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According to Nielsen, only 52,000 people saw Dodgers ace Clayton Kershaw no-hit the Rockies Wednesday night. It's not that the Dodgers have lame fans. The numbers were low because the majority of the market doesn't have access to SportsNet LA, the new team-owned channel that is distributed by Time Warner Cable and currently only available to those subscribers.

Other distributors, including satellite broadcasters DirecTV and Dish Network and cable operators Cox and Charter have not signed deals to carry SportsNet LA. At issue is the price Time Warner Cable is charging for access to the channel. Overall, about 70% of the Los Angeles market is literally blacked out when it comes to watching the Dodgers. While Time Warner Cable continues to neogitate with DirecTV and others, there is no progress to report, people close to the talks said.

Frustration among fans, who took to Twitter to vent about the situation, seems primarily directed at the Dodgers for their record 25-year TV deal with Time Warner Cable, which is worth \$8.35 billion, according to a valuation by Major League Baseball and the Dodgers. Before this season, most Dodgers games were on Fox-owned Prime Ticket. The average audience was 226,000 per-game. *Los Angeles Times*; [How about lifting the blackout for a replay of the no-hitter?](#)

As part of a broader effort to help users, brands and publishers to connect more closely, Twitter has agreed to buy SnappyTV, which powers a popular platform for the live-clipping, editing and distribution of video across the Web.

The service is already a go-to for many of Twitter's brand and media partners via its Amplify ad program, according to Baljeet Singh, director of product management at Twitter. "Together, we've worked with the biggest content partners ... to inject ... video content into Twitter's real-time conversation, straight from the TV to your mobile device," Singh noted in a blog post published on Thursday.

Twitter plans to invest in SnappyTV as a stand-alone product, as well as further integrate the service into its own platform, Singh said. Among other partners, the investment ties into Twitter's efforts to drive TV viewership -- an area in which the microblogging leader claims to specialize. Adding to its ad offerings, Twitter recently agreed to buy Namo Media and pair their respective native advertising technology.

The addition of Namo followed Twitter's acquisition of MoPub, last October. Soon after, the mobile ad exchange debuted a native ad product for mobile app publishers, which is intended to match the look and feel of an app's surrounding content -- except for a "Sponsored" label.

Stateside, social media advertising revenues will grow from \$5.1 billion in 2013 to \$15 billion in 2018 -- representing a compound annual growth rate (CAGR) of 24%, according to a recent forecast from BIA/Kelsey. From 2013 through 2018, social display ad revenues are expected to grow from \$3.3 billion to \$5.6 billion, representing a more modest CAGR of 11.3%. During the same period, however, U.S. native social advertising will surge from \$1.8 billion to \$9.4 billion, representing a CAGR of 38.6%. As such, the research firm expects native social advertising to eclipse social display for the first time by 2015.

Most of the credit goes to Facebook's News Feed ads and Twitter's Promoted Tweets, according to BIA/Kelsey. Driven by Facebook and Twitter, U.S. social mobile ad revenues eclipsed \$1.5 billion in 2013. U.S. social mobile ad revenues will reach \$7.6 billion by 2018, representing a CAGR of 38.3%. Bigger picture, Twitter is exploring a number of ways to increase market share and give users more reason to hang around. The social giant recently considering a bid for SoundCloud -- the popular Berlin-based sound-sharing community -- but backed out over what were reported to be pricing concerns. *MediaPost*

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Gov. Tom Corbett's re-election campaign spent money twice as fast as it came in during the weeks surrounding Pennsylvania's primary. Campaign finance reports filed Thursday showed the Republican governor received \$1.4 million in contributions between May 6 and June 9, while he spent nearly \$3 million -- pushing his total expenditures to more than \$11 million. Corbett still had \$4.8 million on hand. Democratic nominee Tom Wolf's report was not available Thursday morning. But Katie McGinty -- one of the three candidates Wolf defeated in the primary -- reported spending nearly \$860,000, mostly for TV time, in the final weeks of that campaign. **As of early May, the reports showed** the five candidates had collectively raised more than \$50 million and spent \$39 million even before the primary. *Associated Press*



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