

**Fierce Cable Report: Verizon will deliver cable TV over 4G LTE**

The Federal Communications Commission, which could soon allow phone and cable companies to block or interfere with Internet content, has been deluged with more than a million comments. Last week, President Obama **offered some thoughts** of his own by saying that the Internet should be left open “so that the next Google or the next Facebook can succeed.”

**Los Angeles Times New York TV writers want piece of state's production incentive**

The F.C.C. is trying to decide whether telecommunications companies should be able to strike deals with powerful firms like Netflix and Amazon for faster delivery of videos and other data to consumers. Mr. Obama’s statement about “the next Google” highlights one of the biggest problems with such agreements: Small and young businesses will not be able to compete against established companies if they have to pay fees to telephone and cable companies to get content to users in a timely manner.

**Business Week MTV Public Policy: How 16 and Pregnant Reduced Teen Motherhood**

Mr. Obama also argued against efforts by some countries to control and censor information on the Internet. “Closed societies that are not open to new ideas, eventually they fall behind,” he warned. As a candidate in 2007, Mr. Obama rightly opposed letting telecommunications companies charge “different rates to different websites.” But Tom Wheeler, the chairman of the F.C.C. who was appointed by Mr. Obama, has proposed troubling rules that would allow cable and phone firms to enter into specials with companies like Facebook and Google as long as the contracts are “commercially reasonable.” These rules would effectively allow telecoms to divide the Internet into fast and slow lanes.

**Fortune For Facebook, access to women's rights information is a basic one**

The commission has a better option. It can reclassify broadband Internet service as a telecommunications service, which would allow regulators to prohibit phone and cable companies like Verizon and Comcast from engaging in unjust or unreasonable discrimination against content. The F.C.C. wrongly classified broadband as an information service during the administration of George W. Bush, a decision that has limited the F.C.C.’s ability to protect consumers and smaller Internet firms. Mr. Obama is sending Mr. Wheeler and his fellow commissioners a message. They should pay attention. – *New York Times* editorial

**Pittsburgh Post-Gazette Corbett, Wolf do standup comedy (video)**

Mini-bingeing might be the next big thing on cable.

Working with cable network FX, Comcast has just concluded an experiment with its video-on-demand library, in which viewers could stream the next episode of an FX series, *The Bridge*, as soon as the current episode was done airing. For the trial, which ended this month, FX agreed to make available six episodes of the current season to observe VOD viewing habits. FX has conducted similar experiments in the past but with only one episode at a time. Comcast declined to disclose traffic figures but says the program could be expanded as other networks have expressed interest in similar trials.

**Philadelphia Daily News Top Dems check out Philly; now time to talk \$\$\$**

As more viewers “time-shift” viewing by recording on their DVRs and demonstrate the tendency to binge-watch multiple episodes back-to-back, cable companies and TV networks are scrambling to find ways to attract more viewers and advertising dollars. The new experiment also is an attempt to push the envelope in the pay-TV industry’s ongoing effort to move viewers away from the DVR to on-demand catalogs that are getting more comprehensive and typically disable commercial fast-forwarding.

With its recently introduced set-box system, X1, Comcast has upgraded its on-demand library in an effort to keep customers within its own universe of content. “Blurring the lines between live, on-demand and the DVR content was a key strategy in the X1 development,” says Matt Strauss, Comcast senior vice president of video services. A couple of years ago, only about 10 series were fully banked, but past episodes of about

550 series are now available in its on-demand library, Strauss says. "They're all trying to slow the usage of DVRs," says Rich Greenfield, analyst at BTIG Research. "The more they can push you to on-demand, the more they can make sure you see advertising. The question is whether forcing you to watch 20-plus minutes of advertising (for an hour show) will work in the world where DVR continues to be popular."

That early viewing might create some buzz for the show is part of the thinking, as well. Although its approach differed slightly in execution and strategy, cable network Starz recently made available the premier episode of its new original series, *Outlander*, on Starz.com and YouTube, and drew about 900,000 viewers before it aired live, noted Tom Umstead, programming editor of industry publication *Multichannel News*. "The marketplace is so crowded that it's hard to get acknowledgment when you have a new show coming up," he says.

The experiment may be somewhat easier for Starz, as its shows don't include commercials, but other ad-supported networks are looking at trying the strategy, he says. "Comcast is ahead of the industry in doing that." Networks would also want to know to what extent the stream-first strategy may cannibalize on-air viewers the following week, and that concern may limit adoption of the approach, Umstead says. But Comcast and other pay-TV providers would have the ability to measure online viewership, and networks may decide that gaining ad-watching viewers online is worth the effort. "Consumers," says Umstead, "want more power over how they want their shows." – *USA Today*

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