

Cablefax Daily™

Monday — October 15, 2018

What the Industry Reads First

Volume 29 / No. 198

ADVERTISEMENT



**DIVERSIFY &
DIFFERENTIATE
YOUR WORKFORCE
WITH REAL-TIME
OPTIMIZATION**

CSG

Cablefax Daily™

Monday — October 15, 2018

What the Industry Reads First

Volume 29 / No. 198

WICT Awards: Campbell, Weinand Receive Organization's Highest Honor

For the second year in a row, WICT expanded its highest honor "Woman of the Year" to recognize two powerful women in the industry. **Qurate Retail Group's** chief merchandising and interactive officer *Mary Campbell* was awarded Woman of the Year - Programmer, and **Mediacom** evp for programming and HR *Italia Commisso Weinand* was honored with the award on the operator side. Both women spoke with **Cablefax** about their career journey, the importance of Diversity Week and WICT, and what they would tell their younger selves. Campbell transitioned into her role as chief merchandising and interactive office for Qurate in May after more than 20 years with **QVC**. Qurate houses retail brands such as QVC, **HSN**, **Zulily** and **Garnet Hill**. Campbell has held exec positions across merchandising, planning and commerce platforms. "My career began in merchandising, and I've never lost sight of the importance of always starting with great product. It's all about finding unique items that make a difference for our customers, and then bringing those items to life through the power of storytelling across all our platforms," Campbell said. Now with over 41 years in the industry, Weinand joined Mediacom as its third employee, and worked to build the company from the bottom up into the nation's fifth largest cable operator. "The dream was that we were going to go and serve the underserved rural markets of America's heartland. Where companies like **AT&T** abandoned places like Iowa, Mediacom made them their little jewels," Weinand said. "We did it and did it quickly. I was part of the management team with a heck of a lot of experience, and I brought to Mediacom the experience." Campbell and Weinand have forged paths for women in the industry throughout their dynamic careers. "I put a lot of energy into staying connected and supporting younger female leaders, those who are just embarking on their journeys. I remind them that a career isn't a sprint, it's a marathon, so it's really important to take risks," Campbell said. Weinand believes the key to a successful career is to always continue learning. "People want to look back and say I should've done this, could've done this, and I don't believe in that. I think good or bad, your experience is a journey and how could I have done something better?" Weinand explained. "Everything is about learning. I'm not saying I did everything right, but I would tell my young self that the key to growing in anything and any kind of career is to continue learning." Both women also highlighted the importance of WICT and Diversity Week. "WICT has become this powerful community of women—10,000 strong—supporting each other and advancing our industry. As a leader, I think it is important



+++

**AWARD-WINNING
FIELD SERVICE
MANAGEMENT**

CSG

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

to connect with and support the next generation of women leaders in our workplace and through industry organizations,” Campbell said. Weinand was one of the original members of WICT, and credits it with championing women in the industry. “It wouldn’t exist if the industry didn’t believe in it,” Weinand explained. “And the industry and the hierarchy is dominated by men, but they allowed WICT to be created because our industry believed in women and diversity. I started my career with **Manhattan Cable**. The management saw some talent in me I guess, and they would send me to trainings. The ongoing education of Italia started 41 years ago. I was 23 years old, and the people in that room used to be mostly guys, and I used to sit in the room and was totally intimidated. I remember I went home crying every night because I was competing with some incredible individuals, and I thought they were so much more superior than me. But I never let it show.” The two will be celebrated at Monday’s WICT Touchstones Luncheon in NYC. The event also will recognize Women to Watch **Kristine Faulkner** of **Cox Communications**, **A+E Networks’ Izabella Wiley** and **Arris’ Leslie Miles**. Read full Q+As with Campbell and Weinand on **Cablefax.com**.

The Fight that Never Ends: In the never-ending net neutrality saga, the **FCC** filed its brief Thursday defending the decision to restore ISPs to Title I regulation. The agency claims that challengers, which include **Mozilla**, **Public Knowledge** and various states, are essentially attempting to relitigate Brand X, where the **US Supreme Court** affirmed the FCC’s Title I/information services classification for broadband. The FCC said its legal analysis should suffice to uphold the Restoring Internet Freedom Order, but added that it also “reasonably considered” its impact on investment, competition, reliance interests and government services and argued that it was correct in determining that any state or local efforts to require more stringent requirements should be preempted (looking at you California).

TWD Still Walking; Biondi Joins Board: Don’t count **AMC’s** “The Walking Dead” out just because ratings are falling. L+3 data for Sunday’s premiere show the audience grew by 47% compared to L+SD to 8.7mIn. That’s better than the typical 33% growth the show has previously seen. Yes, viewers are down—the Season 9 premiere was down 46% in 18-49s and 47% in total viewers from the Season 8 debut. But linear shows in general are seeing slides. Among 18-49s L+3, **ABC’s** premiere of “The Good Doctor” was down 51% compared to the prior season premiere. **NBC’s** “This is Us” was off by 25%, while **CBS’** “Big Bang Theory” was down 33%. And it’s worth remembering that TWD is still the No 1 show on cable and #2 on all of linear TV (behind “This is Us”). Also notable: The ep was made available 24 hours early for customers of the **AMC Premiere** upgrade option and that drove the biggest single day of new customer additions in the history of the service. In other **AMC Networks** news, the company expanded its board to 15 directors from 14. Former **Viacom** and **Universal Studios** chmn **Frank Biondi** was appointed as a director by the board.

Strap On Your Capes: Diversity Week is shaping up to be a super week. In addition to the **WICT Leadership Conference**, the **32nd Annual NAMIC Conference**, themed “Empower Leaders, Create Super Heroes,” kicks off Tuesday. The event will be the first industry appearance for new association pres/CEO **Shuanise Washington**. The NAMIC conference is co-chaired by **Mediacom** evp **Italia-Commisso Weinand** and **TV One** gm **Michelle Rice**. The conference plans to feature a number of everyday heroes, including **CNN’s Don Lemon**, **BET CEO Emeritus Debra Lee**, **Revolt’s Roma Khanna** and **Univision’s Janet Rodriguez**. -- The annual **Walter Kaitz Foundation** fundraising dinner closes the week of diversity events Wednesday night. We’re told to expect some violin hip hop courtesy of **Ovation** (Google the duo **Sons**

+++

CSG STREAMLINES FIELD SERVICES IN REAL-TIME

CSG

of Mystro). Miss America *Nia Franklin* will speak and dinner co-chairs *Josh Sapan* of **AMC Networks** and *Dave Watson* of **Comcast** will bring up a few of their rising stars to present two awards given out at the event. **Univision's** *Pamela Silva Conde* will host the evening, with **NCTA** chief *Michael Powell* closing out the night.

Hurricane Michael: The number of FL cable and wireline outages reported to the **FCC** as of 11am ET Friday swelled to 252K+ from 186K the day before. GA had more than 103K subs without service, while AL was hovering around 18K. Four broadcast stations, **WDHN, WFXL, WMBB** and **WVUP-CD**, were still out of service.

British Invasion: **BBC Studios Los Angeles** and **Lionsgate Television** are coming together to identify, co-develop and co-fund scripted formats and original IP for the US. Both will create original series while drawing upon formats from the BBC catalog.

Teach Me More: **Comcast** introduced a customer discovery hub into its X1 platform that shares tips and tricks, answers questions and informs customers on how they can improve their experience. Feedback directly from customers helped Comcast select topics to highlight, including pain points and options to more easily access streaming and sports apps. They'll also be able to more easily check or pay their bill, troubleshoot and set parental controls. The hub can be accessed through the "Teach Me More" voice command.

Cablefax Dashboard

Tweet Tweet

 **Jim Maiella** @jimmaiella Following

Great to see good guy and PR pro @Dana_McClintock get the big chair in the same week his Red Sox dismantle the Yankees. Is there a John Sterling promotion call? "It's a LOCK... for McClintOCK..."

11:58 AM - 11 Oct 2018

 **Marco Rubio** @marcorubio Follow

Starting to see increasing coverage increase from @Verizon in the areas hit by #HurricaneMichael. Thank you for prompt response & hard work. Also, @ATT whose coverage was less impacted has been donating phones to local government for use in recovery efforts. Thank you!! #Sayfie

9:31 AM - 12 Oct 2018

Research

- 6mln smart plugs will be sold in the US in 2023, with sales revenues nearing \$200mln.
- 23% of consumers who do not intend to purchase a smart home device point to security and privacy concerns as the main barrier.
- Among consumers who reported issues with their connected devices in 2018, 32% reported a loss of wireless connectivity.

(Source: Parks Associates' "Smart Home Tracker: Market Sizing and Trends")

Up Ahead

- October 15-16:** **WICT Leadership Conference**; NYC
- October 15-18:** **MIPCOM 2018**; Cannes, France
- October 16:** **Cablefax & NAMIC Diversity Breakfast**; NYC
- October 22-25:** **Cable-Tec Expo 2018**; Atlanta, GA
- November 2:** **One Day Immersion** in Media, Entertainment and Technology; NYC

Quotable

"I don't think we're trying to compete or replace, but what we are doing is creating breakout programming across all genres. We're not trying to overwhelm with quantity. It's all about quality and making impact. Our business model and creative model and strategy model is much different in the sense that... we're looking at a very curated approach where we know that we can gather around and really amplify individual shows... We want to be content providers. We want to be the best."

- Amazon Head of Studios Jennifer Salke at the Vanity Fair Summit

CFX Cablefax PROGRAM & TRAILER AWARDS

THURSDAY, NOVEMBER 8 | 5:30 - 9:00PM
TAGYLAN COMPLEX | LOS ANGELES

Gala

VIEW THE FINALISTS AND REGISTER AT WWW.CABLEFAXPROGRAMAWARDS.COM