

**DIVERSITY WEEK DAY 3**

# Cablefax Daily™

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What the Industry Reads First

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## Survey Says: Is Cable's Relative Diversity a Recruiting Advantage?

The results of the 2017 **NAMIC** AIM and **WICT** PAR diversity surveys confirmed the common perception about diversity in the cable telecommunications industry: the industry is more accepting of women and minorities than other sectors, but there is still progress to be made. Panelists during a town hall Tuesday at the 31st Annual NAMIC Conference suggested that the inclusion the industry has fostered could give cable telecommunications a recruiting edge over tech companies in Silicon Valley, which has gained the reputation of being a "boys' club." **Comcast** sr evp, chief diversity officer *David Cohen* noted it might be a short-term advantage given efforts to improve the situation in tech, but it could help bring in the next generation of talented, diverse individuals. Panelists added the key to taking the next step forward is making diversity part of organizations' day-to-day operations, as opposed to an ancillary initiative. **ESPN** vp, diversity, conclusion and wellness *Monica Diaz* said, "It is a new day. [We have to] challenge our thinking in how we have constructed our narrative." "Diversity extends beyond HR," Cohen said, asserting that the way to get more execs to buy into a culture of inclusion is to incorporate diversity more broadly. A theme of Diversity Week has been the lack of minority and female representation at the highest levels of companies. Tuesday's survey results, however, might surprise some, particularly on the gender front. The data showed that 38% of executives and senior-level managers in the industry are women, which compares favorably to the national benchmark of 30%. The overall promotion rate is "fairly equitable" between men and women, and the percentage of senior-level female executive and senior-level managers increased by 5.5% from 2015 to 2017. In addition, the overall industry hire rate for women exceeds the rate for men by roughly eight percentage points. The results also showed that representation for people of color at the executive and professional levels of the cable industry outpaces the national benchmark by nine and seven percentage points, respectively. At the board of directors level, the industry is on par with the national benchmark, with people of color accounting for 15%. The research also found that the overall promotion rate for people of color is equal to that of white people. The results suggested improved retention is the key to increasing representation of women, while reducing turnover rates will help improve representation for people of color. Still, as **Mercer** principal *Gail Greenfield* acknowledged, corporate culture might be more important than sheer numbers. "Diversity doesn't necessarily imply inclusion," Greenfield explained. She asserted that companies that foster a culture of

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assimilation, as opposed to one of inclusion, offset the organizational benefits of contributions from different backgrounds and perspectives. Greenfield also discouraged attendees from simply adopting best practices for diversity and inclusion, as every company is different. “You can’t just cut and paste,” she said. Panelists during the town hall discussion also raised concerns about participation in the survey. While the 24 companies that partook in the survey represent 67.5% of the cable telecommunications industry, a total of 84 companies were asked to take part. **Charter** svp, chief diversity officer *Rhonda Crichlow* express concern a few top performing companies could be carrying the industry in terms of its diversity, as well as frustration about the low participation rate. Cohen suggested that the rigorous survey, which panelists acknowledged is arduous, could be too much of a burden for smaller firms without dedicated diversity staff.

**Dexter’s Laboratory:** **Altice USA** pres/CEO *Dexter Goei* told attendees of **NAMIC** and **Cablefax’s** 2017 Most Influential Minorities in Cable breakfast Tuesday that the company won’t be shy about growth via M&A in the near future. In a sit-down interview with Cablefax publisher *Mike Grebb*, Goei said he expects to see “multiple levels of consolidation” in the cable industry over the next five years, adding he hopes the company is part of that flurry of activity. Asked specifically about recent rumors that the company is interested in acquiring Charter, Goei not-so-cooly deflected. “I don’t know what you’re talking about,” he said with a smirk. Goei was more open to discussing Altice’s decision to favor a fiber-to-the-home network in the US as opposed to embracing DOCSIS 3.1, highlighting the importance of having “state-of-the-art infrastructure,” even if that means spending more up front. He added, however, that the company can deploy its fiber relatively economically given its global fiber footprint. In addition, he justified FTTH by explaining that changes in DOCSIS will be driven by fiber, “so why not skip the decimals.” On the consumer technology front, Goei teased the long-awaited home hub, which he said the company’s tech team is working feverishly to ready for deployment in the US. He didn’t give a specific timeframe, but said the combined set-top box/modem/router is coming soon. He also said that system will allow for voice remote capability, crediting **Comcast** for demonstrating the popularity of that functionality. Going forward, he said one of Altice’s major goals is empowering customers to install their own equipment and facilitating remote customer service. On the diversity front, Goei, who is well-versed in international business, said the US is at the top of the list when it comes to inclusion. He added that companies “don’t need to be making decisions based on diversity,” but simply need to consider individuals from all backgrounds and hire the best person for the job.

**Disney-Altice Watch:** **Altice USA** chief *Dexter Goei* avoided talking about the company’s ongoing carriage stand-off with **Disney** during his first big appearance at a cable industry event. Altice’s contract for Disney nets, including **ESPN** and **WABC**, is reportedly set to expire Saturday. Negotiations between the two sides remain active, with retransmission fees for WABC and affiliate fees for ESPN remaining the two most significant sticking points. US House Democratic Caucus Chair *Joe Crowley* (D-NY) issued a statement Monday asserting that both parties “need to ensure that programming is maintained and that blackouts are avoided throughout their negotiations.” Altice said it has also received additional letters from lawmakers. Disney began running crawls Friday, warning **Optimum** customers that they could lose nets, including **Disney Channel** and **ABC**. Altice is running its own spots, declaring in them that “Disney is desperate to make up for ESPN’s crumbling business.”

**Retrans Scorecard:** A series of ongoing extensions with satellite providers has paid off twice. Sources say **DirecTV** and **Raycom** are finalizing a deal (messaging warning of potential channel disruptions has disappeared). **DISH** and **Citadel** notched a new multi-year retrans deal for **ABC6** in Providence and the broadcaster’s other stations. Both situations involved deals that expired in August and were extended multiple times, with no blackouts occurring. Potential for a DirecTV and **U-verse** blackout of **Meredith** stations, which was warned of last week, seems to have abated with a deal on the horizon. **Dispatch** and **American Spirit Media** stations continue to remain dark on DirecTV and U-verse, while **Capitol Broadcasting** is dark on just U-verse. **ASM’s** stations have been off the systems since 12:01am Friday, while **Dispatch** has been dark since Oct 6 and **Capitol** has been off since Sept 13.

**3Q Ratings:** **Fox News** was the most-watched cable net in prime for 3Q among P2+, averaging 2.2mln viewers. Impressively, that’s not that far off from 3Q16’s average of 2.47mln, which came during the heated race for the presidency. Fox News also won the quarter in total programming day for total viewers, averaging 1.37mln. This makes for five consecutive quarters as the top-rated basic cable net in both categories. **MSNBC** rocketed up the P2+ ratings chart, with prime

viewership climbing 30% to 1.78m vs 3Q16. That's good enough for a second place among all cable nets in prime. In total day, MSNBC is up 40% to 958K total viewers, placing it behind Fox and **Nick** (1.17m). **CNN's** 3Q delivery in prime for total viewers fell to 1.1m from 1.23m in 3Q16, while it was up in total day (801K vs 790K). Still, the numbers marked CNN's most-watched 3Q among P2+ ever in total day and its second highest 3Q since 2008 in total viewers. Third-place prime finisher **USA** notched 1.72m viewers, up from 1.62m in 3Q16. The top six programs of 3Q were all eps of "Game of Thrones" on **HBO**, with the Season 7 finale taking the No 1 spot with 15.4m viewers. Also making the quarter's list of top 10 most-watched programs for P2+ are two "MNF" games on **ESPN** (12.4m and 11.4m) and **Disney's** "Descendants 2" (10.9m). In other milestones, **Fox Business** said 3Q was the first time it had outpaced **CNBC** in business day (9:30am-5pm ET) viewers for four consecutive quarters, averaging 187K total viewers.

**Garden Party: MSG Networks** inked its first distribution deal with a virtual MVPD, bringing its MSG and MSG+ channels to the sports-centric **FuboTV**. The nets will be part of Fubo's core bundle within MSG's footprint, which includes all of New York State, along with the rest of the NYC metro area. Fubo users will soon be able to access MSG Networks programming (live games and VOD) via MSG GO, its TV Everywhere platform. The RSNs carry games for the Islanders, Rangers, Devils, Sabres, Knicks, Liberty (WNBA) and Red Bulls (MLS). In the wake of several recent channel additions (**Pac-12 Networks, CBS, Food Network, HGTV**), Fubo is increasing its monthly rate in October for new customers from \$34.99/month to \$39.99/month outside MSG's footprint and \$44.99/month for those receiving MSG. New customers still receive their first two months for \$19.99 each, and the new rate is lower than previously announced.

**Vimeo's Live Shot: Vimeo** will acquire live video solution provider **Livestream** and has launched its own live video product. Dubbed Vimeo Live, Livestream will be integrated into the service once the deal is complete. The company, which earlier this year abandoned plans for an SVOD offering, said livestreaming is the No 1 request from its creator community.

**Advanced Advertising: NBCU** is partnering with **Target** to make national television inventory available for self-serve programmatic buying. This effort, the first of its kind, comes from tech company **4C**. This allows users to compose television media plans in the same way they have used the platform to buy paid social media campaigns.

**Programming: A&E** is bringing back docuseries "Live PD" for a second season, starting Oct 6. -- The **PGA Tour** renewed its agreement with **Twitter** to cement the social media platform as the exclusive distributor of over 70 hours of free live competition from PGA Tour Live through the 2017-18 PGA Tour season. In 2018, Twitter will also serve as the exclusive home of the Tour's live 360 video footage for select holes at top events, including the Presidents Cup.

**Kaitz Dinner: All set for Wednesday night's Kaitz Foundation** Fundraising Dinner in NYC? **Revolt** founder, artist and businessman *Sean 'P Diddy' Combs* will kick the event off. Other notable names at the 34th annual event include acclaimed historian and professor *Henry Louis Gates, Jr.*, New Orleans band *Tank & The Bangas*, comedian *Nick Guerra* of **Fuse Media** and *Yvonne Orji* of **HBO's** "Insecure." Each year the dinner raises more than \$1.6m. This year's event will recognize HBO and **Girls Who Code** for their diversity commitments.

**People: Former AMC exec Gina Degnan Hughes** joined **Fuse Media** as the new svp, marketing. Hughes held the same position at AMC, spearheading campaigns for some of the network's most successful shows including "The Walking Dead," "Mad Men" and "Breaking Bad." -- The **C-SPAN** board elected three new members, one of whom who has also been named to the company's seven-member executive committee. **Comcast Cable's** pres/CEO *Dave Watson* replaces *Neil Smit*, who stepped down as Comcast Cable CEO earlier this year, on both the board and as the chair of the executive committee. **Altice USA's Dexter Goei** also joined the board as well as **WOW!** CEO *Steven Cochran*.

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