

IN THE NEWS

► FOR MORE INSIGHT AND INNOVATION VISIT TVTECHNOLOGY.COM/06-13-12

Networks, DISH Sue Each Other Over Ad Skipping

ENGLEWOOD, COLO.—Three out of the four major broadcast networks recently filed lawsuits against DISH Network and its Hopper DVR that allows viewers to automatically skip TV ads. Hopper includes an “Auto Hop” feature that edits out commercial breaks for those subscribing to DISH’s Primestime Anywhere service that provides on-demand programming from the four major broadcast networks.

CBS, Fox and NBC all filed separate lawsuits against DISH, seeking to stop the service, and claiming that Autohop violates copyrights as well as DISH’s contractual obligations to the networks. They also claim that the service could threaten the financial viability of program creation.

“Advertising generates the revenue that makes it possible for local broadcast stations and national broadcast networks to pay for the creation of the news, sports and entertainment programming that are the hallmark of American broadcasting,” said NBCUniversal in its lawsuit filed on behalf of NBC Studios, Universal Network Television, Open 4 Business Productions and NBC Universal Media. “Dish simply does not have the authority to tamper with the ads from broadcast replays on a wholesale basis for its own economic and commercial advantage.”

In its lawsuit, Fox accused DISH of “stealing” its broadcast programming and creating a “bootleg” video on demand service. “DISH is undermining legitimate consumer choice by undercutting authorized on-demand services and by offering a service that, if not enjoined, will ultimately destroy the advertising support ecosystem that provides consumers

with the choice to enjoy free over the air, varied, high-quality primetime broadcast programming,” the network said. Fox is asking for compensatory and statutory damages, costs and attorney’s fees.



CBS, in a statement said that the “service takes existing network content and modifies it in a manner that is unauthorized and illegal. We believe this is a clear violation of copyright law and we intend to stop it.”

ABC did not join in the lawsuit but sister publication Multichannel News reported

that Disney CEO Bob Iger expressed his disapproval over the AutoHop feature at a recent conference in New York. “I happen to believe what they are doing is harmful both to our business and to theirs,” Iger said. “It feels like a bite the hand that feeds you approach, in my opinion.”

In response, DISH network filed a countersuit against the networks, noting that broadcasters already take in “billions” in retrans fees and acknowledging that Hopper is just a new way for consumers to avoid commercials, something they have been doing since the invention of the remote control.

“The lawsuits filed by the networks essentially argue that ‘consumers must watch commercials’,” DISH said. “We find that proposition absurd and profoundly anti-consumer.”

XOR Media Opens Its Doors

GREENVILLE, N.H.—The former Sea-Change International Broadcast server and storage business unit has established its own privately held independent company named XOR Media.

The new company will focus its resources entirely on media-centric, cloud-capable storage systems and associated video codec servers that

address ingest and playout, production, digital media factories, media asset management, disaster recovery, and active near-line archives.

XOR Media brings with it an installed base of over 300 customers; 12,000 on-air channels; and 11 PB of managed media-centric data.



McAdams On:

Follow Deborah via her blog at TVTECHNOLOGY.COM/BLUGS

Everywhere. Really?



BY DEBORAH D. MCADAMS

Here’s the deal about “TV everywhere,” or “Everywhere,” as the case may be. Who has

time for it? I seldom have time for TV in my living room.

I am surmising, from certain feedback, that a lot of readers of this magazine don’t watch TV as a recreational activity, but as a monitoring activity. The only video engineers I’ve ever seen watching video on a handheld device were showing it to someone else.

Yet Nielsen keeps telling us that Americans are watching more TV on more platforms all the time. Handheld and computer viewing doesn’t seem to be eating into the big screen, recalling Mr. McLuhan’s Corollary: It ain’t the content, bro. Viewing time on those “secondary” screens still comprises just minutes a day, as if people occasionally tune into something because they can.

Nielsen has drilled down into viewer demographics, but not into content differentiation. More than likely, four-minute YouTube cat videos dominate second screens. I don’t think it’s the Lakers. They are too tall for smaller displays.

The more insidious aspect of lower-case TV everywhere is that, indeed, we can’t get away from it. We can’t pump gas without a TV screen in our face. I would prefer concrete cams by which I could view the undercarriage of the Hello Kitty Interceptor when I fuel up. This would be more useful to me than a weather report. I am already aware of weather conditions. I am standing in them pumping gas.

And what’s the deal with TVs in restaurants that charge \$20 for some leaves and tomato bisque? Are we really that addicted; and if we are, shouldn’t there be some sort of mass cultural rehab? What will happen when we go to Paris with its shocking lack of television-equipped bistros? TVDTs?

Let’s hope for a counter-trend. Life is far too interesting—and short—for TV, everywhere.

Discover Your Actual On-Air Quality And Performance



RTM - A real-time AV quality and lip sync monitor/recorder

New - Loudness Tracking with Alarm and Log
- IP Monitoring for OTT Quality Testing

VideoClarity

Tools for Video Analysis

visit www.videoclarity.com