

Charter wants crackdown on password sharing

By Gerry Smith, Bloomberg

On Twitter, they are openly bartered, donated, even celebrated.

“Anyone have a Spectrum user ID & password I can trade for?” one Twitter user wrote last month. Another thanked her friend “for giving me his Spectrum username and password to watch the World Series Game 7.” A third tweeted: “Totally figured out my parents Spectrum password and can watch cable now through my Apple TV. I literally love my life.”

Tom Rutledge has had enough. The chief executive officer of Charter Communications Inc., which sells cable TV under the Spectrum name, is leading an industrywide effort to crack down on password sharing. It’s a growing problem that could cost pay-TV companies millions of subscribers—and billions of dollars in revenue—when they can least afford it.

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