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Biz Beat Blog

AT&T is ready to unveil its own video service that could top Netflix



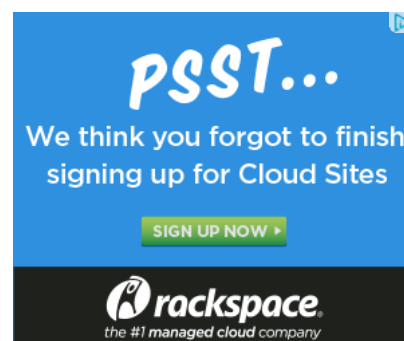
Sean Lester

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This Oct. 17, 2012, file photo, shows an AT&T logo on an AT&T Wireless retail store front, in Philadelphia. AT&T reports financial results on Tuesday, Jan. 26, 2016. (AP Photo/Matt Rourke, File)

AT&T will have deliver its fourth quarter earnings today but the most hype might be surrounding a pending announcement of an AT&T video service that could top Netflix.



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Daily breaking news alerts from the Business staff of The Dallas Morning News.



Roger Cheng of CNET writes that AT&T's announcement of its video service **could come during the earnings call.**

But it won't be just another Netflix or video-on-demand service.

Based on what AT&T CEO Randall Stephenson has said, the service could be much bigger.

"While many channels offer their own app — take HBOGo and WatchESPN — AT&T envisions a single program that will let you flip through channels on your phone or tablet as if you were flipping through the guide on your TV," Cheng writes. "There would be no need to constantly log into different apps to prove you're a subscriber."

AT&T has consistently said the service will provide "TV anywhere", allowing customers to watch video on any device. Any the video could be very diverse from Cheng's observations.

"Ever since AT&T closed its purchase of DirecTV in July, the company has been working to renegotiate its deals with key channels and content providers like ESPN, HBO, Showtime and Viacom," he writes. "The talks have centered on securing 'stacking rights,' or the ability to offer the back catalog of hit shows, like 'Game of Thrones' or 'The Daily Show,' and the flexibility to stream them on to mobile devices."

Services like SlingTV already offer a similar service where customers can use a guide that shows both live television and Netflix programming all in one queue. But what AT&T offers is diversity with an abundance of programming from its DirecTV purchase as well as any live programming with

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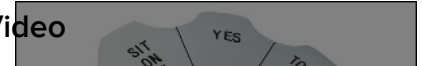
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And as for Stephenson? He's high on the video service and thinks it can be done right and be successful.

"I don't think anybody has executed it very well," he said of TV everywhere in a [CNBC interview last week at the World Economic Forum](#). "Netflix has done the best."

"It's going to turn some heads," Stephenson said.

As Cheng wonders, AT&T is big on the bundle so there could be a catch to the video service. The company did it recently when announcing unlimited data plans for the first time in years. The [unlimited data comes with a bundle of its U-verse or DirecTV cable](#), of course.

The AT&T earnings call will take place today after market closing.



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