

# KICKING OFF CABLE ACADEMY 2018!



**Matt Polka**  
President & CEO  
American Cable Association  
"The State of the Industry"

**Amy Maclean**  
Editorial Director  
Cablefax



**Cable Academy returns to the Poconos on April 18 & 19, 2018** in the midst of the most challenging and competitive period in our industry's history! This year's program will emphasize that not adapting is not an option. Learn how broadband cable is embracing today's opportunities, and can ride a "new wave" of customer retention and growth!

CONFIRM YOUR **SPONSORSHIP**, **REGISTRATION** AND **EXHIBIT**

[Click here](#) to reserve your room at Kalahari!



April 6, 2018

## **Fierce Cable**

**Comcast launches Dish's Sling International app on Xfinity X1**

The rivalries between major technology and internet companies are increasingly playing out in the nation's capital.

## **AdExchanger**

**Meet A4, Altice's New Advanced Multichannel Buying Unit**

Alliances between Silicon Valley powerhouses and their cousins in Seattle are constantly forming and breaking apart, with big names often coming down on the opposite side of policy and legislative debates. The result is that the "tech lobby" is far from monolithic, with big names in the industry often at odds with one another.

## **Digiday**

**YouTube TV eyes new linear channels from digital publishers**

"The funniest thing is the myth that tech has been monolithically unified and has never had differences, that tech is one big happy family and they agree on issues and they have each other's back in lobbying — you mess with one and you mess with all," said Bruce Mehlman of Mehlman Castagnetti Rosen & Thomas. "The tech industry in Washington is as quarrelsome and divided and eager to mess with each other as they are in Silicon Valley and the marketplace," he said.

## **Variety**

**Nielsen Adds More Smart TV Viewing Data to Its TV Analytics Platform**

## **Huffington Post**

To be sure, power struggles among technology companies are not new. In the 1990s, Oracle and various internet service

[An Anti-Sinclair Spot Is Expected To Air 175 Times On 4 Sinclair Stations](#)

### **Politico**

[Facebook's Sandberg: We expect to find more improperly shared user data](#)

### **Pennlive**

[GOP gov candidate Wagner: 'We need somebody who can lead the charge ... I want to be that leader'](#)

[Philadelphia Inquirer These Philly-area teens got 100 classmates to register to vote. Now, they're taking the next step](#)

providers questioned the size and power of Microsoft in a years-long antitrust battle. The Justice Department then followed suit. But the size, diversity, influence and earnings of the tech sector have only grown since then, which has raised the stakes. “I think they don’t trust each other, the big [companies],” said one tech lobbyist. “[It’s like] two swimmers see a shark and one swimmer says to the other one, ‘We have to swim faster,’ and the other one says, ‘No, I just have to swim faster than you.’”

The diverging interests of tech companies were on stark display in recent weeks as the Federal Communications Commission debated the future of net neutrality rules and Congress considered a bill to fight online sex trafficking. The sex trafficking bill, known as the Stop Enabling Sex Traffickers Act (SESTA), put the industry’s differences on full display. Congress overwhelmingly approved the legislation, which Google, Facebook and other internet companies had warned undermines the freedom of the internet and opens up companies to a wave of lawsuits. SESTA makes internet platforms liable for the content on their sites.

But the legislation received enthusiastic support from companies that produce media content, including 21st Century Fox, and tech industry players that would largely be unaffected by the rules, such as Oracle and IBM. It was viewed by some as a proxy battle against the internet giants. “You’re not going to take a big company by going at them head on, but you can take them on different sides,” one source in the tech industry said. The latest controversy over privacy, sparked by Cambridge Analytica’s use of Facebook data, has sparked a new round of infighting.

Apple CEO Tim Cook has disparaged Facebook, saying what the social media company does is “an invasion of privacy.” Facebook founder Mark Zuckerberg hit back when asked about Cook’s comments, telling Vox his company is “not just serving rich people.” He also aligned himself with Amazon CEO Jeff Bezos, saying Facebook is among those that “work hard to charge you less and provide a free service.” “One way to understand what’s happening right now is that it is Google, Facebook and Amazon against old tech, and Google, Facebook and Amazon against new tech,” said Barry Lynn, the executive director of the Open Markets Institute.

Both start-ups and established players have an interest in hitting at tech giants, trying “to do to Google, Facebook and Amazon what [the government] did to Microsoft” in the antitrust space, Lynn said. “If we didn’t have the Microsoft case in the ‘90s, we wouldn’t have Google, it would have been crushed.” Other lobbyists said that smaller tech companies have a love-hate relationship with their larger counterparts, both admiring them and fearing what policy shifts in Washington might mean for them.

“There is a sense of, from the rest of the tech industry, ‘Why are we getting dragged into their swamp?’” said one Republican lobbyist with tech clients. “It’s kind of like the cool kids in school are now found out to be troublemakers. You want to be near them until you don’t.” The tech industry is vast and includes software-makers, hardware manufacturers, internet-based companies,

businesses that operate cloud services — which operate vast storage databases — and content platforms that all operate alongside each other and can have differing goals.

The scope is also becoming even larger, with companies in other sectors, such as banks, auto manufacturers and traditional retailers dabbling in the tech space. Overall, companies such as Google and Facebook are different from other corporate sectors in the tech world — such as hardware manufacturers, software makers and others — in that the lion's share of their revenue comes from advertising.

“If you're a non-social media tech company, you're both trying to escape the Facebook vortex and use it to your advantage. We make real products, real computers, stuff that people need, rather than social media that builds an advertising model based on people's information,” the GOP lobbyist said. “The reputation of the industry is becoming so damaged lawmakers don't want to distinguish” between them. Despite the many divisions, the tech industry has been able to unite on some issues, most notably on immigration policy.

Companies across the tech space have pushed to preserve high-skilled visas and save the Deferred Action for Childhood Arrivals program, which protects certain immigrants illegally brought to the United States as children. The industry could also unite if the push for new privacy standards gains momentum in Washington. “If you want to see these people really lobby, slap a privacy set of standards on them to make them [comply] like everybody else,” another Republican lobbyist told *The Hill*. “A lot of these guys, while they're lumped in the same boat, they'd be willing to cut each other's throats if they had to. “The one thing they care about more than anything else: Not being exposed or being held to a privacy set of standards.” – *The Hill*

---

The Alaska House Finance Committee heard testimony Wednesday on a bill that would require Alaska internet service providers to practice net neutrality within the state. House Bill 277, introduced by Rep. Scott Kawasaki, D-Fairbanks, is meant to ensure that all data on the internet is treated equally. The bill is a response to the Federal Communication Commission's repeal of the Obama-era rules in December.

Kawasaki said that repealing net neutrality and allowing ISPs to discriminate based on content undermines a free and open internet. “Without net neutrality, ISPs may legally speed up certain sites, slow down others, block sites all together and require certain users to pay more for internet fast lanes,” Kawasaki wrote in his sponsor statement. “The elimination of net neutrality gives ISPs the power to determine what websites consumers could visit and what content website creators could share.”

Mike Robinson, an Anchorage resident and Alaska Library Association member, testified in support of the measure. “The question is, why do libraries support net neutrality? And it's for two reasons: equitable access and intellectual freedom,” Robinson said. Martin Septin, from Juneau, testified in person in

favor of net neutrality. “Net neutrality represents the forefront of the first amendment and freedom of speech,” Septin said. “It has been watered down at the federal level recently, adding pressure to states to add their own laws to protect their own citizens. Bottom line, we are not protected under any laws put forward by the federal government and therefore we must act to protect our own state.”

HB 277 has garnered the co-sponsorship of Rep. Justin Parish, D-Juneau; Rep. Chris Tuck, D-Anchorage; Rep. Harriet Drummond, D-Anchorage; Rep. Les Gara, D-Anchorage; Rep. Jonathan Kreiss-Tomkins, D-Sitka; and Rep. Ivy Spohnholz, D-Anchorage. This is not the only internet-related bill discussed by the House or Senate this session. Net neutrality and broadband expansion have inspired other bills including HB 246 and HB 384, both sponsored by Rep. David Guttenberg, D-Fairbanks.

HB 246 would create the Alaska Broadband Development Corporation to address access holes across Alaska, particularly in rural areas. The bill has been referred to the House State Affairs Committee but has not been discussed. HB 384, which pairs with HB 246, would designate broadband internet as a public utility, clarifying the Regulatory Commission of Alaska’s responsibility to provide broadband internet to areas that don’t have it and increase efficiency, availability and affordability. HB 384 was referred to the House Finance Committee on Monday.

Kawasaki also sponsored House Joint Resolution 31, which urges the federal government to overturn the FCC order. “If we can’t pass the bill (HB 277) maybe we can at least pass a strongly worded message from our state to Congress that says that we should bring back net neutrality,” Kawasaki said in January. – *Fairbanks (AK) Daily News-Miner*

---

Slumlord? Deadbeat dad? Polluter?

Those are just three of several harsh claims Paul Mango’s campaign makes in [a statewide television ad](#) targeting his main rival, Scott Wagner, in the Republican primary race for Pennsylvania governor. “It’s one of the harshest negatives I’ve seen in contemporary politics,” said G. Terry Madonna, longtime political pundit and pollster from Franklin & Marshall College in Lancaster.

Meanwhile, in the state’s other statewide race, the two Republicans hoping to take on Democratic U.S. Sen. Bob Casey will meet at the Pennsylvania Leadership Conference, an annual conservative confab in suburban Harrisburg, for [what’s likely their only forum together before the May 15 primary](#). U.S. Rep. Lou Barletta is the front-runner in the GOP primary with backing from President Donald Trump and the state Republican Party. State Rep. Jim Christiana of Beaver County has sought to raise doubts about Barletta, questioning his vote for the massive federal spending bill and poll numbers showing Barletta far behind Casey in a potential general election match-up. The forum [will be live-streamed on PCN’s website](#) beginning at 12:30 p.m.

On Thursday, Pennsylvania’s congressional delegation will be back to the full 18 members for the first time since October. That

was when U.S. Rep. Tim Murphy, R-18th District, resigned after revelations that the conservative, anti-abortion lawmaker asked his mistress to seek an abortion and that he oversaw a hostile office environment.

His successor, Democrat Conor Lamb, will be sworn in Thursday during the evening round of votes on the U.S. House floor, according to a spokeswoman for House Speaker Paul Ryan. Lamb narrowly won a special election last month, and the results of that race were finalized during the past week. He will represent the suburban Pittsburgh district through the end of the year. Lamb filed to seek a full two-year term on this year's ballot in the 17th District, which is where his Mount Lebanon home is under the revised congressional maps that take effect for the upcoming election. – *Allentown Morning Call*; [more from Pennlive](#)



**Broadband  
Cable Association  
of Pennsylvania**

127 State Street, Harrisburg, PA 17101  
717-214-2000 (f) 717-214-2020  
bcapa.com

First in Broadband.  
The Future of Broadband.®