WHYY-TV/FM (Philadelphia)
Montgomery County launches 'text-to-911' service

Washington Post
Why political ads are going to reach a record in 2016

Reuters
Verizon profit beats estimates as more subscribers sign up

NetNewsCheck
In Philly, Millennial Boom Town, Audience Fragmentation Touches All

Pittsburgh Post-Gazette
Wolf, Pa. GOP to resume meetings as budget stalemate hits 3 weeks

Philadelphia Inquirer
Republicans to Wolf: Call off the attack ads

Pittsburgh Tribune-Review
Awaiting word on her fate, Pa. AG Kane to speak at national drug conference

Politico
Republicans'

SES S.A. and Armstrong have teamed up on an Ultra HD trial that will deliver linear video in the 4K format. For the multi-month trial, Armstrong is tapping SES's "camera-to-screen" Ultra HD platform at the MSO's headquarters cable lab in Butler, Pa., to deliver the video via multicasting over DOCSIS 3.0. Multicasting, considered more bandwidth-friendly than unicast, is a technique that delivers a stream to a specific service group.

Content for the trial is encoded in HEVC/H.265, a compression scheme that's 50% more efficient than MPEG-4/H.264, at bit color and at 50 frames per second, according to Steve Corda, vice president of business development for SES, which unveiled its UHD platform at the NAB confab in April. Armstrong, SES said, is the first to test its linear UHD solution "in a real-world environment."

Content being used the trial, which includes fast-motion and slow-motion video in high dynamic range (HDR), was filmed and produced exclusively for SES for the purpose of technical demos. "As trials progress, a broad array of content will be added to the demonstration channel which will include long form and short form movies, serials, sports, nature, documentaries and other content," Corda said, noting that SES expects to add real-time encoding to its demo channel "in the coming months."

Corda said the trial with Armstrong is currently running video at 20 Mbps to 25 Mbps, but will be testing UHD at various bit rates. The expectation, Corda added, is to settle in on a data rate of between 15 Mbps and 20 Mbps. "As the encoding technology continues to evolve and improve, we will be adjusting our encoded bit rate downward accordingly," he said. "It's also important to note that our system is completely managed end-to-end

crush on Silicon Valley not returned	with dedicated bandwidth on the satellite and within the cable network. So, in addition to having the high quality encoded content, it is delivered to the TV in an extremely highly reliable method that does not have the buffering issues that OTT has due to network congestion." SES and Armstrong announced the trial in tandem with The Independent Show, which got underway in Boston on Sunday. – ***Multichannel News*** Convincing tech leaders to trade Silicon Valley for the Pennsylvania tech corridor — being dubbed "Happy Valley" — will start with ending a standoff with state Republicans and passing key provisions of his proposed budget, according to Democratic Gov. Tom Wolf. "We have to be a place that attracts entrepreneurs. We have to be a place that encourages hard-working Pennsylvanians. We have to be a place where people want to take risks and innovate to accomplish things. We have to be a place where people want to live, work and play and raise families, and we need the right public policies to ensure they can do all of these things," Mr. Wolf said. Tax overhaul, increased education spending and a renewed campaign to attract tech businesses and investors were touted as pillars of Mr. Wolf's proposed budget during a breakfast hosted Monday by Pittsburgh Technology Council. Specifically, Mr. Wolf said plans to reduce the corporate income tax from 9.9 to 4.9 percent, to reduce property taxes by $3.8 billion and to substantially increase state education funding were critical steps toward creating a sustainable budget. To balance the scales, Mr. Wolf's budget calls for a severance tax on natural gas drilling, increases in personal income and sales taxes and an expansion of products affected by the sales tax. Noting that the current budget deadlock started this spring when Republican lawmakers' rejected Mr. Wolf's initial budget and was extended June 30 when he rejected a Republican-created budget, the governor urged the Pittsburgh audience to contact local legislators to push for his proposal — tax increases included. "We simply won't be able to attract the people we need to fuel really good high-tech growth and a high-tech future if we don't have the public goods they're going to need, not want, in order to do the things we want them to do," Mr. Wolf said. "They're just going to go somewhere else if they don't have them here in Pittsburgh." Playing to the crowd of tech entrepreneurs, Mr. Wolf said he could serve as a "booster" for the state's tech sector during trips to Silicon Valley. Within state borders, he said his budget calls for $10 million for industrial skills training programs, $8 million for company-specific training programs, $100 million to revamp the Pennsylvania Industrial Development Authority low-interest loan program and $25 million toward the PA First Program, which sells the state to businesses and industries. Mr. Wolf said attracting venture capitalists interested in providing second-stage investments to local startups is no small task, but creating a "financing infrastructure" that encourages investment could go much farther for the state than one might imagine. "Pennsylvania has a lot of people with a lot of cash and capital and it goes through New York, it goes through Silicon Valley, but it starts here," he said. – ***Pittsburgh Post-Gazette*** Google Inc.'s YouTube, which has signed up partners for a new paid video service, may find out by early next year whether its own Internet stars really are as valuable as those in Hollywood. Partners accounting for more than 90 percent of YouTube viewing have signed on to the paid service, the company said in a statement. While the lineup incudes home-grown celebrities and music videos, YouTube so far doesn't have TV networks such as Fox, NBC and CBS, according to people with knowledge of the matter who asked not to be identified discussing the project. TV staples like Fox's "Futurama," NBC's "Parks & Recreation" and CBS's "Under the

Dome" are a featured part of competing products from Netflix Inc. and Amazon.com Inc. Without shows like those, YouTube's commercial-free service will have to attract paying viewers with original series, music videos and thousands of its channels already available for free. "We are progressing according to plan," YouTube said. "We have support from the overwhelming majority of our partners, with well over 90 percent of YouTube watchtime covered by agreements, and more in the pipeline about to close."

The networks still have time to sign up. YouTube, has targeted a roll-out of the paid service by the end of the year, people with knowledge of the matter said in April. The company has advised partners like top draw PewDiePie that their clips won't be allowed to remain on the public, ad-supported YouTube if they don't also sign up for the commercial-free subscription version. (Holdouts can keep videos hosted privately on YouTube, allowing them to become public once a deal is reached.)

Some big media companies, including Fox and NBCUniversal, are reluctant to make their biggest shows part of the paid service, because they view YouTube as a promotional outlet -- a place for airing clips and highlights -- and because they may not have the rights, which vary by show. Music is still the most popular type of video on YouTube, and the company may fold Music Key, a paid service it created last year, into the new offering, according to another person familiar with the matter who also asked not to be identified.

YouTube will introduce two new features to convince people to pay for the commercial-free service. Subscribers will be able to store and watch videos without an Internet connection, and while using other applications on a mobile phone or tablet, people with knowledge of the matter said in April. Neither of those are available to users of the free service. Google's video division said last year it would fund a number of original series, and has made deals with key partners like Fine Brothers Entertainment and Joey Graceffa, which already attract millions of viewers.

That effort could amount to more than a dozen original series next year, with budgets ranging from a few hundred thousand dollars to as much as $5 million, according to producers who also asked not to be named discussing private financial matters. Many of the shows will only be available to paying subscribers, the people said. Subscriptions will generate additional revenue for Google, as well as enrich partners that have been targeted by rivals such as Facebook Inc. and Vessel's new video service.

TV networks barely register among the most-watched entertainers on YouTube. They use the website to market programs rather than air original episodes, and have their own online services, including Hulu. They also license programs to cable-TV, broadcast and online partners. With multiple deals in place already, it's unclear if the companies have the rights to offer videos via a paid YouTube service, several of the people said. "The Ellen DeGeneres Show," at No. 14, and "The Tonight Show Starring Jimmy Fallon" ranked 46, are the only two network programs among the 50 most-watched on Youtube, according to VidStatsX. – ***Bloomberg***