

# Cablefax Daily™

Monday — June 25, 2018

What the Industry Reads First

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## Leaps & Bounds: NAMIC Membership Roll Shows Strong Surge

NAMIC is still in the hunt for a CEO, but it hasn't slowed the diversity and inclusion organization down one bit. NAMIC membership as of Friday was at 3936 members—that's an 82% increase in five years. Even more impressive it's coming at a time of nonstop consolidation. *Susan Waldman*, NAMIC's membership and publications senior manager, credits strong CEO support along with active chapters in driving up numbers. The group added two chapters last year for a total of 18, with Detroit and Virginia the newest kids on the block. Both have membership over 200, with NAMIC opting to create the chapters following multiple inquiries from individuals and companies. Local chapters play a key role in NAMIC's growth by hosting numerous events. This weekend NAMIC Denver, which relaunched in 2016 after a period of inactivity, is presenting a special panel on diversity in TV and media that includes director/producer *Ali LeRoi* ("Survivor's Remorse," "Everybody Hates Chris"), actress *Caryn Ward Ross* ("The Game") and actor *Bentley Kyle Evans* ("House Party"). The people who attend are often sharing these events on social media, which helps in recruitment. "People want to be part of something that's fun and engaging," Waldman said. Additionally, NAMIC runs various promotions, such as free tickets to the **BET Awards**, as incentives to join. NAMIC membership growth also comes at a time when diversity and inclusion issues are making constant headlines. "Our members are seeking a community to have a conversation. They want a place to engage in our initiatives and our education programs, and more importantly they have a community—a connection with one another to really have a conversation about diversity and inclusion," Waldman said. January brought the news that *Eglon Simons* would be retiring after three years leading the group as pres/CEO. A committee is deep into the search process, but there's no word on the timeframe for a successor. The leadership change-up hasn't impacted NAMIC's national programs with the staff hard at work on October's 32nd **Annual NAMIC Conference**. It'll be held during Diversity Week at the NY Marriott Marquis, with the theme "Empower Leaders Create Superheroes." NAMIC also just wrapped its latest Executive Leadership Development Program, which targets upper mid-level execs of color who show potential for senior executive positions. It's accepting [nominations](#) through Aug 3 for its 2018-19 ELDP class. The group also made the call for its [Excellence in Multicultural Marketing Awards \(EMMAs\) nominations](#), whose winners are featured in the October issue of *Cablefax: The Magazine*. On Wednesday,

## Cablefax: What's Happening in August & September

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		Awards
AUGUST	<b>Fall Programming Guide</b> The days of broadcast owning the fall premiere season are long gone. Here's a look at the trends among fall cable programming as well as a breakout of shows debuting on streaming services.	
	<b>The Gatekeepers</b> A series of Q&As with MVPD programming and technology gatekeepers.	
SEPTEMBER	<b>The Outlook for Wireless &amp; 5G</b> As the industry gears up for Mobile World Congress Americas in Los Angeles, we'll take a look at the wireless opportunity and how the industry will capitalize on the rollout of super-fast 5G networks. What will 5G mean for the future of TV content and broadband competition? Who are the likely winners and losers as terrestrial wireless networks rival the performance of wired broadband? And what wireless technology innovations will drive the future?	<b>Overachievers Under 30</b> <b>Deadline:</b> September 7 <b>Final Deadline:</b> September 14
	<b>Multichannel Programming &amp; Advertising</b> Cablefax will examine the demographic sea change that has transformed TV viewership in recent years, including how content creators and distributors are responding to a more multicultural customer base.	

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**NAMIC will host a Facebook Live** with this year's judges on what it takes to walk away with an EMMA.

**Regulatory Fee Fight:** DISH and AT&T aren't fans of the FCC's proposal to increase the annual per-sub regulatory fee on DBS for FY18. "This is the fourth consecutive year the Commission has proposed a per-subscriber rate hike on DBS providers," the two told the agency. The proposed 48 cents/sub fee represents a 300% increase since the fee was first initiated in 2015. It would be 10 cents over FY17's fee. The FCC has proposed reducing cable/IPTV fees to 77 cents from 95 cents. Cable on the other hand doesn't think the DBS fees are increasing fast enough. Both ACA and NCTA told the FCC that it's past time for the Commission to level the same fee on all operators. ACA would like the agency to institute a uniform rate of 67 cents/sub for DBS, cable and IPTV operators. The group representing small and mid-sized cable operators said such a fee would raise DBS subscribers' monthly bills by less than 3 cents over 2017 rates. NCTA expressed concerns that the FCC appears to be "backsliding" by taking a smaller increase for DBS than in years past, adding that it appears the agency is now questioning whether the DBS fee should ever be equal to cable's regulatory fee.

**Soccer Surge:** Telemundo set a new record with Thursday's Argentina-Croatia match, which ranks as the most-watched livestream event in Spanish-language history with 4.3mln livestreams and 68mln minutes. It was Telemundo's biggest day ever, with 2.8mln uniques, 9.2mln live video streams and 142mln livestream minutes.

**HITECH Wrap:** We told you a lot of cable's business services sector was at HITEC Houston last week. They weren't alone. The Hospitality Financial and Technology Professionals that host the conference said it was the highest attended event in association history with more than 6650 attendees. Next year's gathering is set for June 17-20 in Minneapolis.

**Programming:** AMC renewed "The Terror" for a second season, with the new iteration to be set during World War II and focus on a specter that menaces a Japanese-American community from its home in Southern CA to the internment camps to the war in the Pacific. -- Netflix is bringing "Dear White People" back for a third season.

**Insta-worthy:** Another social media platform is diving deeper into the world of video. Instagram revealed its latest feature, IGTV, Wednesday, an app for watching long-form vertical video from Instagram creators. IGTV will have its own app, but will also be accessible from within the Instagram app. All videos will be full screen and vertical, and can be up to an hour long. Each creator will have their own channel, and anyone using the app can become a creator. Bringing in the long-form video aspect seems to be a way to compete with YouTube, but can it? According to some, YouTube is far from invincible if another platform shows greater opportunities to advertisers and content creators. "Marketers see YouTube as an obvious opportunity. But they're also growing increasingly weary of brand reputation across the platform," MediaRadar CEO/co-founder Todd Krizelman said, noting that across a sample of 70 top YouTube channels, ad spend has been flat in 2018

## **CFX** Cablefax PROGRAM & TRAILER AWARDS

*Honoring the Best Content & People on All Programming Platforms*

What are the best shows running on screens around the world? Who are the best actors and actresses that make fans tune in on all screens? We want to know!

Enter at: [www.cablefaxprogramawards.com](http://www.cablefaxprogramawards.com)

Sponsorship Opportunities: Olivia Murray at [omurray@accessintel.com](mailto:omurray@accessintel.com)

Questions: Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com)

**CALL FOR ENTRIES!**

Entry Deadline:

**Friday, June 22, 2018**

Final Entry Deadline:

**Friday, June 29, 2018**

(+0.2% YTD).

**Stay Gold:** Comcast likes to keep its brand synonymous with the Olympics, so it shouldn't be surprising that it tapped more gold medalists to serve as ambassadors for its corporate values initiatives. *Jocelyne Lamoureux-Davidson* and *Monique Lamoureux-Morando* follow in the footsteps of six-time Olympic medal winner *Jackie Joyner-Kersey*, who was the company's national spokesperson for low-income internet broadband program "Internet Essentials." Internet Essentials will be a key priority for the US Women's Hockey team members, with the twin sisters to attend several back-to-school events this year in cities such as Seattle, DC and Philly. The Lamoureux sisters will support activities tied to community impact, volunteerism, digital inclusion, gender equity and mentorship of young people.

**People:** Top Netflix communications exec *Jonathan Friedland* is out after 7 years. "Leaders have to be beyond reproach in the example we set and unfortunately I fell short of that standard when I was insensitive in speaking to my team about words that offend in comedy," he wrote on **Twitter** Friday. *The Hollywood Reporter* first reported the news, with *The Wrap* reporting it was for use of the n-word. -- *Margaret-Hunter Wade* found a new role at **Cox**, becoming director, public affairs for VA. She joined Cox in 2007 as a public affairs specialist, becoming a public affairs manager in 2013 and public and government affairs manager in 2017.

## Cablefax Dashboard

### Tweet Tweet

**Ajit Pai** @AJPaiFCC Following

RIP, Charles @Krauthammer: Pulitzer Prize-winning writer, @FoxNews contributor, & @washingtonpost columnist was an intellectual force and an exceptionally kind person (including to me on the one occasion had the privilege of speaking with him).

**Fox News** @FoxNews  
BREAKING NEWS: Charles Krauthammer, Pulitzer Prize winner and longtime Fox News contributor, dead at 68. fox.ws/2Mb078A

**CableLabs** @CableLabs Following

Another big win! Mark Poletti, Director-Wireless, received a member recognition award from the @WiFiAlliance "For leadership and contribution delivering Wi-Fi CERTIFIED Vantage™ Release 2" at the WFA member meeting. Congratulations, Mark!



### Up Ahead

**June 27:** Senate Judiciary Subcommittee [hearing on T-Mobile-Sprint merger](#)

**June 29:** Final Entry Deadline for Cablefax [Program & Trailer Awards](#)

**July 11-13:** [NECTA Convention](#), Newport, RI

**July 12:** 2018 [Emmy Nominations](#) Announced

**July 18:** WICT [Tech It Out](#), Philly

**July 20:** [Cablefax Most Influential Minorities](#) nomination deadline

### Research

- > MAGNA forecasts media owners' net advertising revenues to grow by +6.4% to \$551 billion in 2018 in the 70 countries it analyzes. That's the strongest growth rate since 2010.
- > In the US, ad sales will grow by +6.4% in 2018 to reach an all-time high of \$207 billion, including \$4 billion dollars of incremental revenues from cyclical events. Excluding cyclical revenues, underlying growth this year will be 4.7% (similar to 2017).
- > US digital ad sales will grow by +15% this year to pass the \$100 billion milestone (52% of total ad sales).

(Source: **MAGNA Global**)

### Quotable

"I don't know if one owner would be better than three or four, but what we know today is that we have every opportunity to drive our business forward and be right in the middle of where consumption is going. Everybody talks about ownership... but the reality is that consumers are moving in this direction in record numbers every day and we're here to take advantage of that movement."

- **Hulu CEO Randy Freer** addressing the battle for Fox with **Andrew Ross Sorkin** on **CNBC's "Squawk Alley"** live from Cannes Lions



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