

Cablefax Daily™

Monday — June 11, 2018

What the Industry Reads First

Volume 29 / No. 111

Listen to Elder: WOW! CEO Guides Company with Revamped Vision

It's been about six months since Teresa Elder joined WOW! as CEO, replacing the retiring Steven Cochran. She brings more than 20 years of executive leadership to the role, including a stint as president of Clearwire Wholesale (sold to Sprint). In her first months on the job, Elder tells us she's spent time traveling to WOW! markets to meet with employees, customers and investors. She soon set about working with the executive team and board to update WOW!'s mission, which is defined now as delivering the WOW! "experience one community, one connection, one customer at a time through our people, technology and solutions that matter most to our customers." Here's more from Elder on WOW!'s direction under her leadership. You've made several new hires. How do you see this new management structure helping with WOW!'s announced investments in customer experience and service? WOW! has attracted some of the best talent in the industry to lead our transformation. Nancy McGee is our chief marketing and sales officer, David Brunick is our chief human resources officer—a position that hadn't existed at WOW! previously—and Matt Bell is our chief technology officer. Each has deep cable and telecommunications industry experience. At the beginning of the year our board agreed with our strategic direction and approved a \$20-\$25 million investment in the business. A significant portion of that has been dedicated to improving the way we interact with our customers. We've hired additional quota-bearing sales headcount, added and improved our training programs for front-line employees, and we're developing a mobile app and making improvements to our WOW!Way website. Many of these investments will reap benefits as the year progresses, but we're already starting to see positive trends in both customer and employee retention. We're just getting started, but I'm very encouraged by the preliminary results we're seeing. You spoke a lot during your recent earnings call about WOW! employees, including improving employee Net Promoter scores. What are you doing to get employees to buy into your vision for the company? In my experience, the best way to encourage the whole team to believe in our vision is to ensure leadership believes and is passionate in living the vision... WOW!'s vision is to connect people to their world through the WOW! experience: reliable, easy and pleasantly surprising, every time. We communicate the vision frequently and have incorporated REPS (reliable, easy, and pleasantly surprising) into our vocabulary throughout WOW!. Keeping the vision at the top of everyone's minds,

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Entry Deadline:

Friday, June 22, 2018

Final Entry Deadline:

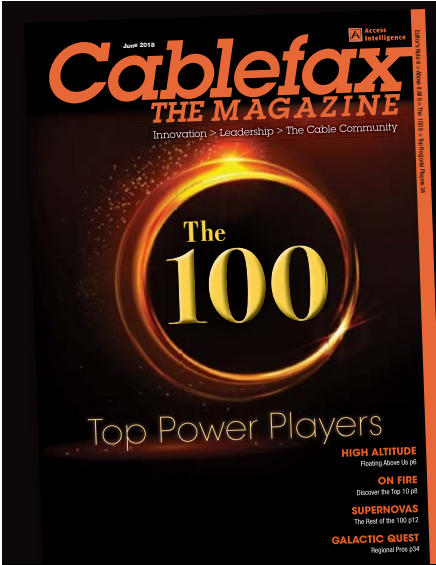
Friday, June 29, 2018

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celebrating when we turn the vision into action and demonstrating our vision in the way we interact with each other, are all ways we very naturally live our vision every day. **It's been a rough road for cable stocks these past several months. What do you think is the biggest misconception about the business?** One big misconception is that it's a "cable" business. WOW! is in the business of connecting people to their communities and to the world. We do that in a variety of ways: by providing a way for people to access entertainment on their terms, by offering lightning-fast Internet connections, and by offering reliable, integrated phone services. Additionally, at WOW! we connect with our customers differently too. We really do treat our customers as neighbors, not like numbers that way many other companies do. **You recently joined C-SPAN's board. How are you engaging with the industry outside of WOW! and what are you learning?** It's wonderful to be back in this vibrant industry. I've reconnected with many former colleagues and organizations such as **NCTC, ACA, WICT** and **The Cable Center**. This industry continues to be at the forefront of innovation. Partnerships and alliances are evolving as the customers' demand greater speed, security and reliability. I'm honored to join the C-SPAN board and support the good work that C-SPAN has done for decades.

Charter, Northwest Reach Deal: After a four-month blackout, **Charter** subs at last have **Northwest Broadcasting** stations again. Some stations, such as Yuma, AZ-El Centro CA's **KYMA (NBC)** and **KSWT (CBS)**, were back on the Charter lineup Thursday night. Other stations were returning on Friday. The blackout began Feb 2 and encompassed a period that included the Super Bowl and the **NHL's Stanley Cup**. A few cities that were impacted filed petitions at the **FCC** complaining that Charter didn't provide 30 days advance notice before the stations were removed. "This blackout was not something we sought, initiated or had control over. Northwest decided to pull their programming; we notified customers as soon as possible," Charter said. El Centro also complained to the FCC that Charter didn't lower its broadcast TV surcharge. The MSO has said the fee is determined based on anticipated nationwide retrans costs on a national, per sub basis. An attorney representing the cities said the petitions are still pending. There's no indication if/when the FCC rule, with the agency not subject to any sort of shotclock for action. It's not the first time the FCC has been asked to provide clarity on the 30-day notice rule. Charter asked for guidance earlier this year after **Starz** complained that **Altice USA** didn't provide proper notice before removing the premium channel on Jan 1.

New CEO for Verizon: **Lowell McAdam** is retiring, with **Hans Vestberg**, **Verizon** CTO and evp, pres of global networks, to replace him as CEO on Aug 1. Verizon has been pretty steadfast in its pure play strategy, but **Macquarie Research** analysts suggested Friday that Vestberg may take a fresh approach, especially given the pace at which the industry is moving. A judge is expected to rule any moment now on **AT&T** and **Time Warner's** combo, and **CNBC** reports **Comcast** is likely on Wednesday to make its bid for the **Fox** assets **Disney** is buying. Verizon also announced that evp and global



Drumroll please...

Cablefax's annual must-read is here. Inside, we run through the most influential leaders and rank them 1-100, while also highlighting those executives delivering results on a regional level.

CONGRATULATIONS TO THE INDUSTRY'S HEAVY HITTERS!

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ops pres John Stratton will retire from the company by year-end.

Spin Complete: Altice USA's planned separation from Altice NV is complete by way of a special distribution in kind by Altice NV of its 67.2% interest in the US spinoff. Those shareholders received 0.4163 shares of Altice USA for each share. Following the separation, Altice NV has changed its name to Altice Europe NV.

Gig Economy: Mediacom is holding an event in Des Moines Tuesday to show off how Gigabit speeds are giving small business owners in Iowa a competitive edge. Business owners, govt officials and tech innovators were invited to see how to leverage the infrastructure that made Iowa the No 1 ranked state by *US News and World Reports*. Presenters include CableLabs' Jeff Leget and Iowa Economic Development Authority's Debi Durham.


Programming: FX ordered up a third season of "Atlanta" for next year. -- CNN will pay tribute to the late Anthony Bourdain this weekend. Friday at 10pm ET, CNN airs "Remembering Anthony Bourdain." On Saturday, the net will air favorite eps of Bourdain's "Parts Unknown" beginning at 8pm ET. CNN said Bourdain was found unresponsive in his hotel in France, where he was working on an upcoming episode of the award-winning series. Suicide has been listed as the cause of death. Travel Channel airs an "Anthony Bourdain: No Reservations" marathon from 7am-7pm on Sunday.

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We are stunned and deeply saddened to hear that the world is now without its global ambassador, Anthony Bourdain. He was an incredible talent who showed us beautiful, gritty, complicated and delicious places in every corner of the world. His wit and perspective will be missed. Our thoughts are with his family at this difficult time.



Parts Unknown @partsunknown.net Follow

CNN mourns the loss of Anthony Bourdain. If you or someone you know needs help, please call the National Suicide Prevention hotline at 1-800-273-8255.

"IF I'M AN ADVOCATE FOR ANYTHING, IT'S TO MOVE. AS FAR AS YOU CAN. AS MUCH AS YOU CAN. ACROSS THE OCEAN, OR SIMPLY ACROSS THE RIVER. WALK IN SOMEONE ELSE'S SHOES OR AT LEAST EAT THEIR FOOD. IT'S A PLUS FOR EVERYBODY."

Anthony Bourdain
1956 - 2018



Up Ahead

June 11-14: PromaxBDA 2018, NYC

June 11-14: Wireless Global Congress, Orlando, Florida

June 12-13: AudienceXScience 2018 ARF, Jersey City, New Jersey

June 12-14: E3, L.A.

June 12-13: CTHRA Executive HR Forum, NYC

July 11-13: NECTA Convention, Newport, RI

Research

> According to Horowitz Research's "State of Pay TV, OTT and SVOD" study, 74% of cable TV subscribers, 78% of satellite TV subscribers, and 80% of fiber TV subscribers say that they are satisfied with their TV service overall.

> 70% of satellite and fiber subscribers and 62% of cable subscribers said their service is worth it; between 8-13% say their pay TV is not worth it.

> 91% of Netflix subscribers say that Netflix is worth the money, and 83% say that Hulu is worth it.

(Source: Horowitz Research State of Pay TV, OTT & SVOD)

Quotable

"Silicon Valley would be well served by the CEOs, other than when they're in a crisis situation like Facebook is now, to come and share with us in Congress what their strategies are, what their agreements are, what their recommendations are. It's why I've invited them to do that before my committee. So far, we don't have any takers voluntarily, but we'd benefit from their presence."

– **Energy and Commerce Committee Chairman Greg Walden (R-OR)** on *Bloomberg TV* talking the implications of Facebook's data partnerships for consumers and Congress.

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