

Cablefax Daily™

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What the Industry Reads First

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Political Talk: FCC Gen Counsel Says CPAC Participation OK

The FCC's general counsel has rejected a suggestion from top-ranking Dems on House Commerce that the three GOP commissioners appearance at the **Conservative Political Action Conference (CPAC)** in February raises concerns about their ability to lead an independent agency. "To the contrary, their participation was consistent with a long tradition of Commissioners contributing to robust debate on issues of importance to the agency and the nation," FCC General Counsel *Thomas Johnson* wrote in a letter dated Monday. "For example, at the CPAC panel in question, the Commissioners discussed topics ranging from empowering entrepreneurs to develop new technologies to expanding broadband access to Americans in rural areas." *Frank Pallone* (D-NJ) and *Mike Doyle* (D-PA), frequent critics of FCC chmn *Ajit Pai*, asked *Pai*, *Mike O'Rielly* and *Brendan Carr* last month to respond to several questions about their appearance at CPAC, including whether they are aware of any other head on independent agencies who have attended and whether they sought guidance from gen counsel about whether their likeness or title could be used for advertising for the event (tickets for the fundraiser were offered for \$5K or more). Monday's response through the FCC general counsel didn't sit well with Pallone. "We asked the Commissioners legitimate questions and expected them to respond, not to hide behind their lawyer. The general counsel did not provide any legal reason why the Commissioners could not respond, and we still expect the Commissioners to answer our questions," Ranking Member Pallone said in a statement. He said there is "a disturbing trend" of commissioners at the agency taking increasingly political actions. Gen counsel Johnson said that commissioners accepting prominent speaking engagements helps promote transparency without contravening applicable ethics obligations. He noted that commissioners have participated in events in the past sponsored by a variety of groups, including **Rainbow/PUSH Coalition**, the **Progressive Policy Institute** and the **Heritage Foundation**. Johnson wrote that participation in CPAC isn't a political activity, noting that it's not affiliated with one political party and tickets are for sale to the general public regardless of party affiliation. The **NRA** presented *Pai* with the "Charlton Heston Courage Under Fire Award" (a handmade long

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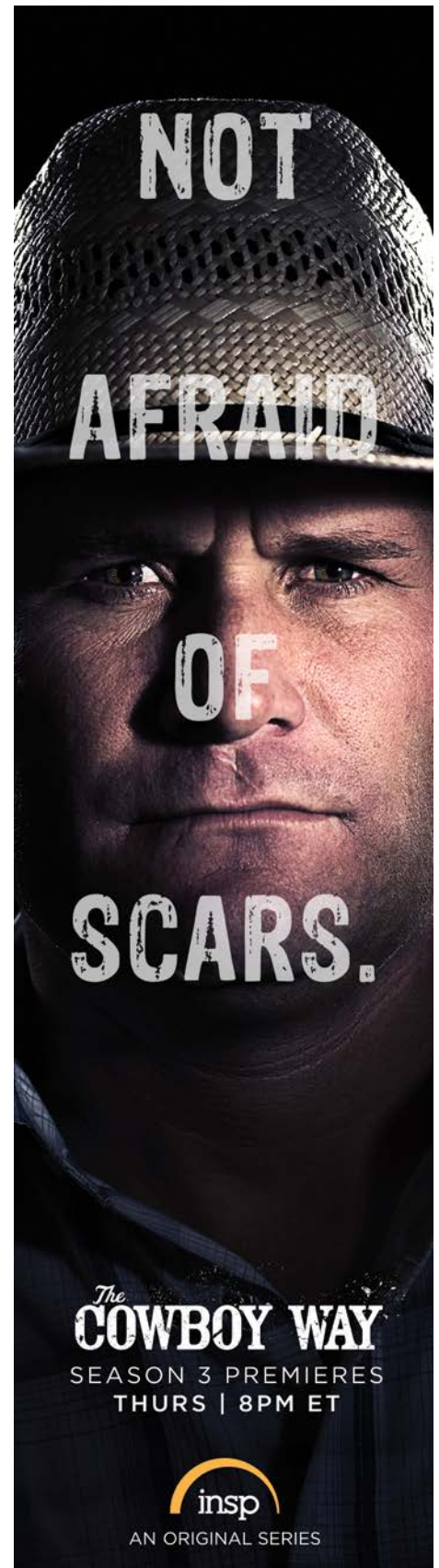
gun) at the event for his work to overturn Title II regulation. The FCC chmn later declined the award citing advice of ethics officials. A group of Democratic senators asked for an investigation into remarks by O’Rielly, who reportedly made a remark advocating *President Trump’s* re-election.

Freewheeling: **Viacom** and **Comcast** are coming together on a multi-year advanced advertising partnership. The deal will pair Viacom’s targeted advertising experience and reach with **Freewheel’s** TV and premium video advertising technology, a system situated around Comcast’s anonymized audience data. Viacom will primarily call on Freewheel’s operating platform for premium video and use its Holistic Advertising Management and Unified Monetization Platform to monetize across all screens. Comcast purchased Freewheel in 2014. This is only the latest in a string of advanced ad deals for Comcast, which earlier this month joined together with **Cox** and **Charter** to create a new division within **NCC Media**, which they jointly own. The group will design, deploy and sell ad solutions across participants’ national footprint when it launches later this year.

The Justice League: An unlikely group is joining together against one streaming service. **Amazon**, **Netflix** and others are coming after **Setvnow**, saying in a lawsuit filed Friday against the company that it urges customers to use it “as a tool for the mass infringement” of copyrighted films and TV shows. **Disney**, **20th Century Fox**, **Universal** and **Warner Bros** also have a hand in the fight against the service, which touts access to more than 500 channels and a large library of programming for \$20/month. The plaintiffs allege that the service’s unassuming user interface fools customers into thinking that it is a legitimate service while including pirated programming in its offerings, including some which is still in theaters.

Going North: **CBS All Access** has officially launched in Canada. **CBS’** direct-to-consumer digital subscription video on-demand service grants these Canadian viewers more than 7.5 episodes from CBS series and live stream capabilities for **CBSN**. The service is currently available on **iOS**, **Android** mobile and tablet devices, **Apple TV** and **Chromecast**. Support for other devices is in the works and should appear in the coming months.

More on Cox’s YouTube Rollout: A few more details on **Cox’s** integration of **YouTube** with its **Contour** boxes. Not only can Cox customers use their voice remotes to search YouTube content without switching inputs, etc, but they can also access YouTube channel subscriptions, playlists and saved videos through the set-top. Multiple YouTube accounts can be synced, and household members can easily switch back and forth between their YouTube accounts without signing in and out. Among the YouTube content customers may want to check out is the livestream of the extremely rare corpse flower blooming right now at the Tucson Botanical Garden—brought to you by Cox



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

local channel [Yurview's YouTube feed](#), natch. Feel the synergy...

Distribution: **Noggin** is expanding its horizons, becoming available as an **Amazon Prime Video** Channel starting in May. For \$7.99/month, audiences will gain access to over 1,500 full-length episodes of **Nickelodeon** programming aimed at pre-school audiences.

Supplier Diversity: The **FCC** is set to host a one-day supplier diversity workshop for small, minority-owned, women-owned and other diverse businesses on June 4 at its HQ. Workshop presentations and one-on-one consulting will be provided by representatives from various industry sectors, including ISPs, cable operators, broadcasters, public sector agencies and tech companies.

Programming: **YouTube** greenlit action comedy "Wayne," which will debut on **YouTube Red** in 2018. The series is executive produced by *Rhett Reese* and *Paul Wernick* ("Deadpool"), *Greg Coolidge* ("Ride Along") and *Kirk Ward*. -- **Telemundo** has added a new Sunday primetime timeslot to its lineup. First kicking off on April 22, "Series Premium" will offer higher-end production values in the weekly format, with new series being developed with 10-15 episodes. -- **TBS** picked up "The Last O.G." for a second season and comedy-thriller "Search Party" for a third. Season One of The Last O.G. had the largest cable comedy premiere since 2015. -- The **NBA** and **Fox Sports** are teaming up on a multi-year deal which will see Fox and **FS1** televising the Jr. NBA World Championship, a youth basketball tournament for the top 13- and 14-year-old teams in the world. Fox Sports will air 16 games, totaling 20 hours of programming. The inaugural tournament will be held at the ESPN Wide World of Sports Complex at Walt Disney World from August 7-12. -- Three short films from the Sundance Film Festival have launched exclusively on the **SundanceTV** website and its TV Everywhere app. A new destination has been created to house the films, including winner of the Grand Jury Prize for Short Films "Matria." -- **HBO** will exclusively premiere "Sharp Objects" this July. The limited drama series based on the novel by *Gillian Flynn* sees *Amy Adams* playing a reporter returning to her hometown to cover the murders of two preteen girls. -- **MTV** and content studio **Gunpowder & Sky** have developed an eight-part stunt series in conjunction with banned YouTube personality Zach Holmes. "Too Stupid to Die," premiering in June, will tell the tale of a backyard stunt family aiming to make a name for themselves.

People: *Matt Bell* is joining **WOW!'s** executive team as CTO. Bell brings more than 20 years of senior product development experience in telecom, holding executive positions at **Charter**, **Motorola Mobility** and more. -- *Derek Chang* is the newest CEO of **NBA China**, starting June 1. He most recently served as head of international lifestyle channels at **Scripps Networks Interactive** and previously acted as evp of content strategy and development at **DirectTV**, managing the company's relationship with the NBA for NBA TV and NBA League Pass. -- **comScore** has named *Bryan Wiener* to the office of CEO of the company, filling a role left vacant following *Gian Fulgoni's* retirement last November. Current president and vice chmn *Bill Livek* will transition to vice chmn of the board and special advisor to the CEO. Wiener, a current member of comScore's board of directors with more than 25 years of leadership experience. He most recently served as executive chmn at advertising agency **360i**. The pair will enter into their new roles on May 30.

See You in Florida?: Time's running out to register for the **Cablefax** Leaders Retreat at The Ritz-Carlton in Amelia Island, FL (April 30-May 1). It's not a conference, but a peer-to-peer, off-the-record event meant to foster discussions on some of the industry's toughest topics, with networking and breaks built in to the schedule. View the detailed agenda [here](#).

Cablefax Industry Jobs

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