

# Cablefax Daily™

Monday — October 1, 2018

What the Industry Reads First

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## STEM Sisterhood: Women in Tech Gather at Grace Hopper Celebration

Photos of an arena filled with women flooded social media channels Friday as the world's largest gathering of women in technology came to a close. The Grace Hopper Celebration brought together more than 22K women from Sept 26-28 in Houston, TX, to discuss everything from career development to diversity and inclusion in tech. **AnitaB.org**, a non-profit connecting and inspiring women in computing, produces the event. If you've ever watched the **NFL Draft**, the atmosphere at GHC can be somewhat similar. Companies are actively looking for talent to take their innovation efforts to the next level. **Comcast** svp, chief product and information security officer *Noopur Davis* tweeted that her team was on the ground and ready to make 20 offers to attendees. Social media is filled with women signing contracts on-site. The event features a Career Fair and Interview Hall, which last year saw 367 organizations attend. Some 461 interview booths were set up with 86% of the organizations present meeting or exceeded their recruiting goals in 2017. For **Turner**, its external strategic partnerships with organizations like AnitaB.org promote a more widespread dialogue around diversity and inclusion and enhance the company's talent incubation efforts. "There is a great need to increase the number of women and diverse populations in the tech and media industries. Diversity must fuel our content, innovation and our vision," a Turner spokesperson told **CFX**. "Grace Hopper is a great opportunity for us to connect with the next generation of extremely smart and talented young women who represent the future of technology." Several companies take advantage of the talent pool at Grace Hopper. On **Twitter**, the @WeAreNetflix account showcased the streamer's strong presence at GHC, encouraging attendees to follow and connect with female employees to find whether the company would be the right fit for them. Several companies, including **Disney**, hosted coding challenges at the conference. "The future of technology relies on a diverse set of minds, which is why **Arris** has chosen to sponsor the Grace Hopper Celebration. As we look to the future, we will continue to put efforts behind diversity and inclusion initiatives like this as part of our commitment to advancing women in technology," said svp, HR *Vicki Brewster*. GHC 18 was the home of the inaugural AnitaB.org PitchER Competition, with 10 finalists leading early stage tech startups that have a goal of empowering women and/or families competing for \$65K in prize money. The gathering is also motivational. The day after the historic *Brett Kavanaugh* hearing, *Anita Hill* spoke to the crowd. The events in Washington were



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	<b>Sarah Barnett</b> President & GM <i>BBC America</i>		<b>Brad Schwartz</b> President <i>Pop</i>
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VIEW THE FINALISTS AND REGISTER AT [WWW.CABLEFAXPROGRAMAWARDS.COM](http://WWW.CABLEFAXPROGRAMAWARDS.COM)

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a constant undercurrent. “Over the course of this week, it’s been impossible to avoid what’s happening in the world. We can’t not think about it,” said closing speaker *Justine Cassell*, associate dean of the School of Computer Science at Carnegie Mellon. “I do what I do because I have a commitment to creating a world where everyone’s voice is heard.” Cassell is credited with developing the Embodied Conversational Agent (ECA), a virtual human capable of interacting with humans using both language and nonverbal behavior. When it comes to machine learning, she warned against only relying on large datasets and ignoring the knowledge of human behavior. “In most areas of life, social skills are what get work done. We have to remember that, and we have to remember it when we build technology.”

**Transparent Eshoo:** Congresswoman *Anna Eshoo* (D-CA) introduced the “Truth-In-Billing, Remedies, and User Empowerment over Fees (‘True Fees’) Act” on Friday. The legislation requires phone, cable and internet providers to include all charges in advertised prices, and provide solutions to customers when they have been wrongfully charged. It will ensure providers clearly explain fees to consumers, and it requires 21 days notice before increasing any “below-the-line” fees. “Customers deserve to know exactly what they’re paying for when it comes to monthly phone, cable and internet service bills. Today, they’re sold a service for one price, only to be blindsided by higher bills at the end of the month from tacked on ‘service’ or ‘administrative’ fees,” Eshoo said in a statement. The bill will also allow customers to end their contract without termination fees if the provider increases fees during the term of the contract. Other provisions end forced arbitration clauses for wrongful billing errors and prevent price hikes on equipment fees unless there is an actual improvement made to the equipment. The bill follows a campaign launched in June by **Consumer Reports** on billing fees, with a promise to go after “hidden fees.” The group kicked off the initiative in front of **Comcast’s** Philly HQ.

**Kavanaugh Hearings:** More people tuned into **Fox News** for Thursday’s coverage of Supreme Court nominee *Brett Kavanaugh* and *Christine Blasey Ford’s* testimonies. The net beat **MSNBC** and **CNN** combined in viewers, averaging 5.69mln viewers from 10am-7pm ET, according to early **Nielsen** numbers. CNN averaged 2.51mln and MSNBC had 2.89mln. Fox’s special coverage at 5PM/ET (7.507mln in P2+) and 6PM/ET (7.55mln) beat both season premieres of **ABC’s** “Grey’s Anatomy” (6.81mln) and **CBS’** “Murphy Brown” (7.504mln).

**5G Focus:** Speaking at the White House 5G Summit Friday, **FCC** chmn Ajit Pai outlined his 5G FAST (Facilitate America’s Superiority in 5G Technology) Plan, which involves “freeing up spectrum, promoting wireless infrastructure [this week’s small cell vote] and modernizing regulations.” He also believes that speed is critical. “We are not alone in our pursuit of 5G,” Pai said. “The US is in the lead, thanks to our private sector as well as the work of the FCC, this Administration and Congress. But China, South Korea, and many other countries are eager to claim this

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mantle.” Sen Commerce chmn John Thune (R-SD) echoed his concerns, saying that by many accounts, the US is already behind China and other nations in key areas. “While we’ve made important progress in securing low- and high-band spectrum, the United States is falling behind when it comes to mid-band spectrum,” he warned.

**Disney Reimagines:** Fresh off of combining **ESPN** ad sales with **Disney** sales under *Rita Ferro*, the unit unveiled senior leadership for the integrated organization. Disney Ad Sales will be structured into three areas: sales, client & brand solutions and revenue & operations. Sales will be led by six ad sales vps—*Patricia Betron, Marco Forte, Flora McKiernan, Andrew Messina, Wendell Scott and Jeremiah Tachna*—who report to Ferro. For client & brand solutions, *Wanda Young* will serve as svp, client solutions, insights & creative, while svp *Sean Hanrahan* will head up sports brand solutions. Other leaders in the group are *Jerry Daniello* (svp, entertainment brand solutions) and *Zach Chapman* (vp, international alliances). Revenue & operations will be led by R&O evp *Laura Nathanson*.

**People:** *Laura Gentile*, a 15-year ESPN vet instrumental in launching **espnW**, was named svp, marketing. She’ll be responsible for managing all aspects of the brand. -- **Comcast Spotlight** tapped *Brendan Condon* as CRO. He comes over from **Cannella Media**, where he served as pres, **AdMore** and helmed **REVShare**.

## Cablefax Dashboard

### Tweet Tweet

 **Michael Barbaro** @mikebarbo Follow

If you are not listening to CSPAN's call in between the testimony, you're missing America processing this, powerfully, at times tearfully, in real time. [CSPAN.org](http://CSPAN.org).

12:17 PM - 27 Sep 2018

 **Google Students** @googlestudents Follow

For those of you who couldn't be at @ghc to feel the energy in this room, it's important to remember that over the last three days more women technologists gathered together in one place than ever before. We enter the last day of #GHC18 feeling inspired, empowered, and motivated.

### Research

- > 45% of adults said that they subscribe to video streaming services to gain access to video content they like while 42% said they sign up due to a specific program.
- > 64% of streaming service users 18-34 are motivated to stream content when they found existing shows they previously watched or listened to on traditional media.
- > In 2Q18, household ownership of smart speakers reached 24%.

**(Source: Nielsen MediaTech Trender)**

### Up Ahead

- October 1-2:** CTHRA HR Symposium; Philadelphia
- October 1-4:** Advertising Week; New York
- October 4:** WICT DC/Baltimore PowerBrokers Breakfast; DC
- October 15-16:** WICT Leadership Conference; New York
- October 16-17:** NAMIC Annual Conference; New York

### Quotable

“He [Murdoch] is one of the smartest guys in the media business... I think they’re [CNN] sticking with politics a little too much, that they’d do better to have a more balanced agenda. But that’s just one person’s opinion... The closest I came to running for office was when I was married to Jane Fonda. And when I discussed it with her... she said, you know, ‘If you run for office, you run alone.’”

**-CNN/Turner Broadcasting founder Ted Turner speaking on CBS Sunday Morning about Rupert Murdoch, CNN now and his progressive brain disorder.**



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