

Cablefax Daily™

Wednesday — April 18, 2018

What the Industry Reads First

Volume 29 / No. 074

It's Time: Clyburn to Leave FCC Before Next Open Meeting

The speculation regarding how long *Mignon Clyburn* will serve as an **FCC** commissioner is over. In announcing during Tuesday's open meeting that she'll be stepping down, the Democratic commish gave no indication of what's next. Clyburn, currently the agency's longest-running commissioner, does plan to depart prior to the next scheduled meeting on May 10. Nominated to the position by *President Barack Obama* in 2009, Clyburn spent her tenure acting as a strong proponent of net neutrality and the Lifeline Program. She briefly led the FCC in 2013, serving as interim chair between *Julius Genachowski* and *Tom Wheeler*. "As the first woman to head the agency, she led skillfully through a transition and put her stamp on the Commission, including through her steadfast leadership in telehealth, media diversity and digital inclusion," FCC chmn *Ajit Pai* said in a statement. The FCC's other commissioners also showered on the praise, with fellow Dem *Jessica Rosenworcel* calling Clyburn a "dynamo." "It has been an honor to work alongside her to put consumers first and bring connectivity to those at greatest risk of being left behind—urban, rural and everywhere in between," Rosenworcel said. "I am proud to have worked together with her to support net neutrality and grateful to have been her partner in her unwavering work to remedy the grave injustice of exorbitant prison phone rates." Organizations like the **NAB**, **ACA** and **NCTA** also stepped out to applaud Clyburn's efforts to act in the best interest of those underserved communities. Clyburn's second term as commissioner came to an end in 2017, but she has continued to serve as no successor had been designated and the next session of Congress had yet to conclude. The end of the term sparked conversation on her replacement, and assistant chief of the Enforcement Bureau *Geoffrey Starks* rose to the top of the pack. In March, *Politico* reported that unidentified sources confirmed Senate minority leader *Chuck Schumer* had settled on Starks as the next pick. *Reps Bobby Rush* (D-IL), *G.K. Butterfield* (D-NC) and *Yvette Clarke* (D-NY) offered their support in a letter to Schumer. Starks has served in his FCC position since November 2015, heading the Bureau's Investigations and Hearing Division. He spent three years prior to this at the **DOJ**.

At the FCC Meeting: The **FCC's** efforts to update media rules for a digital age continue, with the five commissioners unanimously approving a proposal to remove a rule from 1972 that requires cable operators to maintain at their local office a current listing of cable TV channels that each system delivers to subs. The NPRM also seeks comments on

MY DIGITAL LIFE GOES EVERYWHERE, CAN YOU KEEP UP?

Engage customers on their terms—on the ground or up in the sky—with the same incredible experience across all devices and delivery channels.

What's even better?

Get up and running in just 60-90 days!

Learn how **CSG** can help transform your business at **CSGI.COM**



CSG

TOGETHER, YOU WIN.



HOLLYWOOD DARLINGS IS POP'S #1 ORIGINAL SERIES DEBUT OF ALL TIME AMONG W18-34

source: nielsen, npower, nhi, i+7 (000), 4/12/17-5/31/17, premiere episodes only, primetime m-su 7p-12a, strict daypart

Hollywood Darlings

SEASON 2 RETURNS
WEDS 8|7c APRIL 18



ORIGINAL SERIES

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Associate Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

whether certain cable ops need to make their lineup available via their online public inspection file or instead whether it should be available on their own website. While she voted for the NPRM, commish *Mignon Clyburn* expressed skepticism over whether channel info should be removed from the online files, saying those files should include more info, not less. The FCC also voted to seek comment on proposed application and bidding procedures for the 28 GHz and 24 GHz spectrum band auctions slated to begin in November. *Ajit Pai*, *Mike O’Rielly*, *Brendan Carr* and *Jessica Rosenworcel* approved the NPRM, while Clyburn concurred. She expressed disappointment that colleagues did not support including questions on whether the 24 GHz band should be auction first. Bidding is set to begin for the 28 GHz band on Nov 14, with the 24 GHz auction to commence immediately after its conclusion. In voting for the item, O’Rielly called on the Commission to schedule auctions for the 37 and 39 GHz bands immediately and create an auction timetable for other bands. “Affected industry needs to know as soon as possible when they will need the resources to participate in what is turning into a necessary ingredient in 5G services,” he said.

On the Hill: Offering a breather from net neutrality and the headline-dominating **Facebook** data scandal, discussion of the implications of paid prioritization dominated the Hill on Tuesday. **The House Subcommittee on Communications and Technology** held a hearing to examine data prioritization and the role it plays in the internet’s continued functioning and growth. Subcmte chmn *Rep Marsha Blackburn* (R-TN) welcomed the chance to hear from more expert witnesses, saying that the hearing was meant to “kick off a more realistic discussion on the subject” and allow for the development of a more nuanced approach than a ban on all paid prioritization. *Richard Bennett*, the founder of the **High Tech Forum**, addressed the current internet architecture, saying “the traditional regulatory model that separated content from communications no longer fits” thanks to companies such as **Google** and **Amazon**. **Rysavy Research** pres *Peter Rysavy* described the importance of data prioritization in its relation to IoT devices. “The fact is that the application and quality of service requirements for different applications vary,” Rysavy said. “The more artificial restrictions that there are on what kind of applications can be deployed, the less competitive industry will be because you can be assured that other countries who wish to dominate in a space are not going to handicap their technologies.” *Paul Schroeder*, director of public policy and strategic alliances at **Aira Tech Corporation**, spoke to the importance of prioritization in video download and upload speeds in assistive technology for the blind, demonstrating the instant video feedback currently available on his Aira glasses. While representatives continue to butt heads on the issue, organizations like **Broadband for America** are stepping out and demanding action through bipartisan legislation. “Internet privacy, along with the four central tenets of net neutrality—no throttling, no blocking, no unfair discrimination and transparency—all need to be addressed in comprehensive legislation so that there is 21st Century regulation for a 21st

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax’s job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don’t waste time reading pointless resumes. You can search Cablefax’s resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

Let **Cablefax’s Job Board** do the work for you

www.cablefax.com/jobs

T. HOWARD
FOUNDATION
Diversity in Media

Visit THF's
online silent auction at
THF2018.org

Join the celebration!
Wear something silver!

25th

SILVER ANNIVERSARY

DIVERSITY
AWARDS DINNER

MONDAY, MAY 7, 2018

CIPRIANI WALL STREET, NEW YORK CITY

HONORING

AMC NETWORKS

CORPORATE LEADERSHIP AWARD

Accepted by **Josh Sapan**
President and CEO

UNIVISION COMMUNICATIONS

CORPORATE EXCELLENCE AWARD

Accepted by **Randy Falco**
President and CEO

25TH ANNIVERSARY DINNER COMMITTEE

Henry Ahn

President, Content Distribution
and Marketing

Scripps Networks Interactive, Inc.

Bernadette Aulestia

EVP, Global Distribution Operations

HBO

Bob Broussard

President, AMC Networks Distribution

AMC Networks

Ann Carlsen

Founder & CEO

Carlsen Resources

Christopher Carroll

SVP, Controller, and Chief Accounting Officer

The Interpublic Group

Scott Collins

President, AMC Networks

National Advertising Sales

AMC Networks

Jonathan Hargis

EVP & Chief Marketing Officer

Charter Communications

Tonia O'Connor

Chief Revenue Officer

Univision Communications

6:00 PM General Reception and Silent Auction **7:30 PM** Dinner and Program (Business Attire) **9:00 PM** After-Party

**For further information, please contact Maria Ducheine at
mducheine@projectsplusinc.com or at (212) 204-8947.**

Century internet,” BFA spokesperson *Rob Tappan* said in a statement.

Comcast Dinged for DirecTV Messaging: The National Advertising Division has recommended Comcast discontinue ads that suggest DirecTV Choice customers will be subjected to unavoidable, substantial, and undisclosed built-in price increases. Comcast said it would comply with NAD's recommendations. DirecTV owner AT&T challenged the claims, which were reviewed by the Council of Better Business Bureaus' investigative unit of the advertising industry's self-regulation. The challenged commercials features two men throwing a football and talking about DirecTV's latest deal, which NAD believed to be Choice's \$60/month for the first year and \$150/month for months 13-24. The football morphs into an increasingly larger asterisk as a voiceover states that the price “starts at \$60 but jumps to over \$100 after 3 months.” NAD determined that the message conveyed by the advertising at issue is unsupported, noting that a customer who signs up for the \$60 offer will not experience a price jump to over \$100 after three months and will pay \$2100 over the two-year contract period—not the more than \$3500 stated in the spot. NAD said the price only increases to the amounts cited in the advertising if the customer enrolls in accompanying free-trial offers for premium channels or NFL Sunday Ticket and does not cancel. It also determined that the price increases aren't automatic or hidden.

Read All About It: There's a new division at Altice USA. The provider established the Altice USA News division to focus on the continued development of its news properties. The new segment includes the US division of international news and current affairs network i24NEWS as well as the hyperlocal News 12 Networks, which serve the NY tri-state area. *Michael Schreiber* will head the effort as evp and president of Altice USA News, reporting to co-pres/CFO *Charlie Stewart*. Schreiber previously operated as the company's chief content officer. Also joining the Altice USA News team is *Patrick Dolan* as senior network advisor of News 12. *Frank Melloul*, CEO of i24NEWS, will work closely with Schreiber while continuing to lead the organization's three global channels. Current chief procurement officer *Yossi Benchetrit* will take over Altice USA's programming operations, assuming the title of chief procurement and programming officer.

Ratings Roundup: Even amid controversy surrounding its hosts, Fox News continues to dominate. It was the most-watched net in prime last week among P2+ (2.66mln) and totally (1.53mln). MSNBC continued to hold on to runner-up status, averaging 2.23mln in prime and 1.13mln in total day. Rounding out the top five in prime were HGTV (1.34mln), USA (1.32mln) and TNT (1.3mln). -- Nice pop for WE tv, which saw ratings increase 10% in 1Q compared to a year ago for adults and women 25-54 and adults 18-49. In addition to linear network growth, viewership of WE tv programming grew 43% on TV Everywhere platforms compared to the first quarter of 2017 and 14% on VOD.

BET Upfront: BET boasted that it will deliver 21% more original programming for 2018-19 compared to the prior fiscal year. New content includes one-hour scripted drama “American Soul,” inspired by “Soul Train” creator *Don Cornelius*, and “Boomerang,” a reboot of the 1992 comedic film of the same name created in partnership with Paramount Television. On the unscripted front is “Finding Justice,” a docuseries from *Dwayne Johnson*, *Dany Garcia* and *David Leepson* that looks at change agents in African American communities. BET's also keeping its music beat with a music competition series executive produced by *Swizz Beats* and a docuseries following the drama of the '90s girl groups *En Vogue*, *Salt*, *Pepa*, *Spinderella* and *SWV* as they embark on a national tour.

Programming: HGTV's “Love It or List It” will return on May 7 at 9pm, pitting designer *Hilary Farr* and real estate expert *David Visentin* against each other yet again. Eight new episodes of the series are set to air. -- MTV's VMAs will return to NYC and air live Aug 20 from Radio City Music Hall. It marks the 17th time the awards have been held in the Big Apple. -- OWN announced the first two series from its first-look deal with producer *Will Packer*. “Ambitions” (working title) is a multigenerational family saga centered around one woman recently relocated and is intent on revitalizing her marriage. It will be produced for OWN by Will Packer Media in association with Lionsgate/Debmarm-Mercury. The net also ordered unscripted dating show “Ready to Love.”

Comcast Still Cares: Comcast will hold its 17th annual Comcast Care Day, which it says is the largest single-day corporate volunteer effort in the country. More than 100K Comcast-NBCU employees and their families/friends/community partners will participate in the day of service. Projects include neighborhood revitalization and assembling care packages for military members and partnering with the Arbor Day Foundation to plant about 1K trees parts of CA, FL and TX impacted by last year's wildfires and hurricanes.

Gracie Awards: The Alliance for Women in Media Foundation announced the 43rd annual Gracie Award winners, who will be recognized May 22 at the Four Seasons Beverly Wilshire. Honorees include *Ashley Judd*, *Billie Jean King*, *Claire Danes* and *Katie Couric*. Local and student award winners will be recognized at a luncheon June 27 in NYC.