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With teenagers and college kids untethered from the traditional TV set, Comcast Corp. officials said on Tuesday that they had nearly quadrupled, to 30, the number of colleges participating in their Xfinity on Campus service.

Xfinity on Campus streams entertainment, news, and sports onto smartphones, laptops, and tablets throughout campuses, using WiFi. Among schools participating in the Philadelphia region are Drexel University, Rider University, and the University of Delaware. Xfinity on Campus launched a year ago on seven campuses. Comcast, the nation's largest cable-TV company, has lost millions of subscribers in recent years. It hopes this service will be relevant to the younger generation and help beat back its competitors for college viewers.

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The start-up Philo, which recently relocated to San Francisco from Boston, also is offering WiFi-enabled TV to college students on mobile devices. The company is led by CEO Andrew McCollum, one of the founding Facebook team members. Philo redistributes DirecTV, Dish, or other pay-TV services with its own user interface. Last fall, Philo said it was available on "dozens of campuses," including Harvard University, Yale University, the University of Alabama, and Shippensburg University. Philo spokeswoman Alana Davis said Tuesday that the company plans to announce its back-to-college plans later this week.

Verizon also is expected to announce this week an ad-supported streaming service called Go90, aimed at 13- to 34-year-olds. The name refers to those who turn their smartphones 90 degrees to watch content on the small screens. "College students are the next generation of consumers, and you want to extend your brand to them," said Brad Adgate, senior vice president and research director at Horizon Media, a media-services agency. "They are certainly light TV viewers, but heavy viewers of streaming content."

Adgate called college students "agents of change" for the TV distribution and media businesses, and said that companies such as Comcast

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have to be in "lockstep with them." In addition to the expanded footprint of Xfinity on Campus, Comcast announced over the summer other projects to reach elusive millennial consumers and college students. Through NBCUniversal, Comcast invested \$200 million each in BuzzFeed and Vox, popular digital-media companies. In the Boston area, Comcast disclosed, it is testing Stream, a service with live TV and a smaller bundle of cable channels.

Marcien Jenckes, executive vice president of consumer services in Comcast's cable division, said on a conference call Tuesday that "the state of our video business is very strong." At the same time, college students were raised in an "on-demand world," he said, and Xfinity on Campus satisfies that consumption behavior.

The Comcast service replicates on a college campus what many students experienced in their WiFi-enabled homes growing up. There, they could watch traditional TV on a TV set, or access content on laptops, phones, or tablets in other parts of the house over WiFi. Now, with Xfinity on Campus, students can watch TV or take their mobile devices and access content anywhere on campus that the college's WiFi network will reach.

Billing methods for Xfinity on Campus are different. But it is mostly offered through colleges as an extension of the pay-TV service available to students, Comcast officials said. The university pays for the service, and it is included in the student boarding package. Jeremy Andreoli, executive director of video services at Comcast's cable division, said that over the first year, about 78 percent of the viewing on Xfinity on Campus was live sports. – *Philadelphia Inquirer*

Apple Inc. will renew an annual tradition Wednesday, refreshing the lineup for the iPhone, its most important product, and taking the wraps off other new products ahead of the holiday shopping season. This time, Apple is expected also to unveil a revamped Apple TV and a larger iPad. Compared with last year, when the company unveiled larger-screen iPhones, the Apple Watch and Apple Pay, this year's announcements are less ground-breaking. "It's a game to incrementally improve businesses that Apple is already in. It's less sexy, but Apple has done a good job with that," said James McQuivey, principal analyst at Forrester Research Inc. It is critical for Apple to rejuvenate its product lineup ahead of the holiday season, typically its biggest sales quarter.

Of all the new products, the iPhone remains Apple's most important, accounting for nearly two-thirds of revenue this fiscal year. Apple will unveil handset improvements including its Force Touch technology—a feature that can distinguish between a light tap and a deep press, allowing users to control a device differently depending on how hard they push on a surface, according to people familiar with the matter. The new iPhones will come with a sharper camera, a faster processor, and a new color—a metallic pink that Apple has called Rose Gold, those people said. It isn't clear if such improvements would sustain the momentum that boosted iPhone revenue 59% in the fiscal quarter ended June 27.

For the larger-screen iPad, Apple has been working on a device with a 12.9-inch screen, according to people familiar with the matter, compared with the current 9.7-inch screen. For the new version, being dubbed the "iPad Pro," Apple is creating accessories including a stylus and a keyboard cover, these people said.

The new iPad aims to reinvigorate sales of Apple's tablet, which have fallen for six straight quarters. Another product expected Wednesday is a revamped version of Apple TV with a new software interface and its own App Store. By opening up Apple TV to apps, developers can create games that can be downloaded like mobile games but played on the largest screen in the home, the television.

Apple is creating a new motion-controlled remote control to work with Apple TV. The new controller is also expected to work with Siri, the voice-activated digital assistant in iPhones. Apple isn't expected to unveil a streaming television service. It has been working on creating a bundle of channels to rival cable or satellite television, but Apple has struggled to finalize deals with content providers that need to sign off on such a service. – *Wall Street Journal*

Netflix Inc. said it would expand into four additional Asian markets, following its entry plans into Japan earlier this month. The video-streaming service said in a statement it would move into South Korea, Singapore, Hong Kong and Taiwan by early 2016. "The combination of increasing Internet speeds and ubiquity of connected devices provides consumers with the anytime, anywhere ability to enjoy their favorite TV shows and movies on the Netflix service," said Reed Hastings, chief executive of Netflix. "These four markets well represent those trends."

According to information technology consulting firm Akamai Technologies, South Korea, Hong Kong and

Japan have some of the fastest Internet speeds in the world. Netflix's moves in Asia are part of its global rollout, which it plans to complete by the end of next year. The service was slated for an early September launch in Japan, where Internet-connected users would be able to sign up at SoftBank Group Corp.'s retail shops, major electronics retailers, and through the Japanese company's website and call centers. Netflix has over 65 million members in over 50 countries. It plans further expansion and has borrowed \$1 billion to finance the rollout.

The company's ambitions to enter the key Chinese market face stiff competition, however, following the announcement that e-commerce giant Alibaba Group Holding Ltd. would partner with state-run companies to expand its video-streaming service. This was the latest in Alibaba's efforts to build an ecosystem of TV and film content, which already includes a movie-ticketing website, a crowdfunding film product and the film studio Alibaba Pictures. The company also owns an 18.5% stake in Youku Tudou Inc., one of China's biggest video-streaming companies. – *Wall Street Journal*



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