

# Cablefax Daily™

Wednesday — August 15, 2018

What the Industry Reads First

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## Looking Ahead: AT&T Business Futureproofs with Flexware

Digital transformation is the name of the game for **AT&T Business** CEO *Thaddeus Arroyo* as he leads the division's efforts to move beyond legacy services and dive deep into the capabilities of the cloud. The move away from hardware and physical devices is paramount to AT&T, Arroyo explained at the **Nomura Cloud Builders Summit** Tuesday. So as AT&T rolls out its Flexware product to support multiple network functions in a virtualized manner, "we're eliminating that wiring closet that had all of these appliances and replacing it with an AT&T virtual service." Arroyo said businesses can now layer any platform on top of the base network. "Cloud transformation drives the need for network transformation," he said. "We extend and we take these individual categories and we invest in integrating them together in new and unique ways such that we can deliver intelligence from your wired network into your wireless network, and as we interconnect these in unique ways to allow users to get that insight, get that intelligence out edge to edge." AT&T isn't the only business adapting to such changes in customer expectations. **Synacor** vp, product management, *John Kavanagh* told **CFX** that his company is eyeing the migration to IP and digital, as well as the blending of wireless and wireline delivery of data. "It's all about the move from legacy, having to install a bunch of servers in your own data center to us just leveraging the cloud and having everything internet protocol ready," Kavanagh said. And while companies see advantages in moving assets to the cloud, that also comes with greater security risks, prompting AT&T to extend its internal security capabilities to the small, medium and large businesses under its umbrella. AT&T's strategic services suite typically sees mid-single digit growth every quarter, but that changed in 2Q 2018 when Arroyo said core networking migrated far ahead of any of the voice services. "The nature of a voice connection when you're communicating on a voice call is quite different than tapping into a strategic service and moving from a T1 connection to a Gig connection," Arroyo said. "As a user, those differences aren't viewed the same." Arroyo embraces a "sense and adapt" strategy on migration, ensuring that AT&T moves them only when customers are ready and can be supported before and after. The final piece of the puzzle comes with the adoption of software-defined wide area networking capabilities, which have AT&T bringing shared internet services into

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## Leaders Retreat

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The Cablefax Leaders Retreat fosters off-the-record discussions that simply can't be had anywhere else.

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**Rich Fickle**  
President | NCTC

Great forum to help improve the collaboration in the industry, understanding differences, making it better. It provided me with several great ideas and created new relationships that will be highly valued. The venue and vibe were terrific...

**Jim Gleason**  
CEO | Vast Broadband

The Cablefax Retreat was a great way to hear a wide variety of opinions on industry issues and challenges. I was really impressed with the people who attended as well as the topics of discussion. I definitely had good takeaways from the meeting.

**Dave Shull**  
CEO | The Weather Channels

The Cablefax event was unique — a beautiful, low-key event where I was able to have honest, interesting conversations with peers in the industry. This is a type of event that has been sorely missing in the cable world.

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VPNs and creating a secure connection to the cloud.

**Time Out:** The **ACA** said a district court judge ignored basic economic principles in ruling that the **AT&T-Time Warner** merger can proceed forward. In a joint amicus brief with antitrust economics expert and Northwestern University professor *William Rogerson*, ACA argued for a new trial based on the “incorrect and inconsistent” application of economic principles. US District Court Judge **Richard Leon’s** decision will allow the two companies to complete their merger in June, but the DOJ filed its brief in appeal on Aug 6. “As a formal matter, those inconsistencies require reversal and a remand for reconsideration by the district court,” ACA and Rogerson said in their brief. “As a practical matter, they cast serious doubt on the correctness of the district court’s reasoning, which departs substantially from standard economic theory.”

**Gearing Up:** In preparation for the launch of its own mobile service next year, **Altice USA** got clearance from the **FCC** to conduct indoor and outdoor wireless tests in the 3.5 GHz band in Jonesboro, Arkansas, and Deer Park, New York. The tests will use experimental small cells equipment from **Arispan, Ericsson, Nokia** and **Ruckus Wireless**. Altice USA’s mobile service comes after it signed an MVNO agreement with **Sprint** last November.

**Looking Ahead:** Global consumer and ad spend on TV and video will grow from \$490bln in 2017 to \$559bln in 2022, according to a new report from **Strategy Analytics**. 90% of the growth will come from spending on OTT video services, with the consumer spend and ad revenues from those services doubling over the forecast period to reach \$123bln in 2022. The report projected that traditional TV and video products will surpass \$435bln and also found that North America will continue to be the largest TV and video market through 2022, accounting for 38.7% of global consumer and ad spend on TV and video.

**A New Kind of Genius:** Children’s content company **Genius Brands International** reached a new milestone, becoming available in more than 80mln US households. The number marks a 33% increase since April, and stems in part from multi-year distribution deals with **Cox, Tubi** and **XUMO**. The company also struck agreements with **YouTube’s** Jr Mojo, **Samsung’s** Samsung Kids and **Cheddar** on content licensing and distribution deals in 3Q 2018. Genius already has distribution deals with **Amazon, Comcast, Roku, Apple TV** and **YouTube**.

**CFX** Cablefax  
PEOPLE TO WATCH

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Final Entry Deadline: August 31

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Whether this describes you or a member of your team, we’re looking for the rising talent that will become the C-level stars of tomorrow. All areas of discipline are in the running, including PR/marketing, digital, social, technology, HR, finance, legal, regulatory and beyond.

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**Comcast's Got Talent:** Starting Tuesday **Comcast X1** customers can use their remotes to vote during every live show of **NBC's** "America's Got Talent." Customers with a voice remote can say "vote for America's Got Talent" or "vote for AGT" into the remote during the broadcast and then confirm their choices on the TV. The company recently let viewers vote for "The Voice" acts, as well as interactive viewing experiences with the Olympics and the World Cup.

**As The Bell Rings:** As the summer draws to a close, it's not just kids preparing to head back to school. **The Cable Center** announced the 23 up-and-comers participating in its fall 2018 Intrapreneurship Academy. The program, which is designed to educate and empower a new generation of leaders to be innovative within their organizations and the industry at-large, kicked off Tuesday. The fall Intrapreneurs are **Comcast** Machine Q senior product analyst *Ulugbek Ergashev*; **CWC/FLOW** vp, retail sales and distribution, *Whitney Fennell*; **Charter's** *Jacob Ferlin, Austin Flynn, Hanna Frisendahl, Avinash Sammeta, Kym Semmens, Ann Sookswat, Lisa Wiles, John Sweet* and *Tess Wolf*; **605** product manager *Stephanie Gall*; **WOW!'s** *Liz Kennedy, Kelly Carper* and *Michelle MacFee*; **Midco** consumer products manager *Joseph Rysavy*; Comcast's *Tjeerd Simons, Sarah Sprague, Cody Stansbery* and *Jerome Utley*; **Mediacom's** *Lagwana Tyler* and *Stephen Vaccaro*; and **CableLabs** senior project manager *Lisa Warther*.

**Partners in Crime:** **Helios & Matheson** CFO *Stuart Benson* and **Hearst's** vp, finance, *Jeana Stanley* are set to co-chair the **Media Financial Management Association's** Media Outlook 2019 seminar. The seminar addresses the top challenges and opportunities coming to media companies for the next year.

**Ratings:** **Nat Geo WILD** scored big in July, earning its highest-rated month in history, with prime ratings up 38% in the target demo from July 2017. The net is also the fastest-growing network of the summer for ad-supported cable, and clocked fiscal growth of 37% over this time last year.

**Programming:** **ID** announced the premiere of "Twisted Sisters," executive produced by *Khloe Kardashian*. It will examine crimes committed by pairs of sisters, and the six-part series will air starting Sept 3 at 10pm. -- **AT&T AUDIENCE** tapped sports broadcaster *Dan Patrick* as the host of Season 6 of "Undeniable with Dan Patrick." He is taking over for *Joe Buck*, who hosted the show for five seasons. It goes into production in late August. -- **Travel's** "Bizarre Foods: Delicious Destinations" with culinary explorer *Andrew Zimmerman* returns Aug 28 with back-to-back half-hour episodes at 9pm. -- **CNN** will premiere "RBG," a documentary diving into the life and legacy of Supreme Court Justice *Ruth Bader Ginsburg* on Sept 3. The film will air with limited commercial interruption at 9pm and 12am. The doc first premiered earlier this year at the **Sundance Film Festival**. -- The first mainstream full contact pro karate league **Karate Combat** launched a channel on **Roku**. Roku users now have access to all of Karate Combat's fights from around the world, including live streaming events.

**People:** The joint companies **RCN, Grande Communications** and **Wave Broadband** appointed *Patrick Knorr* to the newly-created position of chief commercial officer and evp of commercial services. Knorr previously acted as evp of business solutions for Wave Broadband. He's already started to build out his team, promoting *Paul Koss* to svp of carrier and wholesale for the combined operations. The three companies joined together in January. -- **Zone tv** hired *Pete Mihan* as vp of sales. He comes from **Frontier Communications** where he served as assistant vp, product management. He also previously worked at **Microsoft** and **Ericsson** in sales -- **Viacom International Media Networks** named *Brendan Yam* as VP and general manager of a unit focused on creating, distributing and monetizing digital content for the company's flagship brands outside of US borders. He's no newcomer to Viacom, previously holding the title vp, multiplatform, for **MTV** and **Comedy Central** as well as head of business development for digital.

**Editor's Note:** Have a rising star in your organization headed straight for the C-Suite? Enter this leader of tomorrow in **Cablefax's** People to Watch awards recognizing extraordinary talent that will someday rule us all! The entry deadline is August 24, and you can enter at <http://www.cablefax.com/event/cablefax-people-2018> -- And can you feel the excitement? Cablefax will soon announce this year's Most Powerful Women list, which will be featured in the 2018 edition of Cablefax: The Magazine and celebrated at our networking luncheon in NYC on Nov. 15 at 583 Park Avenue. We're really excited about this venue, and you can even register early before the list is announced by going to [https://www.eiseverywhere.com/ereg/newreg.php?eventid=342071& ...](https://www.eiseverywhere.com/ereg/newreg.php?eventid=342071&...) See you there!