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What the Industry Reads First

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Rule of Law: FCC to Implement New Standards for Enforcement Bureau

The FCC plans to develop quantifiable goals for its enforcement program in response to a **Government Accountability Office** report released Thursday. The report, which was requested by Republican leadership in the House Energy & Commerce Committee, stated that the FCC “lacks important tools for assessing and reporting on the progress of its enforcement efforts.” With this in mind, the GAO recommended the FCC establish and publish quantifiable goals and related measures for its enforcement program, as well as a communications strategy outlining the program for external stakeholders. FCC Enforcement Bureau chief *Rosemary Harold*, who was appointed by chmn *Ajit Pai* in June of this year, in a letter to the GAO wrote, “We agree with the GAO’s recommendation that we can and should implement quantifiable performance goals, and increase transparency regarding the enforcement process.” According to the report, FCC officials under Democratic leadership in 2009 “decided that narrative examples, rather than quantifiable goals and related measures, were the most appropriate way to report on the enforcement program.” Pai and his Republican colleague, commish *Mike O’Rielly*, have taken issue with the Enforcement Bureau’s processes for years, dating back to the administration of former Democratic chmn *Tom Wheeler*. Pai during his time as a commish ripped the bureau for inconsistency and fostering partisanship by “issuing headline-grabbing fines regardless of the law.” Under Pai, the FCC has reorganized the Bureau, shuttering of 11 of 24 field offices and cutting personnel from 108 to 54. The report said it is too soon to determine how these moves will impact enforcement efforts. FCC officials have said the Commission will invest cost savings of \$9-10mln in training, equipment and technology that will improve efficiency. The GAO in its report also acknowledged efforts by the Commission over the past five years to improve its enforcement efforts, including the implementation of a new data collection system known as EBATS, as well as a consumer complaint portal. Still, the report said it is difficult to assess how effective these efforts have been given that the FCC doesn’t have explicit performance indicators. It is also too soon, The GAO interviewed a number of cable and telco companies in compiling its report, including **Comcast**, **AT&T**, **T-Mobile**, **Verizon** and **Urban One**, along with public interest groups and trade associations.

Chute to Thrill: Scripps Networks chmn/pres/CEO *Ken Lowe* could receive about \$91.6mln in golden parachute compensation upon the completion of the company’s sale to **Discovery Communications**. Discovery’s S-4 filing



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with the **SEC** on Thursday outlined compensation packages for top Scripps execs, including Lowe. His package would include \$20mln in cash severance, \$37mln in equity, \$9mln in pension enhancements, \$175K in benefits and a \$24mln tax gross-up. Scripps COO *Burton Jablin* would be the next highest-paid exec with a package totaling about \$34.9mln, followed by evp/CFO *Lori Hickok's* \$11.9mln package. Scripps' board unanimously supported the golden parachute payments. Shareholders will have the opportunity to vote on the packages due to SEC rules, but the execs will receive their compensation regardless of the result of the vote. Meanwhile, the SEC filing also revealed Scripps execs engaged in M&A conversations with three other companies in June prior to its sale agreement with Discovery in late July. It also offers details on the bidding war between Discovery and **Viacom** (referred to as "Company C") for Scripps. The companies filed for regulatory approval with the **FTC** and **Department of Justice**, as opposed to the **FCC**, which isn't a surprise due to the lack of broadcast licenses involved in the deal.

Altice News: **Altice** will deploy 4K HDR set-top boxes across its global footprint (US and Europe) beginning in 2018 as part of an expansion of its business with **Arris**. Previously, Altice-owned **Portugal Telecom** deployed Arris boxes to support its MEO 4K TV service. Altice also rolled out Arris' E6000 Converted Edge Router last year in France, the US and the Dominican Republic to enable gigabit services. -- Altice USA plans to introduce new Spanish-language TV packages to Optimum and Suddenlink channel lineups. The operator announced the new offerings Friday in conjunction with its celebration of Hispanic Heritage Month, which included the launch of a student essay contest in the **Optimum** and **Suddenlink** service areas. The contest, which is open to students in grades 6-12, asks students to "name a Latino, past or present, with whom you would choose to spend a day and explain why."

Long and Winding Rhode: **DISH** and **Citadel Communications** have again agreed to a short-term extension of their retrans agreement for Providence-based **ABC** affiliate **WLNE** as negotiations continue for a long-term solution. **DISH** customers in the area have had uninterrupted access to the station under a series of short-term extensions since the initial expiration of the deal late last month. The most recent extension was set to expire this past Wednesday evening. DISH did not disclose when the new extension runs through.

YouTube TV Expands: **YouTube TV** has expanded into eight new US markets: Sacramento, Austin, Norfolk, Albuquerque, Portland, Raleigh, Greenville (NC) and Birmingham. The virtual MVPD is now available in 49 markets across the country after launching in April in only five cities. The service last month [became available to more than 50% of US households](#).

Cisco Systems: **NBCUniversal** has partnered with **Cisco** Media Blueprint to transition its broadcast and video network architecture to IP and Cloud based on a set of IP-based infrastructure and software solutions. Key projects thus far include the transition from serial digital interface technology to IP and the virtualization of media workflows. -- **Viacom** and Cisco are collaborating to build a video network foundation to enhance the programmer's distribution across devices in North America. Viacom and its affiliates will be able to leverage the feature set of the Cisco D98000 Network Transport Receiver.

Univision Diversity Survey: **Univision Communications** on Friday launched Project Unbound, an initiative to close the diversity gap in entertainment. As part of the effort, Univision recently commissioned a survey of 2,000 film and TV consumers with **Media Predict**. The sample included A18-49, with over samples of Hispanics, African-Americans and Asians. Only 38% of respondents "felt good about how representative TV shows are" in terms of both plot and casting, though 49% characterized progress in this area as positive. Forty percent of respondents deemed the perpetuation of racial stereotypes/tropes/typecasting an issue.

Ratings: The Season 3 premiere of **Starz's** "Outlander" last Sunday drew 1.49mln viewers (Live+SD), topping an episode of **Showtime's** "Ray Donovan" (1.08mln) and the premiere of **HBO's** "The Deuce" (830K). The premium net has already renewed "Outlander" for a fourth season.

Programming: **ESPN** is bringing "College GameDay," its flagship college football pregame show, to New York City for the first time on Sept 23. The show typically airs from a different college campus or game site each week.

People: **Netflix** is bringing on *Melissa Cobb* as its new vp, kids and family. She'll head the creation and acquisition of films and series geared toward those audiences, including live action and animated content. Cobb previously served as the chief creative officer and head of studio for **Oriental Dreamworks**, working out of Shanghai.