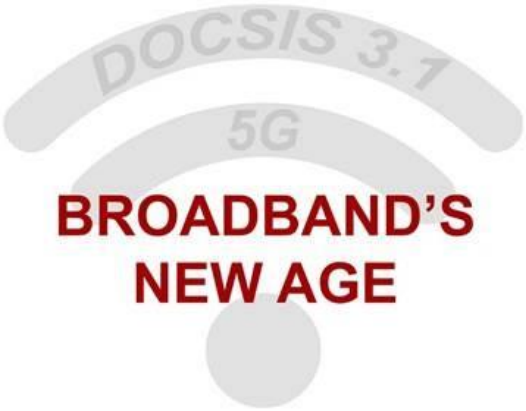

BCAP

Pennsylvania Cable & Telecommunications Foundation

CABLE ACADEMY 2019 • MAY 1 & 2
KALAHARI POCONOS RESORT

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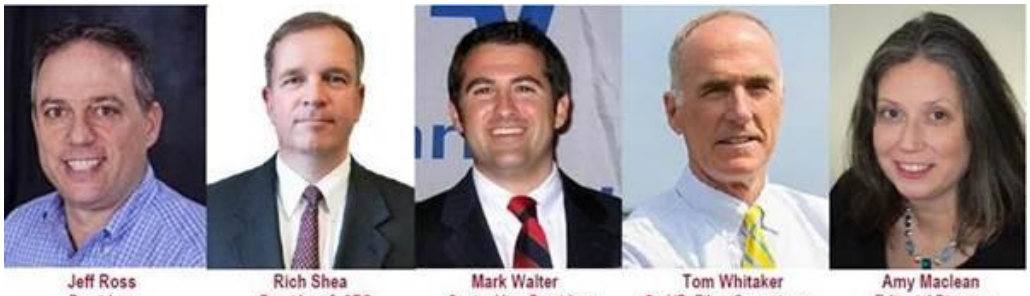


Jeff Ross
President
Armstrong Utilities

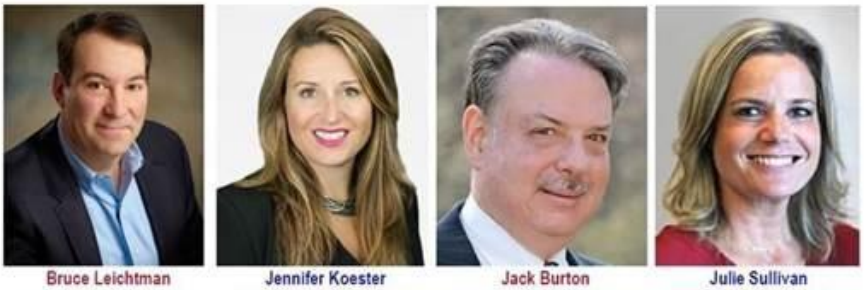
Rich Shea
President & CEO
Atlantic Broadband

Mark Walter
Senior Vice President
Service Electric Cablevision

Tom Whitaker
Sr. VP, Fiber Operations
Shentel

"MSO Exec Panel"

Amy Maclean
Editorial Director
Cablefax Daily

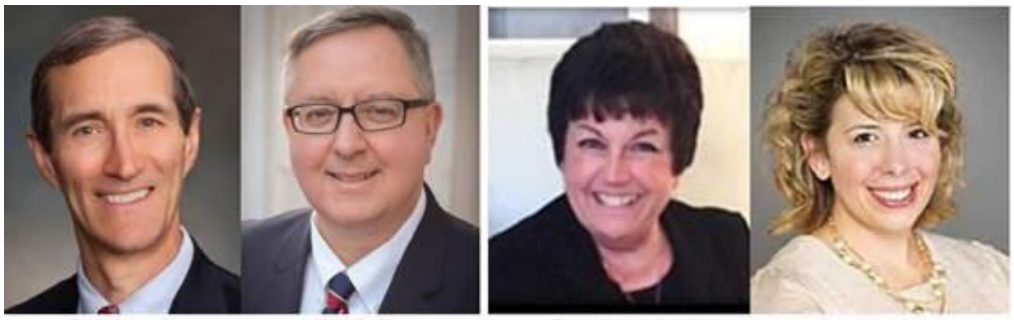


Bruce Leichtman
President
Leichtman Research Group
"State of the Industry"

Jennifer Koester
Dir., Global Partnerships
Google
"Helping Cable Operators Re-Invent the Bundle"

Jack Burton
Principal
Broadband Success Partners
"How MSOs can Profit from 5G"

Julie Sullivan
Vice President, Marketing
Atlantic Broadband
"Branding and Marketing for Growth"



Bob Gessner
Chairman
America's Communications Association (ACA)

Matt Polka
President & CEO
"Inside the Beltway"

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VP, Customer Service & Billing
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Courtney Long
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CABLE ACADEMY HAPPY HOUR

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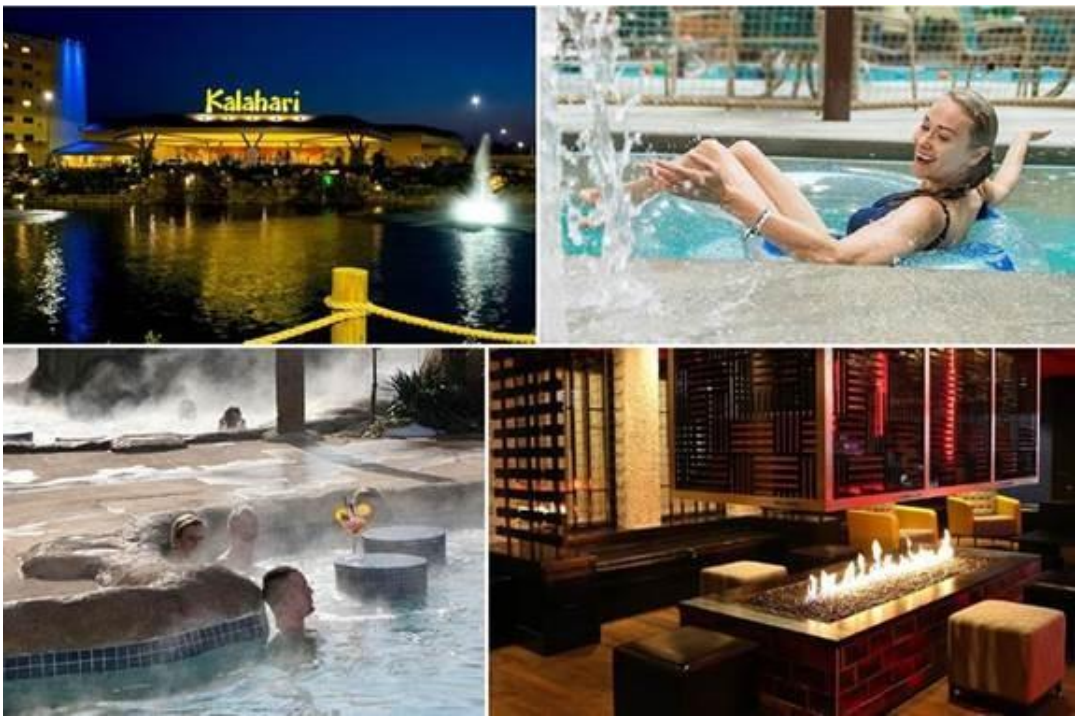

Kalahari Resorts in the Poconos is home to America's largest indoor waterpark! Take a tour of all there is to do at Kalahari on the resort website…and watch this feature on ABC's "Good Morning America" highlighting the 220,000-square feet of wet fun for the entire family!

KALAHARI POCONOS
250 Kalahari Boulevard
Pocono Manor, PA 18349 (GPS coordinates: 41.104916, -75.382005)
570-580-6000

For more information, contact Suzette Riley at 717-214-2000.

For continuing updates, visit CableAcademy.com.

BCAP NewsClips

April 15, 2019

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Sunbury Daily Item

New high-speed internet connection technology at the Anthracite Outdoor Adventure Area (AOAA) has allowed park officials to process registrations and other event paperwork 4.5 times faster.

The outdoor recreation park off Route 125 in eastern Northumberland County became the first customer of Service Electric Cablevision and PenTeleData to be wired with a new technology called "reverse node." The AOAA Authority invested $4,000 to install and construct 6,000 feet of service lines and infrastructure needed to deliver the broadband internet service to the park office at the trailhead. "It's absolutely a necessity in the growth and evolution of the AOAA," said Dave Porzi, AOAA director. "Without connectivity, it's like you're back in the stone ages with how fast everything was moving. We can now process customers at a very high rate."

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The AOAA, which caters to off-road motorized vehicles, hunters, hikers and other outdoor enthusiasts, is located along Route 125 on 6,500 acres of forest and reclaimed coal land in Coal, East Cameron, Mount Carmel, West Cameron and Zerbe townships. The park is owned by Northumberland County and managed by the AOAA Authority. More than 26,000 passes were sold last year compared to 19,000 in 2017, and the park generated $535,000 in total business in 2018 compared to $525,000 in 2017. The park opened in 2014 with limited internet access through satellite that only worked some of the time, Porzi said. "When it worked, it worked great, but when storms came in, or we had heavy snow, the satellite would go out," he said. "It was a major struggle for us. With the way it was growing, we needed to connect."

During the Ice Breaker Challenge on March 23, the new connection allowed staff to process 120 people within 20 minutes. On the previous satellite connection, Porzi said it would have taken them 90 minutes to process the same amount of people. They spend $90 a month now for the service, saving the AOAA $125 a month. The new service offers other opportunities for expansion of other on-site businesses, Porzi said.

"My hat goes off to the entire staff at Service Electric," he said. "They really stepped up to bat to help us out."

Service Electric General Manager Sam Haulman said the new technology turns the traditional radio frequency signals through coaxial cables into optical signals, which then get transmitted through the fiber optic cable. A receiver at the other end turns the signal back into the RF signal at the cable modem at the customer's location.

AOAA invested $4,000 while Service Electric spent $6,000. To install more than a mile of lines in the traditional technology would have cost at least $40,000, Haulman said. "It's much more economical," said Haulman. "We can send the signal further optically, as opposed to RF over coaxial cables. Coaxial has a good capacity, but it has distance limitations."

Service Electric has been testing the new technology for the last six months, and AOAA was a prime candidate for the first customer to benefit from it, Haulman said. "We pushed to install that before their big season kicked off," he said. "We're really excited about getting it done for them and potentially utilizing the technology in other areas."

Previously, the fastest internet service level was 150 Mbps down for commercial, but effective on March 1, the company now offers up to 1 Gbps, he said. As technologies continue to develop, rural areas will likely receive mixed solutions to the broadband needs, he said. In 2017, Gilson Boards outside New Berlin was also wired with broadband internet by Service Electric. The owners were worried that the snowboard manufacturer would have to relocate due to lack of high-speed internet.

Co-founder Nick Gilson previously told The Daily Item that the average time to download a graphic for a custom snowboard was two hours. It had been faster to drive from their headquarters to Lewisburg, download the image, place it on a flash drive and return to Winfield. While headquartered in the Valley, the company also was outsourcing graphic and design work to Scranton and financial services to New

York City, and the company's chief technology officer is based in Chicago.

Knoebels Amusement Resort managers in Elysburg also told The Daily Item they invested in the infrastructure at the park and paid providers to wire them. They have it because it's important to the function of the park and they are willing to pay for it, officials said. – ***Sunbury (Northumberland Co.) Daily Item***

Disney used to make hundreds of millions of dollars a year selling its stuff to Netflix. Now it is going to spend billions of dollars a year to try to beat Netflix.

Disney executives didn't mention Netflix once during their three-hour-plus investor presentation Thursday, at which the company laid out its **plans to build up a suite of subscription streaming services** — most notably Disney+, a $7-a-month service bursting with movies and TV shows. Disney+ launches in the US in November and will feature **everything** from Disney's recent theatrical offerings, like Captain Marvel, to classic Disney movies like Bambi, and new, original stuff like The Mandalorian, a Star Wars TV-show spinoff.

And Netflix isn't the only company Disney will be battling in the years to come; the list of competitors and would-be rivals now includes everyone from Amazon to Apple to AT&T. But make no mistake: Netflix is the primary reason Disney is making the giant leap from selling its stuff to distributors to launching its own streaming business, where it hopes to sell its stuff directly to tens of millions of consumers, via its own apps.

As **the Information** reminded us this week, Disney — and just about every big media company — used to view Netflix as a great place to make easy money. Netflix desperately wanted to build up its own streaming business, and Disney and other big media companies were happy to take Netflix's money. In 2012, for instance, Disney struck a deal to sell its movies to Netflix for an estimated $300 million a year, instead of striking a deal with conventional distributors like HBO or Showtime.

And in 2015, even as Netflix was attracting tens of millions of customers to its ad-free, all-you-can-eat streaming, and while Disney's cable channels were simultaneously losing millions of viewers, Iger still said he was happy to keep doing business with Netflix CEO Reed Hastings: "**We look at Netflix as more friend than foe**. They've become an aggressive customer of ours," he told Wall Street. Two years later, Iger had done an about-face: **He said Disney would stop selling its stuff to Netflix and would launch its own service**, which would stream everything from blockbuster titles like its Star Wars and Marvel movies (after they'd been in theaters) to original programming based on popular Disney characters and brands.

All of that is going to cost Disney real money: It has to to build up the technical resources it needs to run its own streaming service and create original programming for subscribers. And, of course, it is also giving up the hundreds of millions of dollars it used to make selling its stuff to Netflix and other distributors. Disney is putting a positive spin on this: It says it will sign up 60 million to 90 million subscribers for Disney+ by the end of its 2024 fiscal year (with two-thirds of those subs coming from outside the US). It also projects up to 12 million

subscribers for its ESPN+ service (which sells sports programming that isn't carried on its regular ESPN cable networks) and up to 60 million Hulu subscribers.

But the bill for that will be in the billions. Disney's three streaming operations will run a loss of $3.9 billion in the company's 2019 fiscal year, estimates analyst Michael Nathanson. That number will jump to $4.9 billion the next year, with Disney+ accounting for $2.5 billion of that loss; Bernstein analyst Todd Juenger says those numbers will get worse if Disney decides to expand Hulu outside the US, since it will have to spend even more on content. Disney says it will start making money on its streaming businesses by 2024.

Context: Disney can afford to throw billions at this venture because it's a giant that just got bigger by swallowing much of Rupert Murdoch's 21st Century Fox. Disney generated $59 billion in revenue last year, and made more than $10 billion in profit. This year, as it adds Fox assets like The Simpsons (also coming to Disney's streaming service), it is projected to make another $10 billion profit on $71 billion in revenue. By 2023, it should be a $100 billion company.

More context: While Disney is making a big strategy shift here, it is not blowing itself up. Disney's core businesses — theme parks, movies, merchandise, and cable TV — are all staying intact, and the company expects it will stay as such for a long time. Notably, while the company is selling ESPN+ directly to hardcore sports fans, it is keeping its main sports product safely behind the pay TV wall: For now, at least, the only way to get ESPN is to subscribe to a bundle that includes dozens of other pay TV networks, too.

So what's Netflix going to do about all this? Per Hastings, the same thing it has been doing for years: spend billions each year to build up its own content library, and hope to add to the 139 million subscribers it already has worldwide. "You do your best job when you have great competitors," Hastings said when asked about the coming competition from Disney and others last month. If you're looking for an updated answer, check back Tuesday, when Netflix reports its newest earnings numbers. – ***Recode***