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Cablevision Systems Corp. said its second-quarter revenue improved by 3.7% as higher prices and other impacts offset a continuing decline in subscribers. Ahead of the report, Wunderlich Securities expected Cablevision to continue to stabilize as it benefits from gradually improving pricing power and initiatives such as data speed upgrades, continued Wi-Fi innovation, in-home Wi-Fi smart routers and more mobile channels. In the latest period, Cablevision's total customers declined by roughly 0.7% to 3.2 million from the first quarter and off by 1.8% year-to-year. The company lost a net 28,000 video customers quarter to quarter and the number of broadband and voice customers also was lower.

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In addition to challenges from promotions and discounts to attract customers, the pay-TV sector also is in the midst of a consolidation trend, such as Comcast Corp.'s pending \$45 billion acquisition of Time Warner Cable Inc. The deal would combine the two largest U.S. cable operators. Cablevision reported a profit of \$94.2 million, or 35 cents a share, down from \$135.4 million, or 51 cents a share, a year earlier. The year earlier-period included 41 cents a share in income related to cable operator Bresnan Broadband Holdings LLC and movie theater chain Clearview Cinemas that were sold last year. Earnings from continuing operations rose to 34 cents from 11 cents. Revenue increased 3.7% to \$1.63 billion. Analysts polled by Thomson Reuters expected per-share profit of 17 cents and revenue of \$1.6 billion. Cable advertising revenue grew 12%. Average monthly cable revenue per customer rose 5.5%. Cable net revenues for the quarter rose 3.7% to \$1.46 billion, reflecting rate increases, disciplined pricing strategies and higher advertising revenue, partially offset by a decline in customers. — **Wall Street Journal**

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**Editorial: Full  
transparency  
by Wolf can  
silence critics**

Shazam, the popular song-recognition app, is making a big push to help TV networks and advertisers connect with consumers on their “second screens” — smartphones and tablets.

The company is launching a new sales platform called Resonate, which it says will help TV networks better monetize the viewers who use their mobile devices while they’re watching TV. Shazam said the new platform, which was beta tested during the Billboard Music Awards with Dick Clark Productions and Chevrolet, gives TV network partners more control over the messaging and content that’s delivered when a user ‘Shazams’ what’s on TV.

Nearly 100 million people use the Shazam app each month to identify a song that is playing in the background — on the radio, in a store or at a bar, for example. For TV networks and brands, the app can be integrated into TV shows and ads to deliver users special offers or exclusive content about what they’re watching. Users, for example, “Shazamed” more than 1.1 million times during the Grammy Awards and more than 700,000 times during the Super Bowl this year. (To put that into context, more than 28 million viewers tuned in for the Grammys and more than 100 million for the Super Bowl.)

The new offering comes as Shazam has been increasing its focus on its platform business, which includes partnerships with TV companies, a business that Chief Executive Rich Riley said is “meaningful” for Shazam. He declined to specify what percentage of the company’s revenue is generated through the platform business. National CineMedia, the largest cinema advertising company, in May said it would be integrating Shazam into its big-screen ads. “A lot of our partners are realizing that to drive high engagement you have to partner with a platform that already has a strong presence on mobile,” Mr. Riley said.

According to a Nielsen study released Tuesday that analyzed 25 TV ads with a Shazam “call to action”— such as a logo prompting users to Shazam that TV moment— versus other ads from the same brand, ad recall was 6% higher for ads integrating Shazam. Those ads also had higher brand and message recall as well as likeability. Reaching consumers on their “second screens” may represent an attractive marketing opportunity for advertisers looking to enhance the effectiveness of their TV commercials. According to a February report from Nielsen, 84% of smartphone and tablet owners said they use those devices while watching TV. “We see a lot of demand coming out of marketplace for more innovative mobile and data-driven opportunities,” said Shazam’s Chief Revenue Officer Kevin McGurn.

Shazam, which has been a part of 450 ad campaigns, can help brands connect with TV viewers via their mobile phone and retarget that user through Shazam’s mobile app or Facebook. “The analytics of the mobile phone affords us are very deep and interesting insights that we can pass through to networks who can pass through to advertisers,” Mr. McGurn noted. — *Wall Street Journal*

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Federal law requires people and companies to report child exploitation when they see it. This includes Google, whose automated eyes tipped law enforcement about a Houston-area man whom the police say was using the company’s Gmail service to email pornographic images of a child. The man, John Henry Skillern, 41, was arrested and charged with promotion and possession of child pornography. According to the police, the arrest was set in motion when Google sent a tip to the National Center for Missing & Exploited Children. The group alerted David Nettles, a detective in Webster, Tex., who works full time for the Houston Metro Internet Crimes Against Children Task Force.

In an email, Mr. Nettles wrote: “All I can say is that Google is bound by federal law to report child exploitation when they see it...Google sent what they found to NCMEC and that information is processed into a cyber tip that was assigned to me. I get search warrants based on the tip and my further investigation and in this case charges were

filed.” Google has repeatedly said that its users should not expect its free Gmail service to be private. They agree to as much when they sign up for the service, which includes ads based on key words in email. In legal documents, the company has compared web-based emails to a business letter that might be opened by the recipient’s assistant. But Mr. Skillern’s arrest highlights Google’s immense power and leeway to scan users’ email for all manner of content — not just the terms it uses to sell ads.

Google can detect child pornography with a widely used digital fingerprinting system — called “hashing” — that allows companies and law enforcement to detect known child pornography in electronic services like Gmail. Google said it has been using hashing since 2008. “Each child sexual abuse image is given a unique digital fingerprint, which enables our systems to identify those pictures, including in Gmail,” a Google spokesman said in an email. “It is important to remember that we only use this technology to identify child sexual abuse imagery, not other email content that could be associated with criminal activity (for example using email to plot a burglary).” According to a report by KHOU-TV, Mr. Skillern was a cook at a Denny’s restaurant in Pasadena, Tex. The report said that the police found video of children visiting the restaurant on his cellphone. Mr. Skillern is being held with bail set at \$200,000, according to Business Insider. – **Reuters**



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