

Cablefax Daily™

Tuesday — August 21, 2018

What the Industry Reads First

Volume 29 / No. 160

Nothing Doing: DISH-Univision Nudge the Court on Streaming Spat

Both **Univision** and **DISH** have sent letters to a federal judge, noting that the court hasn't acted on the Spanish-language programmer's motion to dismiss a complaint from DISH. DISH filed a lawsuit last summer, alleging Univision was in breach of contract by streaming 46 matches of the Liga MX last year on **Facebook** Live. DISH argued that the only real difference between the Facebook Live broadcasts and the matches on Univision Deportes was that the social media streams were in English. Univision promptly filed a motion to dismiss the complaint, saying the English Liga MX Matches weren't part of any linear service licensed to DISH. On Feb 20, Univision sent a letter to US Southern District of NY Judge *Alison Nathan* noting that the motion to dismiss hadn't been decided within 90 days of being fully briefed. Nathan's individual practices for civil cases say that counsel should send a letter to alert the court if a motion is not decided within 90 days of being briefed. The court still has not weighed in. Last week, DISH sent its own letter, notifying the court "in the spirit" of Nathan's rule that the motion has not been decided within 270 days of being fully briefed. This lawsuit came about before the current carriage impasse, which has seen Univision's flagship network along with **UniMas** and **Galavision** dark on DISH since June 30. While DISH and DishLATINO customers still have access (for now?) to **Univision Deportes Network**, **Sling TV** customers lost all Univision networks. As for Liga MX matches, **SB Nation's** "FMF State of Mind" blog reported earlier this month that some of the games, including America-Atlas and Pumas-Necaxa, were shifted from Univision Deportes Network to Univision. A Univision spokesperson said that no games were migrated from UDN. Matches are airing exclusively on both networks. Meanwhile, there is no sign of a deal on the horizon. DISH's *Charlie Ergen* has warned that the drop may be permanent, while Univision is encouraging impacted subs to subscribe to DISH's competitors.

Pallone Calls for Pai Probe: FCC chmn *Ajit Pai's* remarks at last week's FCC Oversight hearing have prompted **House Commerce** ranking member *Frank Pallone* (D-NJ) to seek an investigation into Pai's interactions with the White House. On Monday, Pallone sent a letter to FCC inspector general *David Hunt* asking him to probe why Pai did not disclose a conversation he had with White House counsel *Donald McGahn* regarding the proposed **Sinclair-Tribune** merger. During a committee hearing last month, Pai committed to Pallone that any such conversations would be disclosed in

CFX Cablefax
PEOPLE TO WATCH

ENTER TODAY

Entry Deadline: August 24

Final Entry Deadline: August 31

Cablefax is looking for the next generation of cable, media and broadband leaders helping to drive the industry toward innovation and greatness amid rapid change.

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.

Enter at: www.cablefax.com/awards

Sponsorship Opportunities: Olivia Murray at omurray@accessintel.com | Questions: Mary-Lou French at mfrench@accessintel.com

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Associate Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

the public docket per FCC disclosure rules. Pallone wrote in his letter that it “could very well constitute concealment or coverup and require further investigation.” A spokesperson for Pai called the move “another absurd partisan attack from House Democrats,” adding that Pai has acted consistently with FCC ex parte rules. “Given the FCC’s actions involving the Sinclair/Tribune merger, it is unfortunate that House Democrats are still trying to beat this dead horse, especially after their prior accusations of favoritism towards Sinclair were shown to be false,” the spokesperson said.

Net Neutrality Notes: Monday was the deadline for non-government petitioners to file briefs in a challenge to the FCC’s reclassification of broadband as an “information service.” **Public Knowledge** said it would be filing along with **Mozilla, Vimeo, Open Technology Institute, National Hispanic Media Coalition, NTCH, Benton Foundation, Free Press, Etsy** and others. “For the first time, and contradicting every previous FCC to consider the issue, the FCC’s current leadership has decided that the agency lacks jurisdiction over broadband entirely. Not only did this radical move violate the statute, but the FCC violated the Administrative Procedure Act by rewriting history and pretending that its latest move is a return to, rather than a rejection of, the bipartisan consensus on the proper role of the FCC with respect to broadband,” said PK senior counsel *John Bergmayer*.

Bilingual Broadband: **Mediacom** opened the company’s new bilingual customer support center and a new customer retail store in Apache Junction, AZ. The center created 28 jobs that more than doubled its local workforce. The center serves customers in Pinal County, AZ, and the majority of the tech support agents recently hired are fluent in Spanish and receive calls routed from Spanish-speaking customers living in Mediacom areas throughout the country. The move comes 11 months after Mediacom upgraded its fiber-optic network to enable gigabit broadband speeds in its Arizona service areas. -- **Mediacom Business** is working to put schools in rural America on par with metropolitan school districts by expanding the digital classroom. The company is participating in the federal government’s E-rate program to subsidize broadband and wireless internet connections in the education sector, providing speeds of up to 10 Gigabit and beyond. In the Prairie City, IA, school district, Mediacom was able to meet its needs at 95% less than the original estimate to construct their own fiber-optic line, allowing the schools to provide an educational environment similar to schools in much larger cities.

MTV Gets Political: During Monday night’s VMAs, **MTV** was slated to debut its first-ever midterm voter campaign to help register young people. The campaign, called “+1 the Vote,” is a registration tool that uses a buddy system to help young people identify their unregistered friends and encourage them to register. MTV also will encourage its audience to vote together through more than 1,000 election parties and events at the polls across all 50 states. The

CTHRA’s HR Symposium

CHRO Panel: HR at the Epicenter of Change

October 2, 2018, 3:00-4:15 p.m. | [REGISTER AT CTHRASYPOMSIUM.COM](http://REGISTERATCTHRASYMPOSIUM.COM)



ADRIA ALPERT ROMM
Discovery Inc.



KAREN BENNETT
Cox Communications



BILL STRAHAN
Comcast Cable



KIM TINGLER
A+E Networks

campaign was set to launch with a promo spot during the VMAs, and in the months leading up to the elections will expand to include content across MTV, its digital platforms and its social channels.

Peace of Mind: When it comes to internet security and privacy online, Americans continue to live in fear. 73% of internet households noted significant concerns in 2017 while a third noted that this fear occasionally held them back from heading online, according to an **NTIA** survey conducted by the **US Census Bureau**. The duo have worked together to identify trends in internet use since 1994. The latest survey saw them interviewing more than 43K households. Around 20% had experienced an online security breach, identity theft or similar crime over the past year. There is some positive news, as the numbers are down from 2015, when online households reporting concerns hit 84% and the number of people allowing their fear to stop them from going online was at 45%. The improvement seems to stem from a decreased fear of identity theft.

California Coverage: **Charter** announced plans to create a 24-hour local news channel that will be available to 1.5mln homes in greater LA. Slated to launch this fall, the Spectrum News channel pledges to be the first of its kind in the city as it seeks to challenge the dominance of broadcast stations in the area. A spokesperson said it will be a destination for hyperlocal news and include content such as area-specific traffic reports, political coverage and sports reports. Charter tapped *Cater Lee* to lead the creation and launch of the channel as vp, news and content. Lee most recently served as vp, programming at **The E.W. Scripps Company**, and has 17 years of combined experience in journalism, programming and development.

Price Per Gig: Household broadband use is continuing to grow at an annual rate of more than 30%, but usage-based billing could be the key to taking away associated strain from the networks of telecom providers. That's according to YOY comparisons of 2Q2018 data by **OpenVault**. Average usage per household as of June 30 was 226.4GB, up from 172.4GB from the year prior. When OpenVault compared operators using usage-based billing with those offering flat-rate pricing, OpenVault found that those offering a flat rate experienced 55% greater power user usage exceeding 1TB (2% for usage-based billing). They also had 12.2% higher average usage per household and 34% greater YOY usage growth.

Rolling On Out: **Blue Ridge Communications** rolled out **TiVo Experience 4** to customers Monday. The experience offers a voice-activated remote control, a redesigned user interface and search functionality across live TV, DVR and streaming services. Blue Ridge is also preparing to offer IPVOD to its customer powered by TiVo's Next-Gen Platform.

Car Connoisseurs: **Pluto TV** and **Chassy Media** teamed up to launch **Chassy**, an exclusive channel focused on the passion, culture and history of automobiles, motorcycles, racing and vintage cars. The production and distribution company was founded by *Adam Carolla* and *Nathan Adams* in 2016 as a way to distribute films they produced. Chassy launches Tuesday, exclusively on Pluto TV. The channel will include a mix of original titles produced and directed by the pair, as well as acquired films, TV series and licensed content.

Programming: **Hallmark's** annual programming event "Fall Harvest" will feature six new original movies. It kicks off Sept 22 at 9pm with the premiere of "Truly, Madly, Sweetly" and will culminate with a two-hour Halloween installment of "Good Witch" on Oct 21. -- **HBO** renewed its hit late-night series "Random Acts of Flyness" for a second season. The six-episode first season from *Terence Nance* explores patriarchy, white supremacy and sensuality. -- **TNT** ordered a pilot for "Naked with Niecy Nash," a late night-themed series hosted by the actress. Nash will also act as an executive producer on the project. -- **Nickelodeon's** "Double Dare" is headed on a multi-city live stage tour. Original host *Marc Summers* and his partner *Robin Russo* will return for "Double Dare Live," which kicks off in Fayetteville, NC, on Oct 30. -- **INSP** is celebrating one of the greats with its "Rocky September Showdown" programming event. The event will kick off on Sept 2 at 10pm with the original "Rocky." Each following Sunday in September, the next film in the franchise will air, ending with the airing of "Rocky V" on Sept 30. -

People: *Sara Auspitz* has joined the **E!** family as svp, current, according to an internal email from evp, development and production, *Amy Introcaso-Davis*. The **GSN** alum will lead all current unscripted series for E!, including "Keeping Up with the Kardashians" and "Total Divas." Auspitz's role was created as Introcaso-Davis decided several months ago to split unscripted into development and current divisions to allow for greater focus. -- *Chris Powell*, the CEO for **Talmetrix**, joined **CTHRA's** board. Powell has more than 20 years of HR experience, previously serving as an HR leader at **Scripps Networks Interactive**, **ING (VOYA)**, **Marriot** and **Deloitte**. -- **EWTN** named *Daniel A Burke* as pres/COO of EWTN News. He previously served as the executive dir of the company's National Catholic Register, which it acquired in 2011.

CFX TECH

Let's Make a Deal

So you've launched your company, you've secured some funding and created a product. You've had success, but you're looking to dive into the world of cable. There's only one problem: you can't connect with a customer.

Enter the Fiterator program from the **CableLabs**-backed **UpRamp**.

"We seek those with a validated product (in other industries), sustainable revenue or mature funding, and the potential to have an immediate, measurable impact on the cable industry, but there are team and entrepreneurial dynamics that add to the success ratio," *Lisa Schwaub*, program and marketing director at UpRamp, told **CFX**. "We need to know that they are open to tweaking and adjusting their messaging, technology, and solution for this industry."

The program allows for those startups to engage in conversation with potential mentors as well as customers. Those mentors are meant to assist the startups in finding their value proposition for the industry.

This year's cohort includes mobile security platform **Averon**; AI-powered real time video, chat and AR platform **Blitzz**, which assists field technicians; and public edge cloud firm **Mutable**.

"This year, we looked for companies in AL/ML, CX, AR/VR, blockchain, IoT, robotics, cybersecurity and network infrastructure, among others," Schwaub said, explaining that while there is plenty of cool tech out there, it has to be the right team with the right solution. "This year's members are located in seven countries, have raised nearly \$20mIn, and have very diverse teams in gender, race and culture. We love that."

They'll be put through a four-month, bi-weekly program in Boulder, CO, that kicks off with an immersion experience centered on education, industry mapping and finding potential mentors. From there, they progress into a sales

cycle complete with presentations to industry CEOs and CTOs. The aim is for them to leave the program with deals and trials with the CableLabs community.

The program has a pretty good track record, with the past two cohort groups totaling seven startups now having close to 40 high-level engagements with CableLabs members. And there really is nothing to lose for the startups, as all costs associated with the program are covered.

"The Fiterator compressed an incredible amount of extremely well-focused, high-profile customer development into a few weeks that otherwise would have taken years—or never even happened," **Teltoo** co-founder/CEO and Fiterator alumni *Pablo Hesse* said regarding the program.

Teltoo, a software-only solution that helps operators, broadcasters and OTT services improve video delivery quality and optimize bandwidth costs during peak traffic periods, inked a deal with **Liberty Global** during its Fiterator journey. The current crop of cohorts are well on their way to following Teltoo's example.

"We have started introducing them to some of the top decision-makers in the industry who have shown significant interest in their products and services, and we're confident that these initial encounters are going to turn into longer-lasting relationships that enable the cable industry to further delight its customers," Schwaub said.

— *Sara Winegardner*

Apex Predator: It's not good news for **TiVo** as **Amazon** is developing a device with the ability to record live TV, a source told *Bloomberg*. Known as "Frank" internally, the device will include physical storage and connect to Amazon's Fire TV boxes. Amazon is also looking to update its Fire TV stick with newer software as well as getting its Fire TV software and video content onto more TVs in order to compete with **Roku**.

Congratulate and Reach the Most Influential Minorities in Cable, Broadcast & Digital

Publication Date: October 15, 2018

Advertising Contact: Olivia Murray, Account Executive
301.354.2010 | omurray@accessintel.com

Ad Space deadline: September 17

Artwork due: September 21

www.Cablefax.com

