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What the Industry Reads First

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Security Alert: Hill Digs Into Innovating with IoT while Protecting Consumers

Cable hasn't had its turn yet on the Hill this session to talk about security in the Internet of Things, but judging by the number of concerns lawmakers have on the subject, it's probably coming. A pair of **House Commerce** subcommittee hearings on security in wireless technology and IoT devices offered a glimpse at the issues they're most worried about— from what role ISPs should have in security to what level of trust there is for IoT devices. When cable gets its turn at the witness table, look for it to highlight the industry's recent transition to IPv6, which supports better encryption, as well as its work with the **National Institute of Standards and Technology (NIST)** and the **FCC** to manage cybersecurity risks and the safety of its WiFi network. At Tuesday's Communications subcommittee hearing, chair **Marsha Blackburn (R-TN)** asked if there needed to be a statutory solution, while **Rep Mike Doyle (D-PA)** probed on what role ISPs should have in regulating security. **Symantec's Bill Wright** said it's a bit early to tell, adding that a lot of private industry is adopting portions of President **Trump's** May executive order on federal cybersecurity. **Liberty Group Ventures** managing partner **Kiersten Todt** pointed to **NIST's** cybersecurity framework, which she said has been successful because it was developed for industry by industry. "The private and public sector should work together. When they don't work together, we should create incentives, and when those incentives don't work, then we should interfere with regulation," she said. **Tenable Network Security** chair/CEO **Amit Yoran** also offered praise for NIST's cybersecurity framework, particularly its risk-based approach. Down the hall, experts called to testify at the **Digital Commerce** subcommittee's hearing on IoT stressed the importance of minimizing regulation that would stifle innovation. **Vermont Energy Control Systems** director of product development **Bill Kuhns**, whose small business designs solutions to increase energy efficiency, said it's important that the tech evolves without interference. Kuhns specifically addressed the government's regulation of spectrum, noting his firm is interested in lower radio frequencies to penetrate walls and trees. "It'll be crippling to sell rights to specific frequency bands at auction, as has been done in other portions of the frequency spectrum," he said. "Bandwidth is a finite public resource; selling it to the highest bidder effectively shuts out small businesses." Kuhns pointed out that the bands his firm is interested in do not support high data rates and, therefore, are not useful for cellular service. Each of the six witnesses shared with the committee how they are utilizing IoT-enabled technology

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to increase efficiency and safety, with examples including improved surveillance systems, safer cars and streamlined industrial processes. While the Communications hearing was about the more general security in wireless tech, there were plenty of questions tailored to IoT and specifically wearables. “Many of the devices are manufactured overseas. We have some supply chain challenges and code quality challenges with software that is in those devices and that results in devices we don’t know whether they’re robust or not,” **Virginia Tech** professor *Charles Clancy* testified. Members of Congress also had questions on ransomware. Wright noted Symantec did a research project where a smart TV was hacked with ransomware. “Criminals are looking for ways to monetize these attacks,” he warned. “They are only bound by their imaginations, and it is a matter of time before they are able to monetize ransomware attacks on IoT devices.” Part of the problem, Wright said, is that many of the devices are shipped out without the possibility of sending firmware updates. He believes it will take a joint effort by the govt and private industry to address the issue.

Fox National Feed: Virtual MVPDs that don’t have deals in place with **Fox** station affiliates now have a solution. Fox has launched a national feed that consists of **Fox Broadcasting** programming and cable content from **Nat Geo**, **Fox News** and others in lieu of local broadcast programming for markets that don’t have deals in place with affiliates. The *WSJ* first reported the news that the Fox national feed is on **Hulu** is more than 70 markets where affiliates haven’t agreed yet to a streaming arrangement. The feed is expected to be available to other vMVPD services, such as **DirecTV NOW**.

Taking An Oath: **Verizon** on Tuesday closed its \$4.5bn acquisition of **Yahoo!**, which the telecom company will now combine with its **AOL** assets to create the previously announced Oath content and ad subsidiary. Oath includes more than 50 media and tech brands, including **HuffPost**, Yahoo Sports, AOL.com, **TechCrunch**, **Tumblr**, Yahoo Finance and Yahoo Mail. Yahoo CEO *Marissa Mayer* stepped down upon the completion of the sale. Former AOL CEO *Tim Armstrong* will now be CEO of Oath, and *John DeVine*, who previously served as svp, global operations at Yahoo, will now be Oath’s CRO/head of commercial partnerships. AOL President *Tim Mahlman* will lead ad technology for Oath.

Online Piracy Prevention: There’s a new group on the block hoping to curb online piracy. Thirty content creators and on-demand entertainment companies, including **Amazon**, **AMC Networks**, **HBO**, **Hulu**, **NBCU**, **Netflix**, **Univision**, **Fox** and **Disney**, have launched the **Alliance for Creativity and Entertainment**. The Alliance will draw upon the global antipiracy resources of the **MPAA** in concert with the antipiracy expertise of its members. Specific work includes research, working with law enforcement, filing civil litigation and pursuing voluntary agreements with responsible parties across the Internet ecosystem.

Digital Divide Bill: Rep *Doug Collins* (R-GA) introduced the Gigabit Opportunity Act this week, with Sen *Shelley Moore Capito* (R-WV) introducing the companion bill in the Senate last month. The legislation would incentivize private investment in rural broadband by allowing companies to defer certain capital gain taxes when they convert those gains to long-term investment in broadband infrastructure within state-designated “Gigabit Opportunity Zones.” This is in line with **FCC** chmn *Ajit Pai*’s Digital Empowerment Agenda, which could create Gigabit Opportunity Zones in areas where avg HH income falls below 75% of the national median.

Won’t Back Down: TV and movie filtering service **VidAngel** isn’t giving up after being shut down by the courts. It’s advertising an important announcement to take place Tuesday night (June 13) at 9pm ET on its **Facebook** live stream by CEO *Neal Harmon*. *Deadline*, citing an unnamed source, says the announcement will involve a new approach to VidAngel’s business of blocking portions of potentially objectionable content.

Movie Night: According to software and services provider **Ooyala**’s newly released 1Q17 Global Video Index, long-form content now accounts for the majority of time spent watching video on every screen (63%). The rise in long-form content, defined as greater than 20 minutes, is attributed to the increasing amount of premium content that services are now making available across devices. Connected TVs account for 98% of time spent watching long-form video (up from 83% last year). The study also found a surge in mobile video viewership that reached a high of nearly 57% of all video plays in 1Q17. Of this, smartphones accounted for 47% of total plays and tablets accounted for 10%.

Ratings: **Fox News** notched its 23rd straight week as the top cable net in total-day viewership (live + same day)

with 1.6mln P2+, up 10% week-over-week thanks in part to former **FBI** director *James Comey's* appearance before Congress. **MSNBC** (1.1mln) and **CNN** (926K) also garnered increased total-day viewership. **Nickelodeon** (1.2mln) ranked second in total day, followed by MSNBC, CNN and **Disney** (830K). Cable news broadcasts accounted for 25 of the top 30 most-viewed cable programs last week, though Sunday's **NASCAR** Monster Energy Cup race from Pocono took the top spot with 3.6mln viewers on **FS1**. -- Sunday's episode of "Good Witch" on **Hallmark** attracted 2.4mln viewers, its highest mark so far for Season 3. The net's Saturday premiere of "The Perfect Bride" averaged 2mln viewers, making it the most-watched movie of the week on cable.

John M. Higgins Award: *New York* magazine's *Gabriel Sherman* won the John M. Higgins Award for Best In-Depth/Enterprise Reporting as a part of **Newhouse School's** 11th annual Mirror Awards for excellence in media industry reporting. Sherman's work includes "The Revenge of Roger's Angels" and other **Fox News**-focused pieces. The award is named after *B&C* reporter *John Higgins*, who passed away in 2006.

Comcast Business Expands: **Comcast** will expand its network to reach more businesses in Gilberts, IL. The expansion will increase access to Ethernet, Internet, advanced voice and cloud services in the area. Businesses will now have access to Internet speeds of up to 10 Gbps and up to 100 Gbps on a case-by-case basis.

Programming: **INSP** greenlit a second season of "The Cowboy Way: Alabama" before Season 1's August 10 premiere. The one-hour series produced by **Glassman Media** follows three modern-day cowboys as they build their business in southern Alabama. -- **Netflix** renewed "Unbreakable Kimmy Schmidt" for a fourth season. -- **Showtime** has set premiere dates for two new documentaries this Summer. "Risk," a film from director *Laura Poitras* that centers around WikiLeaks and the 2016 election, will make its debut on July 22 at 9pm ET/PT. "Whitney: Can I Be Me," which profiles singer *Whitney Houston*, will make its TV debut August 26 at 9pm ET/PT. -- *Phil Keoghan* and *Jane Lynch* will host **Nat Geo's** "Earth Live" on July 9 at 8pm. The two-hour live broadcast will show wildlife programming across **Nat Geo**, **Nat Geo Wild** and **Nat Geo Mundo** networks. The broadcast will be followed by a special preview of "Safari Live: Migration" at 10pm. -- The 17th annual "**BET Awards**," hosted by *Leslie Jones*, air live Sunday. The awards will take place at the Microsoft Theater in LA at 8pm ET. A full list of the nominees is available at BET.com.

Injustice for Esports: **Turner** and **IMG's** esports tournament brand **ELeague** is partnering with **Warner Bros Interactive Entertainment** to launch a world championship for **NetherRealm Studios'** fighting game "Injustice 2." The tourney will start Oct 21. The championship will include the top 16 "Injustice 2" players facing off for a cash prize of \$250K. Featured tournament matches will air live on **TBS** and live coverage of every match will be available on digital platforms.

Roundtables: **CTHRA** will bring its HR Roundtables on employment branding to Atlanta and NYC on July 18. Roundtables will be held from 8:30-10am at the **Turner Broadcasting Hub Building** in Atlanta and at **HBO** in NYC. Entry is complimentary for industry HR professionals but requires advance registration, which can be found at cthra.com.

People: **FCC** Chairman *Ajit Pai* announced that *Lisa M. Fowlkes* will serve as chief of the FCC's Public Safety and Homeland Security Bureau, continuing the work she has been doing as acting chief. Prior to serving as acting bureau chief, Fowlkes served as a deputy bureau chief. -- **Motorsport TV** hired former **Fox Sports/SPEED** channel television and digital media exec *Kevin Annison* as its new pres of Motorsport.tv.

Southeast Emmy Awards: Kudos to **UP** founder and CEO *Charley Humbard*, who received the Governor's Award at Saturday's **Southeast Emmy Awards** for exceptional contributions to television.



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