

Cablefax Daily™

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What the Industry Reads First

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Get Educated: MBA Students Ready for Interactive Case Competition

Cable's always looking for ways to get a new generation excited about the industry, with the latest such effort to kick off Tuesday. Formerly called the Interactive Launch Competition, the renamed **Interactive Case Competition** is dedicated to educating graduate students about television, broadband and online technologies. Hosted by the **CTAM Educational Foundation** and held in conjunction with the CTAM Advanced Products Council meeting, this year's theme is customer experience. It will focus on business strategies, disciplines and marketing plans for products. "It's just been a fantastic competition and we're able to get millennial input into some of the pressing issues of the day for the industry," *Craig Leddy*, founder, producer and host of the competition, told **Cablefax**. "At the same time, we're able to educate students about the industry, provide real-world perspective, and attract them to companies in the business." Now in its eighth year, more than 200 students have participated, and 40% now work in the industry. Teams of four to five students are matched up with mentor companies. Teams are presented with a case study related to the mentor's expertise, and the mentors hold two or three meetings and calls to educate students. "Something we do that's really been popular with the students is a Coaches Council. It's made up of about 15-20 industry professionals. They're all volunteers, and they do a number of conference calls with the student," Leddy explained. "Each team gets four or five coaches assigned to them, and they get special hands on training. That's really been popular because that gives them a real-world perspective that they're looking for." Teams develop a launch strategy and marketing plan and submit it for review. The day of the competition, teams make a 10-minute presentation before the industry audience and Judges Panel, which includes **Advance Newhouse's Nomi Bergman** and **Comcast's Dennis Mathew**. "One of the great parts about the competition is the banter between students and judges. It almost gets like American Idol," Leddy said. "The judges end up becoming real stars of the event, because what they ask about and the comments they make become very informative. It really becomes a nice little think tank event." So why does Leddy still host the competition? "Millennials never cease to amaze us," he said. "We get those moments where some of the students say things and it's very enlightening and refreshing to hear their view points about our industry. We don't come at it from that kind of perspective, and we need that wake-up call. Some of these students are absolutely brilliant. They're looking for internships and potential job opportunities, so giving them this background and



Awards Luncheon

Thursday, Nov. 15 | 11am - 2pm | 583 PARK Avenue

The industry has so many incredible women with the drive, the passion, and the smarts to find success for their companies and partners amid the fast-changing TV ecosystem.

Join the female executives making a difference at the **Most Powerful Women celebration luncheon** in NYC on Nov. 15. **Register now!**

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perspective and this opportunity gives them perspective.” Another massive benefit to the competition is the diversity it brings, especially on the heels of Diversity Week in NYC. “This program has really promoted diversity. More than 55% of these students are women, we have a large amount of people of color,” Leddy said. “Diversity Week was such a positive week, and every time during Diversity Week people say this is fantastic. But we’ve got to do more and the competition is a way to do more.” The [event](#) features MBA students from Columbia Business School, NYU Stern, Georgetown McDonough, Carnegie Mellon Tepper, Boston University Questrom. Held at the **HBO** Theater in NY, HBO chmn/CEO *Richard Plepler* will speak at the competition and recruiting initiative.

Connectivity ONE?: When your company is swiftly kicking video to the curb in favor of internet, maybe the name **Cable ONE** isn’t the best fit any more... No details yet, but it sounds like a name change may be in the works. “Given the residential HSD and business services centric nature of our business, we have been ... exploring a transition to a new brand strategy that better reflects who we are and what we stand for,” CEO *Julie Laulis* teased on the MSO’s 3Q earnings call late Wednesday. She expects to share more next quarter, describing Cable ONE as “a company committed to providing our communities with connectivity that enriches their world.” The MSO added nearly 7K residential and business internet customers in the quarter, with HSD contributing to more than 60% of total revenues. HSD is up 1% on a sequential basis and 3.6% YOY. Net income rose 24% YOY to \$38.3mln while total rev ticked up 5.7% to \$268.3mln

WOW!ing on HSD: **WOW!’s** 3Q brought better than expected HSD RGUs of 7300, thanks to faster speeds and attention to customer care. On the video side, net RGUs were down 7100—better than the loss of 8600 a year ago. Some of those gains may have been **Charter** and **AT&T’s** loss, Macquarie Capital said. “3Q sub metrics rose against a tough competitive set that predominantly included **Comcast/Charter**. In our view, recent price increases at Charter/**DirecTV Now** and programming disputes at **DISH** could help,” a research note said. The impact of Hurricane Michael is expected to be isolated mostly to 4Q, but the company said it’s too early to be specific about the ultimate impact. “The company’s investments in customer service and digitization appear to be bearing fruit. We expect continued sequential improvement in EBITDA in 4Q18 to \$110M, up 3% YoY,” Evercore ISI said. For 3Q, **WOW!** recorded revenue of \$291.6mln, essentially flat with 3Q17, while net income was up 21% sequentially to \$30.5mln.

Hitting the Quad: The **Pac-12 Conference** is expanding its relationships with both **Comcast** and **Cox** to include sponsorship. Xfinity will become the official MVPD sponsor of each of the Pac-12 universities in its footprint, including Stanford University, the University of California at Berkeley, the University of Washington, Washington State University, University of Oregon, Oregon State University, University of Colorado and Utah University. Cox will become

CFX Cablefax
DIGITAL & TECH AWARDS

CALL FOR ENTRIES

Deadline: Friday, December 7, 2018

Late Deadline: Friday, December 14, 2018

Entries are now open for the annual Cablefax Digital & Tech Awards, honoring those people, shows, and networks who excel in digital content, marketing, advertising, social media, and online content.

The Tech categories recognize the outstanding products, strategy, implementation and people in broadcast, cable and digital technology.

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the official MVPD partner for the University of Arizona and Arizona State University. Comcast's sponsorship will include certain branding and activation rights across participating school football and men's basketball games. The Cox sponsorship includes similar rights.

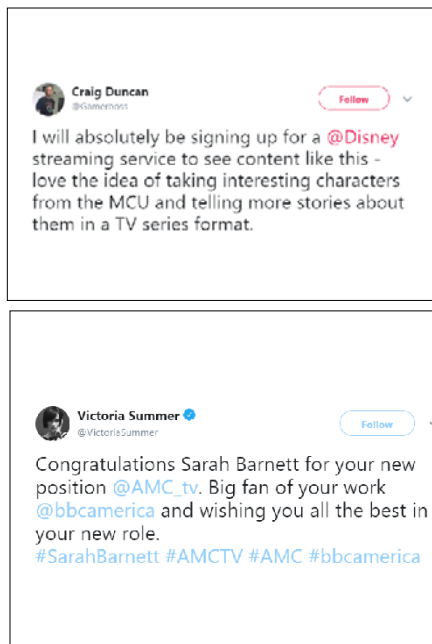
Arriving on X1: Bounce-owned SVOD service **Brown Sugar** is now on **Xfinity X1**. Xfinity is the first US pay-TV provider to offer the service. Customers can access Brown Sugar's library by saying "Brown Sugar" into the X1 voice remote or through Xfinity on Demand's curated Black Film & TV destination. Brown Sugar is available for \$3.99/month and can also be found on **Apple TV**, **Roku**, **Amazon Channels**, Amazon Fire TV, Kindle, **Android** and Apple smart devices.

Future Thinking: The **FCC** will hold a forum on AI and machine learning on Nov 30, bringing together experts from the field to discuss the future of the technologies. Demonstrations will also be included to allow the public to see them in action and better understand the implications of the two. The forum will be held at FCC headquarters in Washington, DC.

Call for Entries: **NAMIC** is accepting nominations for the 2019 NAMIC Vision Awards through Dec 10. Founded in 1994 by NAMIC's Southern CA chapter, the awards salute original programming reflective of the increasingly diverse, multi-ethnic and multicultural viewing audience.

Cablefax Dashboard

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Up Ahead

Nov 13: 2018 Interactive Case Competition; NYC

Nov 15: Cablefax **Most Powerful Women Luncheon;** NYC

Nov 29-30: WICT **Betsy Magness Graduate Institute;** Philadelphia

Dec 4: Cablefax **People to Watch Luncheon**

Dec 6: The **TV of Tomorrow Show;** NYC

Dec 7: Cablefax **Digital & Tech Awards**

Research

- The number of cable homes in Europe grew YoY in 2017, rising to 69.2mln and comprising 36.3% of all TV households.
- At the end of 2017, cable customers in Europe subscribed to an average of 1.8 services.
- TV services accounted for 46% of cable TV revenue in 2017, followed by internet with 35% and telephony with 19%.
- Germany continued to be the largest cable TV market in Europe, with 18.7mln subs.

(Source: **IHS Market**)

Quotable

"We think we can create a different business model... take advantage of that interest, go in a direct consumer relationship with the fan, get data from the fan, create new ad models... This country will move last because you have more big sports media companies with more money as part of big overall conglomerations. You have the highest penetration of paid television in any country in the world by far. And that's going to decline slowly because there lots of big companies invested." - **Former ESPN pres/ current chmn of sports streaming service DAZN John Skipper** on **"Recode Media with Peter Kafka"**



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GUEST COLUMNIST

Being an Employer of Choice for Military Veterans

By Pamela Williams, CAE, Member, Mission Media Veterans Advisory Council and Executive Director, CTHRA

For any military veteran, transitioning from service to a civilian career can be challenging. As a result, veterans are attracted to employers who take the time to understand military resumes, actively target them as job seekers and support their unique needs during the onboarding process. After working independently, a group of industry organizations and employers identified the value of a collective effort. As result, Mission Media was formed in 2015.

With a goal of making our industry an employer of choice among vets and their spouses, several companies have opened their strategy books via Mission Media. In 2016, The Walt Disney Co presented its highly acclaimed Veterans Institute to a group of 150 industry HR managers. The program provided a dive into Disney's targeted efforts to recruit, hire, engage and develop 10,000 veteran employees through its Heroes Work Here program, which launched in 2012. "Our Disney team is proud to have hired 10,000 veterans through Heroes Work Here," said Kevin Preston, director of Veterans Initiatives for Walt Disney. "And through our Veterans Institutes, which help other companies build their hiring programs, and our Heroes Supply Here program for veteran and veteran-disabled business owners, we continue to open doors for thousands of veterans."

Earlier this year in the inaugural issue of Mission Media's "Models of Success," Spectrum shared its blueprint for hiring 11,000 veterans, and in an upcoming issue Comcast will provide insight into its veteran onboarding and development efforts that have resulted in the employment of 15,000 veterans. Tactics used by these companies include:

Build a Vet-Centric Team. Companies that have the most success hiring veterans are ones that dedicate a team to their veteran employment efforts. These specialists understand veterans and can translate military specialties into

current job openings.

Target Your Recruiting Efforts. Industry employers have also found success by creating an online presence specific to their military veteran hiring efforts. Disney's Heroes Work Here website even provides free tutorials on resume writing, networking and interviewing.

Provide Ongoing Development. While military veterans bring a host of desirable traits to an employer, they sometimes need to develop specific skills for a job in our industry's workforce. Companies that are willing to invest in veterans' ongoing development are highly desirable. Spectrum's 6,000-hour Broadband Technician Apprenticeship and Comcast Military Influencer and Leader Development (MILDev) Symposium are two shining examples.

Create Targeted Employee Resource Groups (ERG).

Once a vet or military spouse is hired, it's critical to offer ongoing support throughout the transition period. ERGs provide mentoring and peer-to-peer support. Comcast's Veterans Network (VetNet) currently has over 6,500 participants and 20 chapters across its footprint.

Leverage Industry Associations. Our industry has long supported dynamic associations and nonprofits that have created tools and resources for veteran hiring. From the NCTA's support of Mission Media, scholarship and program development offered by SCTE, WICT and the Kaitz Foundation and CTHRA's focus on HR's role, associations are actively engaged in our "employer of choice" efforts.

"Hiring a veteran is a tremendous positive investment," says veteran John Titus, executive director of supply chain operations at Comcast. "You are going to get the right people. They will roll their sleeves up and find ways to accomplish their mission."

I invite you to leverage Mission Media to elevate your company's veteran employment efforts. You can find video vignettes of veterans successfully working in our industry, our Models of Success series, free PsychArmor Institute online courses and the HR Portal at www.MissionMedia.org.

Cablefax: What's Happening in December

Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

Augmented & Virtual Reality

As the industry prepares yet again for CES, we'll take a look at the latest developments around augmented and virtual reality—including an honest look at where the opportunities (and pitfalls) could be hiding for distributors, programmers and vendors.

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