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What the Industry Reads First

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Broadband Bridge: House Subcommittee Dives Deep into Deployment

With an overhaul of the Affordable Care Act a top priority for Republicans, there was concern heading into the new Congress that communications issues wouldn't get much time. But there's been a growing chorus to bridge the digital divide by the **FCC** chairman, party leaders and others. On Tuesday, the House Commerce Communications subcommittee chaired by *Marsha Blackburn* (R-TN) spent more than three hours focusing on broadband infrastructure challenges, particularly for rural parts of the country. "We are all tired of hearing stories about parents driving their children to the local **McDonald's** for Internet access in order to finish homework assignments. We owe them better, period," Blackburn said. The hearing took place at the same time as the Supreme Court confirmation hearing for Judge *Neil Gorsuch*, prompting *Anna Eshoo* (D-CA) to call the broadband hearing a "close second" to the SCOTUS nominee's "because broadband is a necessity." Tuesday's hearing featured several players on the wireless side, including *Thomas Murray*, chairman of the **Wireless Infrastructure Association's** board and founder of a small communications tower developer based in Arlington. Rep *Leonard Lance* (R-NJ) asked how the FCC's shot clock rule—which requires municipalities to process co-location applications in 90 days and new tower applications in 150 days—was working. Murray described it as "OK, but not great." While he said it has made localities more aware that they can't drag their feet forever, there are still cases where companies face the dilemma of either agreeing to an extension for an application or face having their application denied. "It's sort of a gun to the head thing," he said. The lengthy hearing offered further evidence of the Hill's interest in broadband with discussion drafts on the table for legislation to facilitate the deployment of communications infrastructure as well as the "Broadband Conduit Deployment Act of 2017," which would mandate the inclusion of broadband conduit during the construction of certain highway projects that receive federal funding. One of the letters entered into the record was from **ACA**, which advocated for support that is distributed fairly to unserved areas and that the overall burdens for smaller providers are reduced. It's early in the process, but there does seem to be consensus from Dems and Republicans that the gov't needs to update maps that show where broadband currently exists. There's still plenty to be worked out however, with Ranking Member *Frank Pallone* (D-NJ) complaining that the majority had revised a broadband bill from last Congress with bipartisan support. "The proposals in this bill will only get us so far. More critically, we must include broadband in our efforts to overhaul

Dynamo

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the nation's infrastructure," he said, adding that tax incentive alone won't increase broadband in rural and tribal areas. Rural got the most attention during the hearing and will likely remain the buzzword. "If there's going to be an infrastructure package, rural broadband should be part of it," said Rep *John Shimkus* (R-IL).

Intel to Take March Madness Virtual: Turner Sports and CBS are upping the virtual reality game for the **NCAA** Div I Men's basketball tournament, featuring VR coverage for the Sweet 16 and Elite 8 games. It's the first time either round has been available in VR. It's part of a multiyear deal for **Intel** True VR to power the tourney. Last year, VR game coverage was available for the Final Four and National Championship for the first time with **NextVR**. The **NCAA** March Madness Live VR app powered by Intel is available for download in the Oculus store. Fans can choose two VR options: Gold—\$2.99 per game or \$7.99 for six games with multiple courtside cameras and game calls specifically for those watching VR or Silver—\$1.99/game with a single courtside camera (180-degree live stream) and the same commentary featured on the CBS broadcast. Intel is using the announcement to unveil the brand Intel True VR, as it has fully transitioned the technology and fan experience from the **VOKE** acquisition. Intel True VR will utilize camera pods that consist of 12 cameras per pod to deliver a total of up to 48 cameras devoted to Sweet 16 and Elite 8 games and 84 cameras covering the Final Four National Semifinals and National Championship.

FilmOn Flip: The 9th Circuit Court of Appeals reversed a district court decision that found **FilmOn** (formerly Aereokiller) can use the same compulsory copyright licenses as traditional cable services. The three-judge panel concluded that an Internet-based retransmission service is not a "cable system." It's a win for broadcasters such as **Fox** and **NBCU** who challenged the 2015 district court ruling from Judge George Wu, which was in direct conflict with a 2nd Circuit ruling on the matter. FilmOn has related litigation pending in the DC Circuit.

Out-of-Home-Viewing: ESPN's first full year of Out of Home (OOH) data (Dec 28, 2015-Dec 25, 2016) show the net's total day audience increased by 6.2%, while **ESPN2** saw a 4.1% lift. The biggest boost was among millennial viewers, with 18-24 viewership increasing 9.1% for ESPN and 6.7% for ESPN. The stats were presented Tuesday at the **ARF Annual Conference** in NYC. People 18-34 accounted for 31% of all ESPN/ESPN2 OOH viewing. The peaks in OOH viewing came from 12-3pm ET when the majority of both coasts are at work. And don't think this viewing is happening mostly at bars. An ESPN survey found that 75% of OOH viewing were at places other than bars and restaurants, such as health clubs, waiting rooms, college dorms, airports and hotels.

News & Hoops Dominate Ratings: Another week with **Fox News** at the top of the ratings pyramid, both for prime (2.54mln total viewers) and total day (1.47mln). **NCAA** basketball helped **TNT** and **TBS** take second- and third-place finishes in prime among cable nets with 2.17mln and 1.92mln viewers, respectively. **MSNBC** (1.78mln) and **USA** (1.68mln) finish out the top 5 nets in prime. AMC's "The Walking Dead" continues to reign as the most-watched cable show of the week, with 10.3mln viewers for Sunday's ep. Duke's loss to South Carolina Sunday was the most-watched **NCAA** Div I Men's game of the week, averaging nearly 6mln viewers on TNT. Sunday's Arkansas-NC game was the runner-up with 4.5mln viewers. While multiple eps of Fox News' "O'Reilly Factor" ranked in the top 10, so did the March 14 ep of MSNBC's "Rachel Maddow Show" that featured President *Trump's* tax returns. That Maddow ep averaged 4.13mln viewers, a nice boost from the next night's 2.7mln average.

Gigabit Business: Mediacom Business will provide gigabit speeds to the Missouri Innovation Center (MIC), a non-profit incubator organization that provides coaching, capital, and infrastructure for emerging, high-growth business ventures in conjunction with the Univ of Missouri.

Switched IP: Access Communications Co-op, a Canadian triple-play cable operator based in Regina with more than 125K homes passed, will deploy **Adara's** Switched IP Video solution. The product can free up to 80% or more of an operator's bandwidth so that it can be used for DOCSIS 3.0, 3.1 or full duplex expansion to multi-gigabit.

Altice Acquisition: Altice Group will buy video advertising tech company **Teads**, which should provide benefits in the US and in France as the company looks to provide clients with data-driven, audience based advertising on multiscreen platforms. Teads is being valued at about \$308mln by Altice. Earlier this month, **Altice USA** acquired **Audience Partners**. Teads has 1.2bln unique visitors and 720mln via mobile. Teads' native video advertising solutions encompass a series of formats inserted deep into media content.

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Cablefax TV Innovation Summit

THURSDAY JUNE 8, 2017 | NEW YORK CITY

This year's TV Innovation Summit will bring together some of the most accomplished executives in the world of television and broadband marketing, strategy, branding and social media.

Attendees will gain exclusive insight into the successful strategies and tactics that have worked for brands and networks as they motivate, activate and monetize their audiences.

2017 AGENDA

8:00 AM - 9:00 AM	Networking Breakfast	12:20 PM - 12:40 PM	Special Presentation – The Social Futurist: Let's Talk Emerging Social TV Strategies & Platforms
9:00 AM - 9:10 AM	Welcome and Opening Remarks	12:40 PM - 1:30 PM	Top Ops Awards Lunch
9:10 AM - 9:40 AM	Exclusive Keynote Presentation - Parallel Universes: Measuring Eyeballs across Platforms, Screens and Devices	1:30 PM - 2:00 PM	The Wow Factor: Standing Out from the Crowd
9:40 AM - 10:30 AM	A New Identity: Navigating TV's Metamorphosis	2:00 PM - 2:30 PM	Monetizing VR: Virtual & Augmented Reality Come of Age
10:30 AM - 11:00 AM	Networking Break	2:30 PM - 3:00 PM	Insider Briefing – Under the Microscope: Drilling Locally for Digital Dollars
11:00 AM - 11:20 AM	Fireside Chat – Experience Explosion: The Future of Fan Engagement	3:00 PM - 3:30 PM	Bye, Bye, Bundle: Thriving in an OTT World
11:20 AM - 11:50 AM	Digital Alchemy: Weaving Screens into Video Gold	3:30 PM - 5:30 PM	Closing Remarks, Raffle and Cocktail Reception
11:50 AM - 12:20 PM	Aftermath or After-Party?: A New Era in Washington		

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