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What the Industry Reads First

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Next Generation: Cable Center to Expand Intrapreneurship Program in 2018

Having recently wrapped up its pilot Intrapreneurship Academy, **The Cable Center** is greenlighting a full rollout of the leadership program next year. Designed to educate and empower cable's rising stars, the inaugural 10-week Academy was composed of 19 individuals who were nominated by their companies. In 2018, the Center will launch a formal application process for two Academy sessions. Space will be limited—with classes probably hovering around that 20-person mark. Industry organizations such as **WICT** and **NAMIC** also offer leadership programs, but Cable Center execs believe this new offering hits a different need for the industry—focusing more on innovation for the company/industry as a whole—hence the use of intrapreneurship in the name. “When you’re an entrepreneur, you’re outside a company. You’re able to explore an idea without any stakeholders. Whereas with intrapreneurship, you’re within a company and trying to manage upwards so you can get your idea shown to the people who matter,” said *Jordan Florschuetz*, a product manager for **Charter**, who is part of the inaugural Academy. “It’s understanding not just how you can bring forth a new product or innovative feature of some sort, but how do you also portray it to your leadership.” It’s an idea that The Cable Center is hoping to foster in the industry, launching “The Community of Innovators” initiative this year to promote cable’s entrepreneurial spirit and connect students, rising stars and others with top industry execs. The Academy is one aspect of the program, with other including Innovation Laureates—a group of industry trailblazers who will mentor the next generation of leaders—and event sponsorships that connect local entrepreneurs with cable industry innovators. The Center also brought back its Mavericks lecture series for universities in 2017 under the COI umbrella. It expects to increase Mavericks to three lectures at schools nationwide next year. Charter svp, CTO *Jay Rolls*, who is on the Center’s board, has been involved with the launch of the program since the beginning. He also spoke at the Academy’s recent three-day capstone, the culmination of 10 weeks of intrapreneurial projects and tasks. This first Academy class graduates Dec 8. “We want them to go through this program and engage and empower them to be leaders that strengthen their organizations. And strengthen perceptions about cable and the relevance of cable,” Rolls said. “We want to influence the outside picture as well, not just internally within their own organizations. [We can show] the broader world that this is a place where I should land my career.” It seems like the goal of developing new leaders has already started, with Florschuetz saying she is excited to learn

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that the Cable Center wants to keep this first class involved. “They want us to come back to other classes and be there as mentors through it,” she said. “I think that’s awesome to have gone through it and have the hindsight of this is what I would have done differently or in picking a project, this is how I would have changed that.”

Done Deal: Arris on Friday completed its \$800mln acquisition of **Ruckus Wireless** and **ICX Switch** from **Broadcom Limited**, a deal aimed at strengthening the company’s efforts around next-generation wireless and wired networks. Ruckus’ target verticals include hospitality, education, government, service providers, MDUs, sports and entertainment venues and transportation centers. The company also specializes in small-cell LTE. *Dan Rabinovitsj*, who served as Ruckus’ COO, will lead the newly created Enterprise Networks division at Arris. Ruckus will still keep its brand identity, something Rabinovitsj said will allow the company to maintain its “cult-like following.” It will now be known as “Ruckus Networks: An Arris Company.” Rabinovitsj noted the division will have its own engineering, sales and marketing resources focused on the enterprise market, but added this doesn’t constitute “the creation of an island.” Arris is absorbing all 1,700 employees of Ruckus and ICX Switch. The company experienced a slight delay in its acquisition of Ruckus due to a regulatory hiccup in a separate, but related transaction—Broadcom’s acquisition of **Brocade**, the initial owner of Ruckus. Once Broadcom’s deal went through late last month, it cleared the way for Arris to complete its purchase of Ruckus.

Problem Solved: DISH on Thursday evening reached a new retransmission consent deal with **Lilly Broadcasting**, ending a two-month blackout of nine Lilly-owned stations. Lilly’s stations serve a total of five markets: Erie, PA; Elmira, NY; Honolulu, HI; Puerto Rico and the US Virgin Islands. The standoff generated attention across the industry due to the fact that Lilly initially pulled all three of its stations serving Puerto Rico and the US Virgin Islands in the aftermath of multiple hurricanes. Lilly restored **One Caribbean TV** after less than two days, but kept its remaining stations off DISH until Thursday evening.

Aloha, DOCSIS 3.1: Charter is bringing DOCSIS 3.1 services to the Big Island, launching **Spectrum Internet Gig** on Oahu, HI. The move represents the operator’s first residential deployment of DOCSIS 3.1 internet services capable of delivering a 1Gbps connection. It is also doubling minimum internet speeds on the island to 200Mbps at no additional cost to Spectrum customers. The DOCSIS 3.1 service costs \$104.99/month for new customers with no data caps or contracts. Charter plans to expand the service to more areas in the near future.

STX and Stones: Liberty Global invested in content provider **STX Entertainment**, and Liberty chief programming officer *Bruce Mann* will join STX’s board of directors. The value of the investment was not disclosed. **Nat Geo** recently greenlit STX-produced project “Valley of the Boom.” STX also became the exclusive VR content provider of **Horizon Media**.

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