

Cablefax Daily™

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What the Industry Reads First

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Lineup: Several Groups Want Cable to Keep Channel Info in Public Files

As **Cablefax** reported last month, not everyone is supportive of the FCC's proposal to nix a cable channel lineup rule. The consensus is that it makes sense not to require the listings to be on file at an operator's local office, but there are concerns about the NPRM questioning whether the lineup should be eliminated altogether from public inspection files of operators with more than 1K subscribers. "Cable operators do provide promotional website listings of their channel lineups. But it is incorrect to assume that these websites provide accurate or complete local listings, particularly as it relates to PEG channels or that operators always have an economic incentive to provide accurate information to consumers," said comments from the **Alliance for Community Media**, which represents PEG channels. The group suggested that cable ops may provide incomplete info to consumers to "discourage viewing of channels from which they derive no direct revenue." ACM noted that in Montgomery County, MD, an online search showed no local program info for PEG channels on **Comcast**, and no PEG channels for the entire county on **Verizon** since the channels are SD instead of HD. The group noted **RCN's** channel lineup search did provide accurate listings. "Regardless of the motivation, this example provides a clear illustration why promotional websites should not be used as the sole evidence of the business practices of cable operators or information reporting for regulators," ACM said. Similarly, **NAB** said it's concerned third-party sources or operators' websites would not be a reliable source for lineup information. The broadcast group urged the FCC to keep the existing requirement that cable lineups be placed in operators' online public files. "Significantly, broadcasters frequently rely upon channel lineup information in cable operators' public inspection files to determine whether their stations are in fact being carried pursuant to their mandatory carriage election or retransmission consent agreement (or are perhaps being carried without broadcasters' permission in the absence of a valid retransmission consent agreement)," NAB said. **NATOA** also supports keeping the info in the public file, saying it gives local franchise authorities tools to verify compliance with franchise agreement requirements, such as notifications of deletions and additions of channels. Cable has another view, with **NCTA** arguing that it's unwarranted to keep the info in the FCC-hosted public file. "The rule does not benefit consumers, who ... have multiple other options for obtaining this information (many, if not most of which are far more convenient than accessing the information by searching the Commission's online public file system)," said NCTA, adding that economic

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incentive compels operators to voluntarily offer detailed info about their lineups on programming guides and online. **ACA** agreed and went one step further by assuring the FCC that there's no need to add new requirements to cable systems with less than 1K subs. ACA said many of its smaller members already provide channel info via their company websites.

Hulu Shakeup: Friday was not a quiet day at the **Hulu** offices, with the company announcing it is reorganizing its structure to "more effectively serve and delight consumers and drive overall growth." The new structure is effective immediately and brings together its executive management and teams with four priorities: the subscriber journey, technology & products, content and advertising. Former **TiVo** COO *Dan Phillips* is set to join Hulu as CTO while **Walmart** veteran *Jaya Kolhatkar* is stepping into the newly-created role of chief data officer. CMO *Kelly Campbell* will expand the company's marketing teams to lead the "subscriber journey" on all on-demand and Live TV plans. Her group will also oversee sub partnerships such as those with **Spotify** and **Sprint**. Some of the movements are reflective of the hole that will be left by the departure of *Ben Smith*, svp, experience, who will retire in July. Not all were on board for a revamped Hulu, it seems. Partnerships & distribution svp *Tim Connolly* and chief content officer *Joel Stillerman* have decided to leave the company. A search has begun for a new head of its content partnerships group, but the company will not look for a replacement chief content officer.

Retrans Support: Heading into the weekend, **SagamoreHill** stations were still dark in 11 **DISH** markets. The satellite provider lost the channels on May 21 with the two unable to agree on retrans terms. **Northwest** and **Charter's** impasse also continues, with 11 stations dark in several markets since early February. There's no sign of any deal, with Northwest offering a video tutorial on how to watch its signal over-the-air. Last week, free-market advocacy group **Center for Individual Freedom** wrote to the **DOJ's** Antitrust Division to push for the elimination of "anti-competitive" rules governing retrans. Specifically, the group suggested that the FCC eliminate the network nonduplication and syndicated rules, while also clarifying that material degradation and buy-through rules should apply only to broadcast must-carry stations.

Commissioner Above: Gotta admit... we were impressed by **FCC** commish *Brendan Carr's* tower climbing. As part of his week-long tour through South Dakota, he climbed a 60-foot cell tower at a new tower climber training facility with Sioux Falls Tower & Communications leading him up. Check [it out](#).

Have Pride: June is National Pride Month, and **Xfinity** is creating a safe space for LGBTQ programming on its X1 platform. This year, it launched a Kids & Family collection within its LGBTQ Film & TV destination, offering easy access to programming aimed at younger audiences. The destination will also include educational content and suggestions from **Common Sense Media**, **Mombian** and the *Advocate*. Other feature highlights include a free preview of **Here TV**



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through June 7, a “Community Recommendations” collection from **Family Equality Council** and spotlights on LGBTQ rising stars on **NBC Out’s #Pride30** List.

Programming: It’s a **(HBO)** party in the USA, with HBO Europe originals “Head Over Heels” (Czech Republic) and “When Shall We Kiss” (Hungary) becoming available to US subscribers on Friday. They can be accessed on HBO Now, HBO On Demand and on partners’ streaming platforms. -- A third season of “Legion” is coming to **FX**. Two episodes are left in the current season, including an additional episode that was recently announced. -- **Netflix** began production on “The King” Friday, a project inspired by *Shakespeare’s* Henry IV and Henry V. The film will be released in 2019.

People: *Cornelia Frame* has risen to vp, casting and talent relations, **Disney Channel**. The entertainment industry veteran touts 25 years of experience, and has worked with Disney Channel since 2005. Before coming to the mouse house, Frame was a talent manager at **Framework Entertainment**.

On the Circuit: Looking for some summer reading? Well-known former cable communications exec *Gary Morgenstein*, the PR whiz behind **Syfy’s** “Sharknado,” has released the first two chapters of his novel “A Mound Over Hell” at www.garymorgensteinauthor.com. We’re told it’s a mix of baseball and sci fi in a dystopian future. If that’s your thing, play ball!

Cablefax Dashboard

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Wow. She is the one who gave Black Star Power its effulgence. Maaan, the shine that @iamdebralee has brought to the culture and the world...The largest of well wishes as her magnificent journey continues on..I am fortunate to have had her support my craziness for so many years.

 **Preston Padden** @SoulsterPreston Follow

Big congrats to Microsoft on surpassing Alphabet/Google as the third most valuable company in the world with a market cap of \$760 Billion. If Dish, AT&T, Charlie Towsand, Columbia Capital and others can afford to pay for 600 MHz spectrum, Microsoft can too! @Microsoft

6:25 AM - 31 May 2018 from Washington, DC

Research

- 39% of all out-of-home viewing came from Generation Z and Millennial consumers, 14% higher than their in-home viewing habits.
- For Gen Z and Millennials, the share of incremental OOH viewing for news nearly tripled compared to national in-home viewing.
- Nearly half (45%) of OOH viewing of sports programming is coming from Gen Z and Millennials.

(Source: Nielsen OOH Lift Measurements 2018)

Up Ahead

- June 5:** [Faxies Award Luncheon; Cablefax 100 and Top Ops Dinner](#)
- June 11-14:** [PromaxBDA 2018](#), NYC
- June 11-14:** [Wireless Global Congress](#), Orlando, Florida
- June 12-13:** [AudienceXScience 2018](#), Jersey City, New Jersey
- June 12-13:** CTHRA [Executive HR Forum](#), NYC
- June 14:** Newhouse School [Mirror Awards](#) honoring journalism

Quotable

“I can tell you, as long as we have breath in our bodies and 21 minutes of airtime once a week, repeats on Saturdays, that we as a show will never stop shouting [about] the inhumanities of this world from the rooftops and striving to make it a better place. But in a comedy way.”

- **TBS “Full Frontal” host Samantha Bee’s** remarks at the *Television Academy Honors* award Thursday evening, per [IndieWire](#). She accepted the Academy honor after being called out for an *Ivanka Trump* comment.

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