

# Cablefax Daily™

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What the Industry Reads First

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## Apartment Life: Bringing Smart Home Living to Multifamily Units

(In the final installment in our series on home automation, we look outside the smart home and at the opportunities for apartments and other multiple-dwelling units. Read our past stories on [Cox's decision](#) to place automation above security and [Comcast's approach](#) with Xfinity Home.) Once upon a time, the top amenities renters were looking for included granite countertops and stainless steel appliances. But research from Xfinity Communities, **Comcast's** business unit serving the multifamily property market, has found that internet—and the offerings associated with it—is topping the list of both residents and property managers alike. With home automation, the MDU community has its own unique challenges. “The smart home works great in single family homes. But in an environment where the property owner and management staff want to also have control of smart features, there was a big gap,” explained *Mike Slovin*, vp of Xfinity Communities. His team has been working to allow residents to use the Xfinity app to control various smart home applications, including lighting and thermostat, while also creating an admin dashboard so that property management has access to those same features when a unit is vacant. This smart community dashboard piece is in development and currently in trial mode. However the automation potential for this segment goes well beyond what happens inside a residence, with Slovin describing work taking place on community network solutions. “That includes how do you monitor utilities, leaks... How do you monitor lighting across the property? It includes asset tracking—even the fact that the big trash bin needs to be emptied,” he said. This is where Comcast's enterprise IoT division **MachineQ** comes into play. Rather than have smart building technology rely on residents having WiFi or some sort of data or the expensive proposition of property-wide WiFi, MachineQ allow for low-cost wireless coverage to allow cameras and sensors in a building to interact with the property dashboard, Slovin said. Xfinity Communities has account representatives that work with owners and residents, as well as a national account team that works with the top 50 multifamily owners. “Like in many industries, these owners are looking for a single point of contact vs working with region teams,” Slovin said. Conferences also play an important role, including the **National Apartment Association's** just-wrapped Apartmentalize conference, which featured nearly 10K attendees. Speakers included former Yankee *Alex Rodriguez*, who founded fully integrated real estate and investment firm **A-Rod Corp** with properties spanning 14 states. Smart home technology was touched on during one conference session, with

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Cablefax's Program & Trailer Awards are the perfect opportunity for all your shows, talent and entertainment icons to shine. *New this year: Check out the Short Form & Online/Mobile categories!*

## Program Categories

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!

### Platinum Shows and People

- Best Actor
- Best Actress
- Best Program
- Best New Program
- Best Showrunner

### Best of the Best

- Best Branded Content
- Best International Content
- Best Mini-Series
- Best Opening Sequence
- Best Video on Demand Program/Special

### By Genre: Best Show or Series

- Animals/Nature
- Animated
- Comedy
- Children's
- Documentary
- Drama
- Education / Instructional
- Faith Based / Religious
- Family Friendly
- Food
- Music
- News
- Public Affairs
- Reality
- Reality Competition / Game Show
- Regional Program
- Sci Fi
- Sports
- Talk Shows
- Other: *Enter your best in a genre not mentioned above*

### By Genre: Best Actor/ Actress/Host

- Animals/Nature
- Animated
- Comedy
- Children's
- Documentary
- Drama
- Education / Instructional
- Faith Based / Religious
- Family Friendly
- Food
- Music
- News
- Public Affairs
- Reality
- Reality Competition / Game Show
- Regional Program
- Sci Fi
- Sports
- Talk Shows
- Other: *Enter your best in a genre not mentioned above*

### NEW! Short Form (5 minutes or less) & Mobile/Online

- Best Overall
- Branded/Marketing Campaign/ Advertising
- Comedy
- Drama
- Horror
- Documentary
- News/Information
- Sports/Recreational
- Podcast/Videocast
- Educational/Instructional
- Children's/Family Friendly
- Animated
- VR/AR
- Preview/Sneak Peek
- Social/Viral
- Gaming/e-Sports
- Online/Mobile Extras for a Linear Show

## Trailer Categories

Don't miss your chance to gain recognition for promos and sizzle reels that entice viewers to watch and engage with their favorite shows, movies, video games, web content and consumer brands. This program covers both creative categories as well as nuts-and-bolts marketing metrics related to tune-in, engagement, sales and overall reach, allowing all the departments that contribute to well-packaged trailers to receive worthy recognition for this vital yet often overlooked marketing tool.

### Platinum Categories

- Top Trailer
- Top Network Sizzle Reel
- Best Editing
- Best Directing
- Best Sound / Music Mixing
- Best Graphics
- Most Intriguing / Mysterious
- Most Creative / Surprising
- Most Viral / Shareable
- Most Interactive
- Best Virtual Reality Trailer/Promo

### Outstanding TV and Web Content Trailers

- New Show / Series
- Returning Show / Series
- Movie / Mini-Series
- Documentary
- Integrated / Cross-Platform Show/Series
- Comedy
- Drama
- Suspense
- Reality / Docu-Series
- Sports
- News / Public Affairs
- Virtual Reality / Augmented Reality Content
- Branded Network

### Outstanding Movie Trailers

- Comedy
- Drama
- Horror
- Thriller
- Science Fiction
- Romance
- Youth
- Fantasy
- Historical/Period
- Documentary
- Sports
- Virtual Reality/Augmented Reality Content

### Outstanding Branded Trailers

- Consumer – General Trade
- Technology
- Software Apps
- Amusements
- Food / Travel
- Real Estate
- Toys and Games
- Governmental
- Non-Profit
- Corporate Responsibility/Social Good

### Outstanding Trailers in Gaming

- Action
- Adventure
- Puzzle
- Kids
- Comedic
- Horror
- Strategy
- Sports
- Social Conscience
- Science Fiction
- Massive Multiplayer
- Fantasy

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the panel concluding that centralized control of thermostats in vacant units alone can save thousands per property. NAA said that more than half of residents surveyed are willing to pay \$20 more a month in rent for smart home features. With so much opportunity, cable is stepping up its game in the MDU space. "We're serving MDU properties today with robust gigabit type of capabilities, community WiFi capabilities. They are very eager, as they look, at how they maintain their own competitive stature in their markets," said **Cox Homelife** *svp Kristine Faulkner* told **Cablefax**. "We have programs working with management companies and builders to build these capabilities in at the onset because over time, residents will continue to expect them." In fact, Slovin said Comcast's Xfinity Communities launched gigabit speeds to select multifamily properties before the rest of Comcast, rolling them out in November 2014. "From there, we've now adopted gigabit speeds through the launch of Comcast's DOCSIS 3.1 deployment. Largely across our footprint, residents can get gigabit speeds wherever they are, so there's not the question of 'does my property have gig?'. Now the questions are more what can I do with that? It's changed the conversation and is driving a lot more traffic to our Xfinity stores in those areas."

**NY State of Mind for Charter:** NY state's feud with **Charter** continues, with the latest salvo accusations of false advertising. The **NY State Dept of Public Service** sent a letter Tuesday to Charter CEO *Tom Rutledge* demanding the company cease and desist from making certain claims about compliance with its obligations to NY and efforts to provide broadband access. The Department has said Charter failed to meet broadband buildout requirements for additional unserved and underserved areas, yet is claiming in advertisements that it has met and even exceeded obligations. Charter denies any wrongdoing, saying it has met commitments surrounding its acquisition of Time Warner Cable. "The fact is that Spectrum has built out our broadband network to more than 42,000 unserved or underserved homes since the merger. We find it baffling that the PSC thinks that some New Yorkers count and others don't, given their belief that access to broadband is essential for economic development and social equity," Charter said Tuesday.

**SmackDown Confirmed for Fox:** **Fox Sports** confirmed that it has become the new home of **WWE's** "SmackDown Live." The five-year deal will begin on October 4, 2019. It was first reported last month after **NBCU** passed on the program, but chose to renew its deal for "Raw." That deal reportedly keeps "Raw" on **USA Network** for five more years.

**Bring it Back:** *Sens Mark Warner (D-VA) and Marco Rubio (R-FL)* sent a letter to *President Trump* asking for him to reconsider his decision to lift the ban on Chinese telecom company **ZTE's** business in the US. They've also asked him to support a Senate-passed ban on the government purchases of equipment from ZTE or **Huawei**. "The Senate and the US Intelligence Community are in agreement that ZTE poses a significant threat to our national security," the senators wrote. "ZTE, though publicly traded, is a state-backed enterprise that is ultimately loyal not to its share-

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holders, but to the Chinese Communist Party and Chinese government. This patronage relationship poses unacceptable risks to American sovereignty; risks that will only increase if the company is permitted to establish itself deeply in America's telecommunications infrastructure."

**Patent Watch: Realtime Adaptive Streaming**, which has filed patent infringement suits against **Apple, Cisco, DISH, Netflix** and **Hulu**, sued **Comcast** this month. The company claims infringement of three patents that related to bandwidth data compression/decompression, video and audio data storage and distribution and video data compression.

**Tech Talk:** Smartphones have become nearly as commonplace in households across America as TVs, being owned by 87% of homes. TVs only hold a 9% lead over the smaller-screened device, according to new research from the **Consumer Technology Association**. It's 20th "Consumer Technology Ownership and Market Potential Study" also found that, for the first time, the top three most-frequently owned tech products are all screen devices, with laptops sliding into the third slot with a presence in 72% of homes, their highest ownership level ever. A device doesn't have to have a mighty screen to make it into the home, however. Smart speakers have come close to tripling in ownership rate to reach 22% of US households. Emerging technology has continued to grow, with smartwatch adoption growing to 18% of households, drone ownership hitting 10% and VR headsets being a part of 11% of households. That's not to say that a big screen doesn't have power. Larger screen sizes are driving US consumers to buy more TVs and related tech. 4K UHD TV ownership rose 15% YOY to reach 31% while 19% of households have a TV with a screen size of 60 inches or larger. Ownership of digital media streaming devices followed the trend, rising 9% since last year to 45%.

**Sound the Alarm:** After **ZDNet** reported a bug within **Comcast's** website last month, it reported another issue on the **Xfinity** website. A security researcher tipped ZDNet off to the problem, saying that a part of the Xfinity website would allow anything connected to a customer's WiFi network could obtain the same customer account information without receiving permission, including apps. Comcast shut it down upon hearing of the report. "As soon as we became aware of this situation, our engineers turned the feature off, which could only be accessed within a customer's home or while logged into the consumer's WiFi network," a Comcast spokesperson told **Cablefax**. "We have no reason to believe that anyone's account information was improperly taken or used."

**Ready to Rumble: Bellator**, the **Viacom**-owned combat sports franchise, is teaming up with live streaming service **DAZN** in a multi-year, nine-figure distribution deal. Seven exclusive stacked fight cards per year will come to DAZN while another 15 will be simulcast across **Paramount Network** and DAZN. The fights will stream internationally to any country where DAZN has launched. The service will come to the US in September and Italy later in 2018, and already serves Canada, Germany, Austria, Switzerland and Japan. The first fight included as a part of the deal will be held on September 29, with a middleweight title fight between *Gegard Mousasi* and *Rory MacDonald* as well as a fourth bout between *Quinton "Rampage" Jackson* and *Wanderlei Silva*. It will air live on DAZN at 10pm.

**A New Musketeer: Walt Disney Studios** welcomed **Cisco** into the mouse house Tuesday, selecting it as a founding member and innovation partner of its StudioLAB. Based on The Walt Disney Studios Lot in Burbank, California, the StudioLAB initiative aims to bring in cutting-edge technologies and use them to design and prototype new production capabilities. Cisco's hardware and software solutions will be used in the 3,500-square-foot facility to make it easier for creatives and studio leadership to collaborate; keep constant connectivity between filmmakers, the studio and third parties; and to reliably and quickly deliver information to the cloud from the set.

**Five Stars:** Customers whose service providers use **CSG** always know how far away their technician is with the company's "Where's My Tech?" solution. It offers an **Uber**-like profile of the technician while also using real-time traffic information to track and time their journey to a customer's door. Where's My Tech? is a part of Workforce Express, CSG's field service management solution.

**Ratings:** The **BET Awards** drew 4.3mIn total viewers across 8 **Viacom** nets when it aired Sunday evening, becoming the No 1 cable awards show among P18-49 for the fourth year in a row.

**People: Condé Nast** president of entertainment *Dawn Ostroff* is leaving the company to take over as chief content officer at **Spotify**. This will be a new venture for Ostroff, who served in leadership positions at **Lifetime** and **UPN Entertainment** before helping start **The CW** in 2006. -- **MTV** alum *Peter Einstein* has signed on as COO of **Anthem Sports & Entertainment Corp**. Einstein also spent a decade as president of **Showtime Arabia**, now known as **OSN**, before starting **Einstein Media Consulting Partners** in 2007.