



MAY HOURS

MEMORIAL DAY
 MAY 29, 2017
 OFFICE: CLOSED
 HELP DESK: CLOSED

FAST FACT!

Upgrade your **Standard Internet** to our **Silver Internet** and receive more than SEVEN times the download speed for only \$10 more per month.

Call 508-841-8500 to upgrade!



750kWh of Electricity

Cost as of May 1, 2017



Internet Privacy

In early April, President Trump signed a Congressional Resolution that repealed internet privacy rules that protected consumer data by requiring Internet Service Providers (ISPs) like SELCO to seek permission from customers prior to collecting, using, or selling information about internet browsing habits. These rules, originally voted into law back in October, were repealed by Congress before they had a chance to go into effect.



Why were these privacy rules originally put into place?

While internet based social media and search engine companies gather data about individual online customer behavior, the FCC wanted to prohibit similar activity by ISPs due to the nature of the relationship. With online services like social media, there is an assumption from consumers that they are willing to trade privacy for the convenience provided by the service they have voluntarily chosen to use. However, the FCC felt that because ISPs were being paid to provide a service (connection to the internet), consumers should expect their privacy to be protected. With this repeal by Congress, ISPs now have the right to gather, use, and sell browsing data just as other online companies are already doing.

Despite these rules changes, SELCO has never sold nor has any intention to sell customer data, based on current regulatory policies.

Earth Day Farmers' Market

SELCO's Earth Day Farmers' Market was a success! We want to thank the hundreds of residents that came by to check out the market. A big thank you to all of our vendors as well, we wouldn't have been able to put this together without you.

Remember to check out the Shrewsbury Farmers' Market this summer. Visit ShrewsburyFarmersMarket.com for more information.



Contact Us

Shrewsbury Electric and Cable Operations

100 Maple Avenue

Shrewsbury, MA 01545

SELCO.ShrewsburyMA.gov

Customer Service: 508-841-8500

Office Hours: 7:30 AM to 4:30 PM M-F

Helpdesk: 508-841-8572

Helpdesk Hours: 8 AM to 10 PM M-Sat.
10 AM to 10 PM Sun.

Prime Media

A VISUAL COMMUNICATIONS COMPANY

**Advertise Your Business
on SELCO Digital Cable**

**Cable advertising is the most effective and
affordable way to advertise your business!**

**Let your local Prime Media representative
help you choose from top rated networks
on SELCO Digital Cable.**

Let our team work for your business!

For more information contact:

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Prime Media
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Cable Industry Overview

As your community owned cable provider, we feel it's important for our customers to know what's going on in the cable industry. Following March's article on large media conglomerates, this month we will take a look at sports network fees.

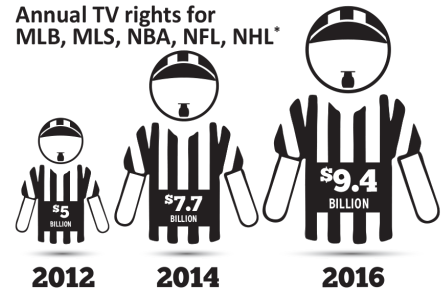
How much of my bill goes to these Sports Networks?

Originally, most professional sports league games were broadcast free over the air on local channels. Then ESPN came along and carried games from all leagues for a fee. Now, many leagues, conferences and teams, including college sports, have their own Networks - each with its own high fee. SNL Kagan, part of S&P Global, recently reported on how much sports fees cost the average US cable customer monthly. In 2017, the firm forecasts that \$18.37 out of the typical monthly bill will be allocated just to sports networks such as ESPN and Fox Sports. As of 2001, by contrast, only \$2.85 out of the average cable customer's bill went to pay for sports programming.

Why does it cost so much?

Because sports is one of the most valuable content on the planet. In 2015, Americans collectively spent 31 billion hours watching sports on TV, a 40% increase from a decade ago. Sports programming generates \$30 billion a year in revenue for TV companies, according to Barclay's Capital.

Annual TV rights for
MLB, MLS, NBA, NFL, NHL*



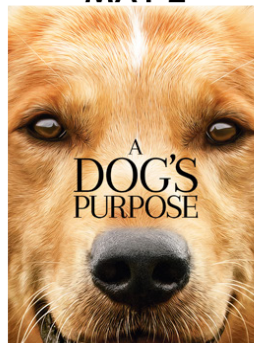
* Source: © 2016 SNL Kagan, a division of SNL Financial LLC.

Today, we're seeing sports networks like ESPN shift resources away from television and invest heavily in their online efforts. This means that while consumers are paying more than ever for ESPN's channels, there is no guarantee that they will continue to offer the same quality and quantity of original programming and live sports.

Sports fees have driven the cost of cable up so dramatically in recent years that consumers have been cutting their cable services, resulting in the loss of 12 million ESPN subscribers. Will this pressure from consumers and a move to online programming reduce sports fees over time? That is something we will have to watch in the near future.



MAY 2



MAY 23



MAY 23



MAY 30

