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A block of rooms has been reserved at the [Hampton Inn, Hazleton](#), located just west of Exit 145 (West Hazleton) of I-81, off PA 93 at Top of the Eighties Road. Room rate is \$95.00 (**CUTOFF DATE IS TOMORROW, OCTOBER 1**). Please call the Hampton Inn at 570-454-3449 to make your reservation and specify you are with the "Broadband Cable Group."



NewsClips

September 30, 2015

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TVPredictions.com
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New York Times
[With the TV Business in Upheaval, Targeted Ads Offer Hope](#)

Fierce Cable
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New York Times
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Pittsburgh Tribune-Review
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Could millennials end up connecting the cord after all?

The decision to go without a traditional cable or satellite service and rely exclusively on Internet streaming video might last only until millennials start families, new Nielsen research on the media habits of the 18-to-34 age group suggests.

Millennials, more than a fifth of the total American TV audience of about 292 million adults and children, are considered crucial to the future of television because marketers covet their high earning potential and receptivity to ads. Yet with much of media in flux, their media habits continue to confound researchers, although the new numbers, and others presented above, offer some clarity. Nielsen analyzed members of the group by segregating them by life situations: millennials living in their parents' or someone else's home, those living on their own without children and those living on their own with children.

Since there are roughly two and half times as many millennials in the first two groups as in the third, many additional millennials can be expected to eventually start families. And Nielsen found that millennials who had done so were more likely to subscribe to a pay-television service than their peers without children. "We think behaviors could change once the so-called millennials start having families," said Glenn B. Enoch, senior vice president for audience insights at Nielsen. New parents' desire for better programming for their children will help drive them to cable, media executives have predicted.

About 80 percent of millennials with their own homes who have started families subscribe to cable, and an additional 14 percent get television with an antenna, according to Nielsen. Only 6 percent have just broadband connected to a television set. Among childless millennials who live in their own homes, about 75 percent subscribe to cable television, while 13 percent live in so-called broadband-only homes.

The numbers skew by income and geography. Among millennials with children, lower adoption of broadband and streaming video services correlates with lower

say Gov. Tom Wolf's veto holds 'vital services hostage'

Philadelphia Daily News
In Harrisburg, like Washington, it's full stop ahead

The deadline for registering to vote in Pennsylvania's November 3 election is **Monday, October 5**. In addition to thousands of local school board, municipal and judicial races, voters will fill three open seats on the seven-member Pennsylvania Supreme Court. There also are two other state appellate court openings - one each in the Superior and Commonwealth courts.

Residents can register **using the state's new online system**.

Individuals who want to register must be:

- A citizen of the United States for at least one month before the election.
- A resident of Pennsylvania and the election district in which the individual wants to register and vote for at least 30 days before the election.
- At least 18 years old on or before the election.

Eligible voters also can register by mail or apply in person at several locations, including PennDOT photo and driver's license centers, a county voter registration office, and at Women, Infants & Children (WIC) program offices. Also,

income and living in smaller towns or rural areas, where digital services may not be optimal. In contrast, childless millennials living on their own tend to have gone

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Amazon are pouring resources into acquiring and developing exclusive children's series, knowing that can lure parents to subscribe. About the only thing that can be said for sure about this young and pivotal audience segment is that it has yet to mature. – *New York Times*; **also in the Times, Google's new connection devices**

Comcast's newest upgrade is an app that can be used by those beyond its current pay-TV and Internet customer base. The beta version of the cable and broadband company's Watchable video app, launched today for iOS and on Watchable.com -- as well as for Xfinity X1 set-top boxes -- collects many top video sites including AwesomenessTV, BuzzFeed, CNBC, Discovery Digital Networks, GoPro, Machinima, Maker Studios, Mashable and Scripps Networks Interactive.

Users need to sign up and create an account, but they need not be Comcast customers. Content is supported by advertising and is organized in categories such as Auto, Entertainment, Fashion & Style, Food & Travel, Funny, Gaming, Music, News, Science & Technology and Sports. "The web has changed the way we all think about video," said Sam Schwartz, Comcast's chief business development officer of Comcast Cable in TV said in a post on **Comcast's corporate blog**. "A new class of online creators and producers is developing innovative content that is attracting big audiences. We want to continue to connect creators of compelling content with viewers who want to be entertained, and have been experimenting with new partnerships to deliver more high-quality videos from the web, especially to the television."

A double-whammy of customers who are frustrated with traditional pay TV and

to college, live in urban areas and hold white-collar jobs with higher pay; they can better afford to pay for premium Internet service, which is more readily available.

In any case, cord-cutting accelerated during the second quarter this year, according to industry analysts. So it is still unclear whether digitally astute millennials who want to have children will find it necessary to subscribe to a traditional television service, particularly as the number of streaming alternatives explodes. Outlets like Netflix and

the [Department of State's website](#) offers printable voter registration applications, a polling place locator and county boards of elections contact information. Those who do not receive confirmation of their application within 14 days of submission should contact the voter registration office in their county.

those who never get pay-TV service is driving Comcast to experiment, says Steve Beck, managing partner at management consultancy firm [cg42](#). "Younger customers in particular are moving away from the traditional TV distribution model and getting more content from over-the-top providers, such as Netflix, as well as Internet players like YouTube," he said. "When you have a legacy company whose customers are experiencing a high degree of frustration, an audience that is actively seeking alternatives, and a whole generation not opting into the old model, this poses a difficult situation for a provider such as Comcast." With Watchable, Beck said, "ultimately, the content will be the determining factor of whether this platform is successful." – *USA Today*; [more from CNN](#)

Live sports programming has arguably been the biggest driver of cable ratings so far this year, with a number of events setting industry and network ratings records. The popularity of sports content is also causing former pay TV subscribers to think twice about their decision to cut the cord, according to a new Frank N. Magid Associates survey.

Among consumers who have cut the pay-TV cord within the last two years, but have expressed an interest in subscribing again, 39% say sports channels are a reason to return, according to the survey commissioned by One World Sports. In addition, nine out of 10 sports fans surveyed say they watch sports on a television set rather than a mobile device. The Internet however, is scoring points with sports fans. The survey reports that 37% of all sports fans say they often watch sports streamed online, while 37% say they watch sports on computers. Another 25% say they watch sports programming on smartphones and tablets.

"Sports remains the most DVR-proof form of video content," said Alexander "Sandy" Brown, President & CEO of ONE World Sports. "The excitement, immediacy and community around sports contests demand live viewing, whether that viewing takes place via an antenna, or a pay-TV provider, or via a live web stream." Sports fans can watch plenty of sports on various platforms – with a cable subscription. Authenticated cable subscribers can watch most nationally distributed live games through various TV Everywhere outlets from ESPN, Fox Sports 1, NBCSN, One World Sports and other services.

Other standalone digital offerings, such as Dish's Sling TV, include some sports networks, but nothing can compare to the multitude of live pro and college team sports, boxing, mixed martial arts and other sports offered as part of a traditional pay TV package. "Whatever the format, the findings support that people want to watch sports live, and on the best – typically largest and most crisp – available screen," added Brown. – *Multichannel News*



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