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April 27, 2020

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Fox News

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Atlantic Broadband, the nation's eighth-largest cable operator, is making health care providers aware of a new initiative that is designed to help eligible health care providers deliver telehealth services during the COVID-19 outbreak.

As part of the CARES Act (Coronavirus Aid, Relief and Economic Security Act) passed by the U.S. Congress, the Federal Communications Commission's "COVID-19 Telehealth Program" will provide \$200 million in funding to eligible health care providers to enable "the delivery of connected care services to patients at their homes or mobile locations" in response to the COVID-19 pandemic. Atlantic Broadband has notified health care providers in its service areas in eleven states and promoted the initiative through its social media channels.

"Telehealth and telemedicine services have become increasingly important during the COVID-19 outbreak," said Fran Bradley, Director of Government Affairs for Atlantic Broadband and BCAP Chairman, in a letter to health care providers. "Remote care can provide patients with needed medical care while preserving social distancing protocols which help to minimize the spread of the coronavirus."

Healthcare providers are encouraged to learn more about the initiative and to apply for funding by visiting the FCC's website at fcc.gov/covid-19-telehealth-program. – ABB news release in Boca Raton (FL) Tribune

Did you catch the IronPigs games over the weekend? Great couple of games as the Pigs opened the home portion of their season with two wins over the Pawtucket Red Sox. No, the games weren't real, but they were as real as you can get.

The IronPigs, working with Service Electric and WFMZ-TV 69, put together a pair of virtual Opening Day – technically called #OpeningDay – games against Pawtucket, who would have been their opponent for the first weekend series of the season. The games used the PlayStation 4 video console system

[about reporting process, accuracy](#)

Pittsburgh City Paper
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Pennlive

Pa. congressional candidate Tom Brier alleges campaign finance violation against primary rival, Eugene DePasquale

Philadelphia Inquirer
Pat Toomey for governor? As he weighs in on Pa. coronavirus plans, insiders see a marker for the future

Reuters

Coronavirus-spurred changes to Ohio's primary raise concerns about November

with the MLB The Show game, which allows gamers to "play" games between teams from both Major League Baseball and Minor League Baseball.

The visuals of the players and team uniforms are stunningly accurate, even down to many of the players' mannerisms and, of course, their on-field abilities. Service Electric and WFMZ both televised the games with regular Service Electric announcers Mike Zambelli and Steve Degler providing play-by-play. "When the IronPigs called us with this concept, we immediately saw the value to our viewers," said WFMZ general manager Barry Fisher, whose station routinely carries the regular Saturday night home games, with Service Electric carrying all other scheduled home games.

The IronPigs used the broadcasts as part of a broader promotion to raise money to help healthcare workers at both the Lehigh Valley Health Network and St. Luke's University Health Network, who are on the front lines of fighting the COVID-19 pandemic. The team has also been selling "In This Together" T-shirts with the team logo, the proceeds of which also go to helping healthcare workers in the Lehigh Valley.

Further, the team raised money through a Go Fund Me page, which was promoted during the broadcast and offered an "Eat like a PIG" promotion where fans could have a ballpark style meal of a hot dog, Coca-Cola beverage, popcorn and Philly Pretzel rivets delivered to their home with over a quarter of the \$15 cost going into the fundraiser. The food was provided by Valley Prep food preparation. Pigs president and general manager Kurt Landes was happy with how the broadcast went, along with how the rest of the #OpeningDay fundraiser is going. "We don't have the exact numbers, but I expect that we will have raised somewhere between \$15,000 and \$20,000 from our efforts," he said.

In addition to the games being broadcast on television, fans could watch the game on WFMZ's Facebook page and leave comments throughout. Several fans commented on the realism of the game, which also included a few raindrops falling during Friday night's broadcast, mimicking the weather in the Lehigh Valley. There was even a rain delay, which lasted for a total of about 10 seconds. Some fans even used the opportunity to get on the umpires about their calls. "We've heard from a lot of fans who thought it was a great experience and something different during these difficult times," said Landes. "We sold over 350 meals, and people were making it an event to sit home, watch the game and take in some ballpark food. It was something different from the usual distractions that people have been looking for."

The team used social media throughout both Friday and Saturday, offering fans to post videos of their kids yelling "play ball" and throwing out a "first pitch." The team also conducted some of the normal in-game promotions via social media. The T-shirt toss had fans replying to comments for a chance to receive a free T-shirt, and also conducted an online version of their Minute To Win It promotion. "We pride ourselves on thinking outside the box and doing things that are different for our fans. With this, we were able to give our fans some entertainment, while also raising money for a great cause," said Landes. "It's a difficult time, and we're going to keep looking for ways to help."

Thanks to the success of the campaign, Landes said the team will work on more broadcasts to help fans being asked to stay at home because of the pandemic. The sale of "In This Together" T-shirts continues online at shopironpigs.com. – **Lehighton Times-News**

Adjusting along with the rest of the industry to COVID-19, NBCUniversal has scheduled a virtual event for advertisers on May 11, the same date it had previously planned for its annual upfront. Dubbed a "One Industry Update," it will be a videoconference featuring executive comments as well as a "state of the marketplace conversation" with a Q&A period. The company officially

canceled its upfront in mid-March, as TV networks regrouped as soon as it became clear that the pandemic had arrived.

An NBCU spokesperson emphasized the video event is not a replacement for the upfront, adding that it is “open to all — marketers, agencies, technology providers, trade bodies, press, and more. We will be sharing the state of the marketplace, provide developments on One Platform, unveil new offerings, and more.”

The larger ritual of ad sales had already been due for a rethink, according to participants and observers alike. It hews to a calendar-year approach, one that made sense during the three-network era when new car models arriving each fall drove decision-making about the annual TV season, but makes far less so in today’s on-demand world. Instead of a September-to-May upfront, a calendar-year upfront seems increasingly viable, especially given the currently suspended state of programming, with no sports and no production casting a pall.

Ad spending has started to disappear in recent weeks given the paucity of must-see live programming, even though ratings across the dial have surged. At the same time, millions of Americans are suddenly jobless and major industries like travel and hospitality have been decimated. A recent study by eMarketer estimated the toll for the rest of 2020 at \$12 billion, nearly one-fifth of the annual haul. WarnerMedia reported a 24% downturn in ad revenue as part of AT&T’s first-quarter earnings release this week, and that reflected just the initial weeks of pandemic shutdown. The second quarter of the year, from April to June, is likely to be even worse. Asked for his outlook on the current quarter, Michael Roth, CEO of major ad agency Interpublic, said this week it’s “not going to be pretty. ... Strap on your helmet.”

While some doomsday prophecies are circulating, Interpublic managed to post solid earnings this week and its stock has posted gains as the belief takes hold in some quarters that ad spending will return. If the country’s businesses begin to reopen in May, June and beyond, their revenues can return and, in turn, marketing will continue. The future of sports — with billions of dollars in the balance — remains a major unknown.

NBCU has been delivering consistent sales results in recent years, supported by broadcast franchises like Sunday Night Football and *This is Us*. In 2020, not only does it have a suite of networks and digital platforms to promote to media buyers, but it also has recently launched Peacock. The streaming service, which will have both free and subscription tiers with advertising, is designed to help NBCU and Comcast take advantage of the larger shift of viewing toward streaming. It debuted April 15 on Comcast platforms and will go wider in July.

— *Deadline Hollywood*



Stay safe



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