

# Cablefax Daily™

Friday — October 12, 2018

What the Industry Reads First

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## Damage Assessment: Recovery from Hurricane Michael in Early Stages

With some areas hit so hard by Hurricane Michael, damage assessments were still in the early stages Thursday. **Media-com** has an office in the obliterated city of Mexico Beach, FL. “We have a little over 80,000 customers without service and expect that number to start shrinking once commercial power comes back on line,” a spokesperson said. “Tomorrow we will be reaching out to community leaders to see if we can help provide WiFi service to first responder and shelter locations.” The MSO has several systems in areas hit by Michael, with damage extending into Georgia. “Valdosta and Albany [GA]—those are our big properties right there and we can’t get to them. The wind has done a lot of damage. Everybody’s worried about Florida, as they should be, but there’s also lots of devastation in Georgia. Albany is going to get forgotten,” **Mediacom** evp, programming and HR *Italia Commisso Weinand*, told **Cablefax**. It’s not just MVPDs feeling the impact. Advertising firm **Viamedia** has a Panama City beach office. Chief Marketing & People Officer *Becky Jones* said head-ends and all communications were down Thursday. “When communications are back up our tech team is prepared to go and help with anything needed [with the] field and partners,” she said, adding that the company was still checking on the status of employees. **Comcast** set up a special online form for customers to let the company know if their homes are damaged and need to suspend service/request a credit. It covers other situations such as downed cable lines in the neighborhood or damaged equipment. **AT&T** is waiving overage charges on mobile services for wireless and prepaid customers in impacted areas, while **Verizon** is offering free calling, text and data for Alabama and Florida customers impacted. Verizon also publicized that it has lifting speed cap restrictions for first responders in the storm’s path—notable because the telco was criticized earlier this year after the Santa Clara County Fire Dept said it had throttled data speeds of first responders battling California’s largest wildfire. After the incident came to light, Verizon announced it would lift restrictions on public safety customers, providing full network access for future disasters. Overbuilder **WOW!**, whose footprint includes Panama City, said it’s currently working to ensure employees and their families are safe. “We are aware of out-ages of key services but are not yet able to fully assess the damage. Our engineering teams will be deployed to audit the full extent of Hurricane Michael’s impact on our network and we will begin the long recovery and rebuilding effort as soon as we are able,” a representative said. The **FCC** is offering 24/7 assistance in addressing communications needs and has

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activated its disaster reporting system, which as of 11 am ET Thursday showed that more than 185K cable subscribers were without service in FL. The outage numbers surpassed 63K in GA and 14K in AL. The FCC reported that 4 broadcast stations were out of service: WABW, WDHN, WFLX, WMBB. “Data from the FCC’s Disaster Information Reporting System shows that Hurricane Michael caused substantial communications outages along its destructive path. This morning, my office and staff from the Public Safety and Homeland Security Bureau reached out to representatives of carriers and broadcasters to discuss the situation on the ground and how to restore service as quickly as possible,” FCC chmn *Ajit Pai* said in a statement late Thursday. “In particular, we were pleased that carriers had pre-positioned equipment and were in the process deploying cells on wheels (COWs) and cells on light trucks (COLTs) in order to get wireless service up and running in many locations.”

**AT&T-Time Warner:** The DOJ filed its reply brief Thursday in its challenge to the **AT&T-Time Warner** merger. The government dismissed AT&T’s filing as “little more than a revisionist 58-page summary of the district court’s opinion.” That court, you’ll recall, approved the merger in June, allowing the two to combine even as the DOJ appeals the combination. The government wants the DC Court of Appeals to conclude that the economics of bargaining applies and remand the case with instructions that the district court assess the merger’s harm accordingly. The DOJ continues to argue that the district court drew the illogical conclusion that merger will lead to no change in bargaining leverage and erred in finding no consumer harm. “Tellingly, AT&T rarely defends the court’s logic,” DOJ wrote.

**Google It: Commerce Committee** leaders sent a letter to **Google** CEO *Sundar Pichai* Thursday with concerns over the vulnerability of Google+. Sens *John Thune* (R-SD), *Roger Wicker* (R-MS) and *Jerry Moran* (R-KS) requested a copy of an internal memo as well as answers regarding a hole in security that placed the information of its private users at risk. “As the Senate Commerce Committee works toward legislation that establishes a nationwide privacy framework to protect consumer data, improving transparency will be an essential pillar of the effort to restore Americans’ faith in services they use,” the letter read. “It is for this reason that the reported contents of Google’s internal memo are so troubling.” The letter requests information regarding why Google did not let the public or federal entities know of the issue at the time of the problem, if there are similar incidents that have not been disclosed and if Google can commit to letting required law enforcement and regulatory agencies as well as users know if something like this were to happen in the future.

**Spectrum Auction:** The FCC released the list of applicants who filed to participate in the upcoming 24GHz band auction. The list includes **Cox Communications**, **AT&T** and **Verizon Wireless**. Applicants for the 28GHz band include AT&T, **Crestone Wireless** and **Horry Telephone Cooperative**. Cox appears to be the only cable company

## Cablefax: What's Happening in November

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### Supporting Veterans

The US Veterans Administration projects there will be more than 3.4 million veterans who served in post 9/11 conflicts by 2020, with 1.8 million of these veterans under the age of 34. This is an important and growing segment of the population that has served us at home and abroad while making great sacrifices. In honor of Veterans Day, Cablefax looks at how the industry is recognizing these men and women—including veteran hiring initiatives, special programming and training/support.

### Most Powerful Women Magazine

Cablefax’s annual Most Powerful Women in Cable magazine, honors the women whose outstanding leadership, innovation and community continues to change the industry for the better.

### Holiday Programming

It’s a time when many families gather around the TV together. We’ll look at what’s hot this holiday season.

### Big Data & Cross Platform Measurement

Cablefax will demystify and break down the enigmatic world of measurement and how it’s rapidly evolving to serve the needs of an increasingly complex multiscreen world that integrates traditional content, digital platforms and social interaction into a chaotic and consumer-driven business.

Awards	Events
<b>Tech Awards</b> <b>Deadline:</b> November 9 <b>Final Deadline:</b> November 16	<b>Program &amp; Trailer Awards/Gala</b> <b>November 8</b> Taglyan Complex, Los Angeles  <b>Most Powerful Women Luncheon</b> <b>November 15</b> 583 Park Ave, NYC

planning to participate in the millimeter-wave spectrum auction. **DISH** has registered for both auctions, which NewStreet Research takes to mean it's not close to any deal with other registered companies. "If **Comcast** and **Charter** had registered, it would have been supportive of our thesis that they will have a much bigger impact in the wireless market than most expect; however, not registering doesn't demonstrate a lack of commitment to wireless. They have always been more focused on the CBRS band, and they will likely also focus on the C-Band if this becomes available," a NewStreet research note said.

**T-Mobile/Sprint Merger:** Univ of TX at Austin professor *David Sibley* was tapped as the outside economic consultant for the **FCC** task force coordinating the agency's review of the proposed T-Mobile/Sprint transaction. Sibley, previously Deputy Assistant Attorney General for Economic Analysis in the Antitrust Division of the DOJ, has been assisting the task force since August.

**New To The Family:** **CableLabs** welcomed its 60th and 61st members Thursday: **Liberty Latin America** and **Packerland Broadband**. Liberty Latin America separated from **Liberty Global** in January, launching as an independent, publicly-traded company. Packerland offers video, broadband and voice services to 9K customers in 60 communities through northern Wisconsin and the upper peninsula of Michigan. In February, Packerland and **Microsoft** reached an agreement to provide broadband internet access to 82K people in rural communities of Michigan and Wisconsin over the next four years. Packerland is also launching digital literacy training programs to help educate its customers on how to safely use the internet.

**From The Hart:** **Nickelodeon** signed onto an exclusive first-look deal with comedian *Kevin Hart* and his production company, **HartBeat Productions**. Through Hartbeat, he'll develop and produce live-action, scripted kids' content for the network.

**The Impact of 5G:** 5G™ is expected to drive \$1.3 trillion in new revenues in the media and entertainment industry by 2028. That's according to the "5G Economics of Entertainment Report" from **Intel** and **Ovum**. The report estimates that over the next decade, companies in the industry will be competing to win a share of close to \$3 trillion cumulative wireless revenue opportunity, with 5G making up nearly \$1.3 trillion of that. The report also found that as early as 2025, 57% of global wireless media revenues will be generated through the use of 5G networks and devices. 5G is set to boost content consumption, and improve experiences in interactive technologies. The result? The average monthly traffic per 5G sub will grow from 11.7GB in 2019 to 84.4GB per month in 2028, with video accounting for 90% of all 5G traffic.

**Around The World:** **DirectTV Now** revamped its latest international content lineups, introducing additional options for Vietnamese and Brazilian viewers. Folks looking for Vietnamese programming can stream **Film 24H**, **HON-VIETV**, **S Channel**, **SBTN**, **TViet Network**, **VGN**, **Vien Thao TV**, **Vietface TV** and **VIETV** for \$20/month. Portuguese speakers will be able to access **TV GLOBO** and **PFC** for \$25/month.

**Roku Researches:** **Roku** announced a Measurement Partner Program to help brands and publishers quantify the impact of OTT ad campaigns on Roku platforms. Roku partnered with 11 companies for the program, including **Axiom**, **comScore**, **Nielsen** and **Oracle Data Cloud**. Each company measures a specific part of the marketing funnel, and the tools are included within the Roku Ad Framework. The program will ideally provide more robust third-party solutions for media campaigns.

**To Infinity And Beyond:** **Vice News** is partnering with **Twitter** on a series all about the galaxy outside of Earth's atmosphere. "The New Space Race," premiering Tuesday at 2pm, the 15-episode live show will be hosted by 24-year old nuclear physics prodigy *Taylor Wilson*. He'll talk with everyone from **NASA** to **Vector Launch**, and even embed live with NASA as they execute the first mission to the interior of Mars.

**Ratings:** **ESPN** saw its highest-rated **NBA** preseason telecast ever Wednesday night with the matchup between the defending champion **Golden State Warriors** and the **LA Lakers**. The match delivered a 1.6 metered market rating, easily beating out the previous record of 1.1 set by a game between the **Cleveland Cavaliers** and **Chicago Bulls** last year.

**Programming:** **Ovation** acquired the US broadcast rights to two seasons of detective drama "Frankie Drake Mysteries." The first season will premiere in the US in June 2019. The second season of the series is set to debut at MIPCOM 2018 as part of **Kew Media Distribution's** new drama slate.

**People:** *Dana McClintock* will become **CBS'** new evp, chief communications officer. He previously served as the company's evp of communications and will succeed *Gil Schwartz*, who recently announced he will be retiring. The move will be effective Nov 1. In addition, *Laurie Rosenfield* has been named to the newly-created position of chief people officer. Rosenfield joined CBS in May as svp, people development, HR.



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# PROGRAMMER'S PAGE

## Front Line: Nat Geo Tackles the Secret Service

Nat Geo has long been known for its unparalleled access, and the legacy only continues with "United States Secret Service: On The Front Line." The two-hour special premieres Sunday at 9pm and dives into four **Secret Service** special missions over the course of a year. "We're thrilled with how it turned out, and for us a great story lives and dies with a great character," *Matt Renner*, vp of production and exec producer, told **CFX**. "In this case the men and women who gave us access to their lives were really extraordinary people. This special was never about politics, it was never about the *Trump* presidency, it was really about the men and women." The net already had a well-established relationship with the **Department of Defense** from its series "Chain of Command." "Through that success and unparalleled access, we were exploring other kinds of stories of men and women risking their lives to protect various offices, especially the office of the presidency. Secret Service specials have been done in different ways, but never been done from the inside," said Renner. "We approached the Secret Service about two years ago, and using Chain of Command we showed we could work with teams at the highest levels, and we're able to protect the kinds of sensitive information and not put anyone's lives in danger." The special primarily focuses on the presidential protection aspect of the Secret Service and the team traveled all over the world. "When you bring a camera to these situations you have to get approval on every level. Coordination and securing clearances from multiple agencies to showcase just how the Secret service works was a massive hurdle that the filmmakers navigated around," Renner explained. "At the end of the day they're such by nature a secretive organization." – *Mollie Cahillane*

**Reviews:** "The Last Ship," 9pm, Sunday, **TNT**. The end of the world was averted seasons ago, but the crew of the Nathan James remains afloat firmly in Season 5. Next week's ep contains many of the hallmarks of this military series: high stakes, life-and-death situations, rivalries and plenty of improvisation (so many things go wrong during this ep). Needless to say, the James triumphs and there's even time for a heavy smooch between when the combat's over. "Last" is formulaic, but boring it's not. -- "Eli Roth's History of Horror," premiere, Sunday, 12 am, **AMC**. This first of a 4-part doc series about horror films begins with more than a nod to host network AMC's "The Walking Dead." Since the doc examines zombies, the popularity of "Walking" is essential material, however. Among the highlights is the enthusiasm and knowledge Roth and guests (including *Stephen King*, *Walking's* exec prod *Greg Nicotero* and yes, *Rob Zombie*) have for zombie films. Also excellent is footage in the opening sequence. What follows is a mix of social commentary about zombies (honest) and plenty of fun, blood and gore. As guest *Quentin Tarantino* says of his favorite scene in *George Romero's* "Dawn of the Dead," when a zombie husband rips a chunk out of his wife, "Am I ready for the rest of this?" -- *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (10/01/18-10/07/18)		
Mon-Sun	MC US	MC US AA (000)
ESPN	1.324	4,045
FNC	1.106	3,379
TBSC	0.691	2,110
MSNBC	0.547	1,670
USA	0.369	1,127
HGTV	0.364	1,113
AMC	0.350	1,069
HALL	0.338	1,031
CNN	0.324	989
FS1	0.309	943
ID	0.285	870
HIST	0.280	854
A&E	0.275	841
DISC	0.268	818
TLC	0.265	811
FOOD	0.252	768
FRFM	0.241	736
FX	0.236	719
ADSM	0.235	718
NICK	0.233	711
NAN	0.219	670
TNT	0.211	644
DSNY	0.176	536
INSP	0.174	532
LIFE	0.167	510
NFL	0.165	505
SYFY	0.164	501
CRN	0.155	473
TVLAND	0.154	470
DSJR	0.151	460
VH1	0.144	441
MTV	0.142	433
BRAVO	0.141	430
NKJR	0.140	428
TRAVEL	0.132	404
NATGEO	0.132	404
MLB	0.131	401
GSN	0.123	374
OWN	0.120	368
APL	0.113	344
HBO	0.111	339

\*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.

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