Full Text

LOS ANGELES \* [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) Network and Disney have reached a landmark deal that envisions the day when [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) will offer a Netflix-like TV service to people who'd rather stream TV over the Internet than put a satellite receiver on their roof.

The deal announced late Monday paves the way for [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) to offer live local broadcasts from [ABC](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) TV stations and programming from [ABC](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) Family, Disney Channel, [ESPN](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) and [ESPN](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844)2 over mobile devices, set-top boxes and other means, similar to how Netflix's video streams are delivered today.

No start date for such a service was announced. It is likely that [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) will have to cut similar deals with other programmers to make such a service attractive. A [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) spokesman refused to speculate on what the offering would cost.

As part of the new rights deal, [Dish Network Corp.](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) agreed to disable for three days after the initial broadcast a function on its Hopper digital video recorders that allows people to automatically record and strip out commercials from prime-time weeknight programming. But that's only for programs on [ABC](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844), which is owned by the Walt Disney Co.

With the deal, both sides are dropping a legal battle between them over the so-called AutoHop function, which had threatened to cut into the revenue of media companies like Disney by stripping out ads. [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) hasn't made public how many of its 14 million subscribers use the Hopper.

[Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) customers will also gain access for the first time to Disney's Watch[ESPN](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844), Watch Disney, Watch [ABC](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) Family and Watch [ABC](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) apps, which allow for live and on-demand viewing on mobile devices .

[Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) is also picking up a slew of new channels including Disney Junior, Fusion, [ESPN](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) Goal Line, Longhorn Network and the upcoming SEC [ESPN](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) Network when it launches sometime this fall.

The companies said they would work together on new advertising models. Last month, [Dish](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) announced a technology partnership with rival satellite TV company [DirecTV](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1504180985?OpenUrlRefId=info:xri/sid:summon&accountid=28844) to launch a system that helps target political ads to viewers based on where they live.