

Cablefax Daily™

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What the Industry Reads First

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X Marks the Spot: Rosenworcel Calls for Citizen Input on Broadband Map

There's a new, cloud-based [National Broadband Map](#) at the FCC. The map, based on the agency's latest collection of fixed deployment data as of December 2016, was demonstrated at Thursday's FCC meeting before being released to the public. It's an update of a map developed by NTIA that went live seven years ago this month, but which hasn't had any updated data since 2014. The FCC took over the map in 2015. The new map is to be updated twice annually with FCC data, with the next round of stats expected to hit the FCC this summer. The lack of mobile broadband data drew criticism from commissioner *Jessica Rosenworcel*, who said it presents "only half the picture." **Wireline Competition Bureau** chief data officer *Steven Rosenberg* said that while initial efforts have focused on fixed broadband deployment, the map's launch is the beginning, not the end. There is mobile data available on [separate maps](#). Rosenworcel declared that the National Broadband map has errors based on looking up her own house, which she said showed services not available at her location. Her solution is to crowd source the map, calling on consumers to send errors and stories of speeds that are short of what's commercially promised to the email address BroadbandFail@FCC.gov. "It's a way for this agency to learn what is wrong with our map and how we can make it right," she said. "I think using the template we have here, we can build the first citizens broadband map." It doesn't sound like crowd sourcing is part of the map's plans yet, with officials noting that there are Paperwork Reduction Act issues that have to be vetted. But other commissioners agreed that accurate data is important. "Regardless of whether the data has come in through FCC forms or from consumers, we need to make sure across the board that it's accurate and up to date," commish *Brendan Carr* said. And *Mignon Clyburn* said a map with bad data is the equivalent of putting lipstick on a pig. The BroadbandFail@FCC.gov email address was actually set up a while back by Rosenworcel, who said it has received "hundreds" of submissions. "Lots of people in this country have stories to tell about how broadband stopped short of their street or house, about how service has been promised, but never delivered, and about how speeds that are advertised are not the speeds they're getting," she said. "I think it is silly if we think we can figure this out all by our own here in Washington." The map offers deployment summaries for seven different geographical types— nation, state, county, congressional district, city/town, Tribal area, and Core-based

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Statistical Area (such as New York-Newark-Jersey City NY-NJ-PA)—offer availability of fiber, DSL, cable, satellite, fixed wireless and a category marked “other.” The map also shows up to seven average speeds. **ACA** congratulated the Commission on the new map. “With more than 5mln unserved homes in small markets and rural areas, it’s an extremely important resource for identifying these places,” an ACA spokesperson said. “The FCC’s effort to update the map has made it a more useful tool for consumers and policymakers, which is especially important at this time, when there’s so much interest in closing the digital divide.”

Scrutinizing Sinclair: *Jessica Rosenworcel* continues to be the most vocal **FCC** commissioner on the **Sinclair-Tribune** merger. In October, she told a **House Communications** subcmte that FCC actions that “seem to serve Sinclair Broadcasting’s business plans” merit investigation. Responding to a reporter’s question Thursday, Rosenworcel said shared services agreements can be really useful, but she finds them hard to imagine in larger cities where there isn’t a risk of stations shutting down. Sinclair filed an application at the FCC Wednesday that would have it divest **WGN** in Chicago and **WPIX** in NYC, but would allow for it to execute such a shared services agreement with the third party buyer. “I also find it curious that late last year, or early last year, the chairman rescinded guidance on shared services agreements on how the agency would assess them on a going forward basis,” she said. “I think it’s interesting right now that Sinclair will be asking this agency for shared service agreements in the larger cities. I wonder if those two things are related.” Last February, the FCC rescinded guidance from the **Media Bureau** calling for close scrutiny of broadcast transaction applications that include such arrangements. Rosenworcel said she would be reading through Sinclair’s application, noting she has “deep concerns about that request and that transaction.”

Charter A La Carte: Charter has launched an a la carte streaming service dubbed **Spectrum TV Choice**, which features local broadcast channels, **PBS**, 25 music channels plus the choice of 10 additional cable networks from a lengthy list that includes **ESPN, Fox News, Discovery, A&E, TBS** and **AMC. FS1** and **TNT** are also included, but RSNs are not, according to the list on the MSO’s website. *CordCutter News* first reported the launch, writing that its readers said it costs \$21.99 for the first 24 months with no contract (you must have Charter HSD service). **TV Choice** subs can opt to ad premium nets for \$7.50/month. Charter is clearly interested in experimenting in the space as it continues to offer its \$21.99/month Stream service. Both are footprint-wide and IP-delivered. Choice has 10 cable nets that the customer chooses, while Stream has a set 25 cable nets with the option to add tiers that include sports.

Other FCC Notes: The **FCC** voted unanimously to launch a rule that proposes making spectrum above 95 GHz more accessible. The band could be a testbed for 5G, next-gen satellite and other services. FCC commish *Jessica*



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Rosenworcel said it's time for the agency to move beyond rulemaking and put an actual auction on the calendar. "If we want to lead the world, we can no longer just do it through paper filings at the FCC on spectrum possibilities," she said. -- Another rulemaking approved Thursday proposes rules that would have the FCC evaluate petitions or applications proposing new tech and services within a year. The three Republicans approved it, while *Mignon Clyburn* approved in part and dissented in part. *Rosenworcel* dissented, saying the item is deceiving and will set up increased bureaucracy at the agency.

Net Neutrality: No surprise that Thursday's publication of the Restoring Internet Freedom Order sparked a new round of net neutrality debate. Democrats can now officially introduce their resolution to block the overturning of Title II regulation for ISPs. **Sen Ed Markey** (D-MA) has said the measure has 50 supporters in the Senate. He has 60 days to find another vote. "Today, the national movement of students, entrepreneurs, innovators, technology companies, and fed-up consumers is putting the big cable and telecommunications companies on notice – we're coming for our net neutrality and we will not stop," said a statement from the senator.

Lifetime Exit: **Liz Gateley** is leaving *Lifetime*, where she served as the company's evp and head of programming. Having previously taken a temporary leave, she's making the move permanent to focus more time on her family. "This was a dream job for me: to come back to the brand I love, where I started out 17 years ago as Assistant to the Head of Programming, and to BE the Head of Programming," Gateley wrote in a note to company staff. She'll continue to work with the network on some soon-to-be-announced projects. To fill Gateley's vacancy, **Gena McCarthy**, evp of programming for sister network **fyi**, has expanded her position to act as evp, head of programming, Lifetime Unscripted. Lifetime's head of scripted **Joanna Klein** will continue to oversee scripted programming. Additionally, **Tanya Lopez** has been elevated to evp, movies, limited series & original movie acquisitions, Lifetime and **LMN**.

Amdocs Buys Vubiquity: **Amdocs** completed its acquisition of tech solution provider **Vubiquity**. The deal brings premium content capabilities, including licensing, processing and delivery. The move strengthens Amdocs' position at the intersection between the content community and video distributors such as OTT providers. The impact of the deal on Amdocs' diluted non-GAAP earnings per share is expected to be neutral through fiscal year 2018, but the company is expecting to incur acquisition-related expenses related to operating adjustments and restructuring.

Mediacom Earnings: **Mediacom's** video sub performance improved in 4Q, with the company reporting a loss of 2K subs compared to 6K in the year ago quarter. HSD customers increased to 15K from 11K a year ago, while phone jumped to 22K from 12K. Mediacom revenues of \$471mln represent a 2.5% increase from 4Q 2016. Take out advertising and revenue was up 3.5% (ad revenue was boosted a year ago by the national election). OIBDA came in at \$184.1mln, a 0.5% increase.

Don't Worry, Be Happy: The **National Advertising Division** recommended that **DirecTV** discontinue advertising claims for its satellite television service, including that it provides "worry-free" reliability. The claims in question, found in five print and internet ads, were challenged by **Charter**. DirecTV will appeal the findings to the **National Advertising Review Board**, arguing that the claim of "99% signal reliability" had previously been reviewed by NAD and had been supported. The agency concluded the "worry-free" claim delivered a different message, and cited that survey evidence showing that nearly 20% of DirecTV's customers noted loss of service as the worst aspect of their satellite service meant that the service was not worry-free.

Press Clippings: **Comcast** was the subject of a *Jezebel* article Thursday featuring interviews with [six women who described its call centers](#) as places for sexual harassment. The women, who worked at the company at different times, said they don't believe Comcast handled their complaints properly. One woman alleges a coworker grabbed her breasts, while another says she was propositioned by a supervisor. The supervisor was fired, but the employee believes Comcast didn't act quickly enough, according to the article. Comcast didn't address the individual cases, but said it takes complaints seriously: "Sexual harassment, or harassment of any kind, is not tolerated at Comcast. The company was founded on a foundation of respect, integrity and trust. We have strong policies against sexual and other forms of harassment and encourage employees to report any harassing behavior. Any allegation of harassment is taken very seriously."

People: **Freeform** upped two members in its marketing department. **Deena Beach** is now vp, marketing strategy, while **Dalia Ganz** will act as vp, social media, digital marketing & synergy. Beach and Ganz will both report to svp, marketing, creative & branding, **Tricia Melton**. Beach will continue leading marketing strategy developments and consumer marketing campaigns. Ganz will oversee the network's social media initiatives as well as synergy and partnership marketing.

PROGRAMMER'S PAGE

Politics, Police and Journalism Meet

WGN America's "Shoot The Messenger" is taking no prisoners with its dive into crime. The program, set to premiere Monday at 10pm, takes on the complicated intersections of the media, police and government officials. *Elyse Levesque* plays Daisy Channing, a crime reporter who begins to uncover a web of criminal activity tracing back to Toronto's political centers. The delicate nature of the interactions between these groups was eye-opening for Levesque, who admitted she knew little about journalism before working on the timely series. Consulting with a former writer for Canadian newspaper *The Globe and Mail* verified many of the circumstances her character faced, like police withholding information as they investigate a case. The power of information and the timing of its release became more apparent as she dove deeper into Channing's shoes. "My character makes a huge faux-pas in the first episode where she puts the wrong information in her article and the repercussions of that and the damage of that... at the time I didn't understand it," Levesque said, noting the gravity of it hit as she reflected on the distrust of news media today. Channing is the latest in a string of powerful roles for Levesque, a rarity in Hollywood today. While grateful for the experience, she wants to combat the belief that there is only one way to be a strong woman. "I want to play all of the complexities of what it is to be a woman and sometimes that can be vulnerable and that can be unsure of herself," Levesque said, noting her character is a reflection of that idea. "She has this duality between action and surrender, strength and passivity. She's constantly battling these two different sides to her, and that to me is a strong powerful woman." - *Sara Winegardner*

Reviews: "The Lost Tapes: Malcolm X," 8pm, Monday, **Smithsonian Channel**.

The latest installment in this excellent, un-narrated series is a powerful even chilling introduction to the controversial and historically important life of *Malcolm X*, a key player during the early 1960s whose name remains important. Once again, the strength of this series is its use of original media reports created when the events discussed in the show occurred. Numerous video clips show Malcolm interacting with news media and displaying his oratorical style. They're fascinating. Other clips show police using fire hoses to control protesters, which still elicits powerful emotions. The result is a tremendously powerful form of storytelling. - "Baskets," 10pm, Tuesday, **FX**. If you want to see an example of a scene-stealer, in the best sense of the word, just tune in to any of the latest episodes of this quirky series about a mother and her twin sons. With the series now in its third season, accepting *Louie Anderson* as a male actor playing a female character is much easier. In the most recent episodes, including the Thanksgiving-themed one this Tuesday, Anderson seems to be the only character on the screen. Everyone else, including *Zach Galifianakis* playing both Baskets twins, orbits around Anderson as Christine. Anderson's a master at creating a character who's both strong and pathetic. - *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (2/12/18-2/18/18)		
Mon-Sun	MC US AA%	MC US AA (000)
TNT	0.776	2362
FNC	0.733	2233
NBCSN	0.639	1947
MSNBC	0.563	1715
USA	0.475	1445
HGTV	0.405	1232
TBSC	0.375	1142
ID	0.356	1084
DSNY	0.349	1062
DISC	0.325	989
A&E	0.314	956
CNN	0.293	891
ADSM	0.288	876
FX	0.286	872
NICK	0.281	854
ESPN	0.278	845
HIST	0.275	837
HALL	0.275	837
TLC	0.265	807
FOOD	0.264	804
CRN	0.231	704
NAN	0.225	684
BRAVO	0.220	670
TVLAND	0.207	632
FS1	0.199	606
DSJR	0.188	574
INSP	0.174	531
PARA	0.171	520
OWN	0.161	490
LIFE	0.160	486
APL	0.159	484
MTV	0.152	463
NATGEO	0.152	461
HBO	0.151	461
AMC	0.151	460
VH1	0.145	440
BET	0.144	439
FRFM	0.144	438
TRAVEL	0.142	432
SYFY	0.139	423
WETV	0.138	421

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.

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Mary-Lou French
mfrench@accessintel.com

SPONSORSHIP OPPORTUNITIES:
Olivia Murray
omurray@accessintel.com
301.354.2010

PROGRAM INFORMATION:
Mike Grebb
mgrebb@accessintel.com