

“We need to go where the consumers are going, and that’s increasingly mobile, increasingly multiplatform and it’s increasingly on-demand through new services via direct consumer relationships over broadband.”

— Jeff Bewkes, chairman and CEO of Time Warner Inc., on the various reasons driving his company’s merger with AT&T. He also talked up the importance of developing new subscription and ad models.



NUMBER

3.70 Mbps

The average Netflix streaming speed supplied by Verizon Fios Internet in primetime hours in September, giving the telco bragging rights among major broadband service providers, according to Netflix’s ISP Speed Index. Grande Communications, with an average of 3.75 Mbps, was the tops among all U.S. ISPs tracked by the OTT giant. Satellite-powered ISP Viasat bottomed the list with an average of 1.19 Mbps.

BLOG: THE BAUMINATOR

DirecTV Now Coming in November

In addition to stating the case for AT&T’s proposed mega-merger with Time Warner Inc., AT&T CEO Randall Stephenson also noted last week that DirecTV Now, the coming OTT TV service, is on track to launch in Q4 with some room to spare.

“The more we iterate and work on DirectTV [Now] and launch it in November, the more excited we get about what we’ll be putting in the marketplace,” he said. “There are a lot of things we really aspire to do with this platform as you think about incorporating social into the platform and as you begin to think about how you share content on this platform: clipping content that you’re watching and sharing it with your friends via messaging or via social media.”

Later in the week, Stephenson said at a *Wall Street Journal* event that DirecTV Now will start at \$35 per month. Stephenson said he envisions it as a “mobile-centric” product, adding “there should be advantages of using DirecTV Now on AT&T’s network, and there will be.”

For more from this blog, please visit multichannel.com/Oct31.



Jeff Baumgartner

TECH TWEETS

“Too bad my stock options of AOL Time Warner stock have long since expired :)”

— **Christopher Pizzurro (@chrispizzurro)**, head of business development, sales & marketing at the cable industry-backed *Canoe* advanced ad joint venture, commenting as rumors of a possible AT&T-Time Warner merger were first being reported.

“Hypothetical: what if regulators say the condition is no more zero-rating of owned content on AT&T networks? Does it kill the deal?”

— **Jan Dawson (@jandawson)**, consumer technology analyst and consultant, speculating as AT&T showed confidence that its “vertical” merger with Time Warner would be approved, but with conditions.



VIDEOPHILE

USER-GENERATED OTT VIDEO STILL SERVES A SIZABLE AUDIENCE

Premium subscription and ad-based video OTT services are consumer hot spots, but a large number of viewers are watching less-polished, user-generated online video from sources such as YouTube, Vimeo and Dailymotion.

A new study from Parks Associates found that nearly 35% of U.S. homes watch user-generated video more than 10 times per month. About 75% of those homes access this type of content at least once per month.

Men stream that kind of content 11 days per month on average, versus nine days for women who were surveyed for the report, titled *Disruption in Video Sourcing and Production*.

But revenue is under threat: 22% of those surveyed said they are “very likely” to use an ad blocker.

