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Wednesday — October 10, 2018

What the Industry Reads First

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Do Good: The State of Data Ethics in Advertising

Ad Week 2018 may be over, but the conversations never stop. *Scott McDonald*, pres/CEO of the **Advertising Research Foundation (ARF)**, spoke with **Cablefax** regarding all matters related to data ethics, accuracy and advertising. The EU's data and privacy law GDPR went into effect at the end of May, and left American businesses scrambling to keep up. "Companies in the US have been needing to figure out how to comply with that or how to relate to that," McDonald explained. *Ben Hoxie*, product management director for customer data platform **mParticle**, has summed up the difference between the EU and US approach to data protection as European law viewing it as a human right, while US data decisions generally come down after there's a crisis. Though it is an EU law, the GDPR affects any US firm that has employees or customers in Europe. It is unlikely that the US will impose similar laws to the GDPR, but the ethics of collecting data have already been creeping into the American consciousness. ARF has been calling into question the quality of third-party digital data targets in recent months. "They're pulled together from a lot of different kinds of sources. These guys are retailers of data that they've gathered from other sources," McDonald said. "We're basically raising a question of how good are these data?" McDonald believes the industry has been squeamish about data ethics over the years, but that's starting to change. "Data ethics hasn't always been top priority for conversation, but because of recent scandals, data breaches, misuse of data, obviously **Cambridge Analytica**, the questions of the ethics around targeting advertising and around data compilations have moved much more to the fore." The general consensus is that consumers are overwhelmed by the complexity of most data policies, and as a result, agree to them without reading or understanding them. At an ARF panel on data ethics in April, *Allie Bohm*, policy counsel at **Public Knowledge**, recommended companies provide meaningful notice and consent, employ robust security safeguards as well as offer meaningful redress. **Charter** CEO *Tom Rutledge* has repeatedly called for an opt-in policy, meaning all entities should receive consent to collect and share data for purposes other than the actual service they are engaged in providing. At a data privacy hearing on the Hill last month, Charter was the only company testifying to support a default opt-in, setting it apart from **Amazon**, **AT&T**, **Google**, **Twitter** and **Apple**. Another reason conversations around data collection are moving into the forefront is there's simply a lot more data out there than there used to be. "You've got so many forms of data that didn't exist a few years ago because



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we're all constantly on our phones. Everyone's constantly browsing, using an app, playing a game, they're reading content, they're communicating with their friends that tell us something about who they are," McDonald said. "All of that data gets collected by those apps, by the websites, by the platforms, in some cases via Smart TV via **Samsung**. It's a happening space, partly because there's more political pressure, but also because there's so many more kinds of data that's coming on stream." On the political front, data protection's spotlight grows brighter as new scandals erupt (See this week's **Google+** drama). In a [blog](#) this week, *Scott Cleland* of internet competition consultancy Precursor declared that antitrust and privacy concerns are converging for the **DOJ** and **FTC**. "The beginning of an apparent sea change in the way U.S. antitrust enforcers treat consumer privacy in antitrust enforcement evidently is underway and accelerating as revelations of Google and Facebook privacy and antitrust problems increase," he concludes.

Signed, Sealed, Delivered: **Comcast** is officially the majority owner of **Sky**. The company said Tuesday that its offer for Sky has become unconditional, and that it now holds more than 75% of Sky. "We are pleased today to be the majority owner of Sky," Comcast chmn/CEO *Brian Roberts* said in a statement. "Led by *Jeremy Darroch* and his superb team—now together with Comcast—our combined global leadership in technology and content paves the way for us to accelerate investment and growth in Sky's brand and premier platforms." Roberts also reinforced Comcast's commitment to maintaining Sky News' editorial independence following the deal.

Flooding The Internet: **Discovery** is forming an expanded division for digital and social content creation. The Digital Studios Group will support the company's websites, social, TVE and direct-to-consumer businesses and brands. The group will continue business responsibility for the **Food Network**, **HGTV**, **Travel Channel** and **TLC** sites and social platforms, eventually expanding into content responsibility for other brands. *Vikki Neil* has been promoted to evp/gm and will be leading the group. Neil brings plenty to the table, formerly serving as svp/gm of Scripps Lifestyle Studios, the digital division of Scripps Networks Interactive.

Faster Frontier: **Frontier** rolled out its new symmetrical Gigabit service in FiOS and Vantage Fiber markets. The company also is increasing its standard consumer broadband offering to 200Mbps up and down and launching Wi-Fi EveryWare to address challenges WiFi users encounter in the home regarding coverage and performance. The program will include a signal strength analysis to help achieve an optimal customer experience and provide a better guide to technical support for any WiFi issues. Wi-Fi EveryWare extenders are available to the consumer if needed. Frontier Wi-Fi EveryWare comes at no charge for new customers taking the current offer for one year.

Another Demo Day: **Disney** is touting a packed roster for its fifth annual Demo Day Wednesday. The program will feature talks from several Disney Accelerator companies on their visions for the future as well as a TED fireside chat. Demo Day marks the conclusion of this year's Accelerator program, which connects chosen companies with Disney's leadership team and offers them mentorship and support. The lineup for Demo Day includes executives from **Aaptiv**, **BYJU**, **Caffeine**, **HopSkipDrive**, **Ubiquity6**, **Uncharted Power** and **Unsupervised**.

X Marks The Spot: The **FCC's Wireline Competition Bureau** launched an interactive CAF Broadband map showing areas eligible for funding as well as those where funding recipients have reported deployments. The CAF Map

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contains broadband deployment data from CAF Phase II, the Alternative Connect America Cost Model, the Connect America Fund-Broadband Loop Support and the Alaska Plan. The Map will continue to be updated as it is certified by carriers participating in those CAF programs and as more CAF programs are added. The map is available [here](#).

Coming Soon: Comcast is utilizing AI to create a bilingual Xfinity voice remote. The remote will understand commands in both English and Spanish, and will even be able to understand commands that combine both languages. There are currently 23mln X1 voice remotes being used by Comcast customers. -- Comcast is hosting a week-long event to promote its collection of music offerings this week. For its first-ever Music Week, Xfinity X1 customers can enjoy free access to **Pandora Premium** on the platform as well as **Stingray Qello**, **Stingray DJAZZ**, **Stingray Classica** and **zone tv's** Stephen's Drum Shed and Pro Guitar Lessons TV.

Ratings: This week's Monday Night Football game between the Redskins and the Saints on **ESPN** earned a 7.3 overnight rating, according to **Nielsen**. That's up 4% from last year's Vikings-Bears game. -- The return of "Doctor Who" brought **BBC America** a 48% growth over the previous season premiere. It saw 1.4mln viewers during its 1:45pm global premiere on Sunday, and is now ranked as the fastest growing drama on TV this year. The show features *Jodie Whittaker* as the first female doctor, and the premiere more than doubled *Peter Capaldi's* final episode and exceeded the debuts of *David Tennant* and *Matt Smith*.

Still Not Super: Even with representation in superhero films being arguably better than ever, girls still believe that there are not enough female role models or strong, relatable female characters in film and TV. New research from **BBC America** and the **Women's Media Center** highlighted the impact of representation on kids aged 5-19. Every demographic group expressed a desire for more heroes that looked like them, especially girls and boys of color. The study also found that teen girls are significantly less likely than teen boys to describe themselves as confident, brave and heard, and one in three agree that girls have fewer opportunities than boys to be leaders.

Beyond The Web: **MSG Networks** and **Complex** are embarking on an expanded content partnership that's set to bring up to 80 episodes from Complex's digital shows to TV. The episodes will air as part of the network's "MSG Shorts" programming block.

Three's Company: Cinedigm announced the launch of its three linear digital-first channels—**CONtv**, **Docurama** and **Dove Channel**—on **Xumo**. CONtv became available Tuesday while Dove Channel and Docurama are slated to launch next month. Each channel will also feature a VOD component. The agreement further expands Cinedigm's footprint, making those channels available to over 30mln households through Xumo.

People: A+E Networks boosted three execs within its ad sales department. *Christine Olson*, *Lisa Mallen* and *Heath Pisarcik* will now hold the title of vp, ad sales, overseeing teams in Chicago, the Eastern region and the Western region, respectively. -- **Simulmedia** brought in *Matt Mitchell* to serve as vp, sales. He joins from **4C Insights**, where he also served as vp of sales, and operated as the director of advanced & programmatic TV at **Trade Desk**. -- **New Fox** once again added to its exec team, appointing *Rita Tuzon*, evp & corporate general counsel and *Jill Ratner*, evp & chief litigation counsel. *Kevin Lord* will continue in his role of evp, HR at **Fox News** with broadened responsibilities across all of Fox.

Programming: Discovery and **Science Channel** will air a multi-platform limited series "Deep Planet" (wt) in 2019. After three years of efforts, the Five Deeps Expedition is launching the first global ocean journey to send a manned submersible vessel farther and deeper than ever before across all five oceans. -- **FX** in the US and **FOXTEL** in Australia renewed "Mr Inbetween" for a second season. The final two eps of the first season of the half-hour drama air Tuesday night at 11:30pm. -- **YouTube** and **Vox** greenlit a new series from Vox Entertainment, the studio division of Vox Media. The series will attempt to explain to viewers answers to big questions in the news today, and will premiere on Vox's YouTube channel in 2019. -- The **BET** Hip Hop Awards 2018 will air Oct 16 at 8pm, hosted by *Deray Davis*. Following the awards, the net will premiere reality series "Hustle in Brooklyn" at 10pm. -- **History** expanded its nonfiction programming lineup by greenlighting five new original series and renewing six of its current shows. The new series include "Yamashita's Gold" (wt), "American Butcher" (wt), "Ax Men Reborn" (wt), "Brothers in Arms" and "Knight Fight." -- **Turner** announced "M.D. Live" (wt), the first live, non-fiction series that dives into medical crowd-sourcing to help patients with ailments that are uncured, undiagnosed and misdiagnosed. **TNT** ordered 10 eps from **Lionsgate Television** and the two-hour premiere will debut in 2019.

On the Circuit: *Tyler Perry* will give the keynote speech at the first "Living the Dream: A Career in Content" event at **NATPE** Miami on Martin Luther King Jr Day. The event is designed to help students and young professionals with dreams of entering the entertainment industry.