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July 9, 2015

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[Nielsen Top 25 Cable Program](#)

In one of the most thorough studies yet on Netflix viewing habits--and more specifically, their effect on pay-TV use--The Diffusion Group found that cable, satellite and IPTV use among Netflix homes declined marginally from 2012 to 2015.

Surveying 2,001 U.S. consumers three years ago, TDG found that 87 percent of Netflix users subscribed to a pay-TV service. Surveying 3,428 consumers this year, the research firm found 84 percent of the SVOD service's customers also subscribing to an SVOD service. This data is juxtaposed against a more significant increase in the amount of Netflix streaming done by pay-TV users. From 2012 to 2015, the percentage of pay-TV homes that use Netflix increased from 36 percent to 49 percent.

Netflix ended 2012 with roughly 27.1 million U.S. subscribers. The company ended 2014 with roughly 40 million users. With the explosive growth of the leading SVOD service tied to stark recent declines in linear TV usage, the TDG data seems to indicate only a marginal relationship between Netflix use and cord-cutting. More pay-TV homes are using Netflix, but a significantly smaller portion is abandoning pay-TV services. "So much for the hypothesis that Netflix use leads to the cancellation of legacy pay-TV services," notes Nick Beyer, TDG analyst and author of the new study, "Netflix Streamers - A Consumer Snapshot." – *Fierce Cable*

Having a big brother watching you will soon be a good thing for Comcast/Xfinity X1 cable box users. The company is fine tuning a new system – Co-Pilot – that allows a tech support staffer to remotely (and instantly!) take over that box and your TV screen, to then demonstrate (on screen) the ins and outs of the system's operation and determine if (as you might fear) the gear is malfunctioning.

"Customers often have questions like, 'how can I set up a DVR recording?'" explained Comcast customer service chief Charlie Herrin in a blog post today. "With Co-Pilot, our tech support can see a customer's screen and – after receiving an on-screen verification code from the customer - 'take the controls,' walking them through the various features that come with their service." Remote access and manipulation of home gear is a marvel computer customers have long enjoyed, offered by hardware makers and software companies to remotely test, update and "tune-up" a PC or Mac.

**Ratings for  
Week Ending  
July 5**

**Pittsburgh  
Post-Gazette  
Air war over  
Pennsylvania  
budget  
standoff to hit  
TV screens**

**pennlive.com  
Quiet day in  
the  
Pennsylvania  
budget siege**

**Philadelphia  
Inquirer  
Despite  
support,  
McGinty bid for  
Senate unclear**

Two years ago, Amazon introduced the concept to tablets via a one-touch “Mayday” button on its Fire portable devices. Tap once and a live assistant shows up on the display, draws circles and arrows on your screen to point things out and makes fixes if you don’t want to. (FYI - while you can see the good-natured her or him, they can’t see you. And, as with Co-Pilot, if you don’t like what’s happening, one more button push instantly ends the screen sharing session.)

Currently in the trial phase, with plans to go system wide to all X1 customers “later this year,” Co-Pilot is part of Comcast’s major campaign to “be more open and transparent with our customers,” said Herrin. (AKA, to help pump up low satisfaction and approval ratings.) In a similar spirit, the company is rolling out Tech-Tracker, an app that offers a 15 minutes alert to a service visit, encourages you to rate the tech and guarantees a fast response when sensing unhappiness. Oh, and if the guy showed up late – triggers a \$20 credit on your bill. – **Philadelphia Inquirer**

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Hey, kids, guess what? State leaders in Harrisburg have reached agreement on a few things.

Not, of course, on liquor or pensions or a shale tax or any taxing or spending or education dollars or a new (now more than one week late) budget because, you know, in Harrisburg, a.k.a. the Island of Misfit Toys, there has to be lots of games during lots of recesses before ANYTHING approaching actual work or progress gets done. But still.

Democratic Gov. Wolf on Wednesday signed three bills into law that were sponsored by (gasp!) Republicans. So what can they agree on? Veterans, motorcycles and bridges.

Yep, Wolf signed two bills sponsored by Sen. Lisa Baker, R-Luzerne County, to allow and pay for special motorcycle plates designating that the owner/rider is an honorably-discharged armed services veteran. And he signed a bill sponsored by Sen. Don White, R-Indiana County (and parts of Westmoreland County) renaming a bridge over Loyalhanna Creek, a 50-mile long tributary of the Kiskiminetas River in Westmoreland County, which is a 27-mile long tributary of the Allegheny River. So there’s that.

On larger issues facing the state? Nada. Just some special-interest TV ads on both sides: Pa. Chamber hates the shale tax; Democratic Governors Assn. thinks (shocker) Wolf is right. And there’s the normal testy exchanges between both sides in the Capitol. Democrats want to spend money they don’t have. Republicans want to do nothing about everything. The usual. But veterans, bikes and bridges is maybe a start. And ya gotta start somewhere. – **philly.com**



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