

# Cablefax Daily™

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What the Industry Reads First

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## Ready, Set, Bid: First-Ever mmWave Auction to Kick Off

The FCC's first-ever mmWave auction gets underway Wednesday at 10am ET, with Round 1 results to be posted around 12:30pm. The auction of two 425 MHz blocks is being watched closely as the spectrum is seen as ideal for 5G uses. First up is the 28Ghz band (Auction 101), which features 40 qualified bidders. **Verizon** already has most of the band and is expected to end up with a lot more. The FCC's [public reporting system](#) will give updates after each round, providing info such as the number of bidders who placed a bid on each license, the amount of the bid placed, whether a bid was withdrawn, the minimum acceptable bid for the next round and whether the license has someone provisionally winning. What won't be provided is the name of bidders. **NewStreet Research's Blain Levin** cautioned to us that opening rounds can be a bit deceptive, as bidders are consciously not trying to signal their strategy. Wednesday features two rounds of bidding (10am-12pm and 2pm-4pm), with the auction continuing with three rounds thereafter. No word on when it will end with Auction 101 being a simultaneous multiple round auction, meaning every license is offered for bid at the same time with successive bidding rounds. Unless otherwise announced, bids will be accepted on all licenses in each round of the auction until bidding stops on every license. After 101 wraps, the FCC will move forward with the 24Ghz band auction (Auction 102), which will likely move quicker given that it uses a clock format for bids. This band features 700Mhz of clean spectrum and includes one cable operator—**Cox Communications**—as a qualified bidder. NewStreet Research anticipates Auction 101 will last a few weeks, with the entire process running into 1Q19. With Verizon expected to take the 28GHz band, the 24GHz band is more of a wildcard. And while Cox is the only cable op bidding, NewStreet suggests that if an independent bidder gets a big block of spectrum, they could become a target for cable later. The FCC has given no revenue targets for the auctions, but a senior agency official noted that the total active minimum opening bid for Auction 101 (ie, if everyone bids just the bare minimum) is about \$40mln. Once these auctions wrap, there is more to come. FCC chmn *Ajit Pai* already has announced auctions in 2019 for the 37, 39 and 47GHz bands. Those five bands equal almost 5 gigahertz of spectrum—more spectrum than all terrestrial mobile wireless carriers are using today combined.

**Deportes Dark on Dish:** Univision and DISH's long-running feud entered a new inning with sports network **Univision Deportes** removed from the satellite provider's lineup around 10pm Monday night. The spat means DISH and **Sling**

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viewers can't watch US and Mexico matches on Deportes this week. DISH is directing soccer fans to **ESPN Deportes**, **Fox Deportes**, **beIN Sports en Espanol** and **Facebook**. The blackout comes just as **Liga MX** is about to move into the playoffs (Liguilla). At the end of June, DISH lost Univision, **Galavision** and UniMas. In addition to Deportes, this latest blackout includes **TLNovelas**, **El Rey** and **FOROtv**—leaving **Fusion** as the lone Univision net still on DISH. “While we again offered to extend our existing agreement so that negotiations could continue without further impacting our customers, unfortunately, Univision refused,” DISH said Tuesday. “The Univision story remains the same: its content, on the whole, continues to decline in viewership, and as a result, the economics of their proposals do not make sense. Meanwhile, Univision continues to sell its direct-to-consumer product, Univision NOW, at a lower price than Univision proposes charging DISH customers. We don't think that's right.” For its part, Univision said it's made “every reasonable effort” to reach an agreement, but DISH has refused. “Given that Dish experienced its worst-ever quarterly subscriber losses after dropping the bulk of Univision's networks and stations, its unwillingness to recognize the power of Hispanic consumers and the popularity of Univision's leading news, sports and entertainment programming is bizarre and disappointing,” the programmer said, adding it will use the full power of its portfolio to encourage its audience to find another provider.

**More T-Mobile/Sprint Comments:** The **FCC** is seeking comments on a new econometric study **T-Mobile** and **Sprint** submitted last week that relies on a newly submitted data set and new methodologies. Interested parties can file comments on the supplemental analysis by Dec 4, the same day the agency's informal 180-day merger review clock is expected to restart. That will be Day 55.

**Trump at the Gracies:** The inaugural **Gracies Leadership Awards**, hosted by the **Alliance for Women in Media (AWM)**, took place at the Plaza Hotel in NYC on Tuesday, and honorees were not afraid to get political. On the same day that **CNN** sued **President Trump** and **White House** aides for barring **Jim Acosta**, the net's evp & CMO **Allison Gollust** was honored by the AWM. She brought up the issue in her acceptance speech, calling it “a critical lawsuit to protect not only the freedoms of one of our own reporters, but freedoms of all journalists whose role it is to hold our elected officials into account.” She said it is with pride that she's receiving this honor on the same day as the legal challenge. “I am proud to be a very small part of it, and believe it is not only our right but our obligation to defend what is granted to us by the First Amendment. There has never been a more important time for us in the news business to do what we do.” Other honorees included **SiriusXM** evp & chief administrative officer **Dara Altman**, **TEGNA** evp & COO of media operations **Lynn Beall**, **BET Nets** chief marketing & comm officer **Jeanine Liburd**, **Neuhoff** pres/CEO **Beth Neuhoff**, **Buzzfeed** chief communications officer **Carole Robinson** and **CBS** pres & chief advertising revenue officer **Jo Ann Ross**.

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**DOJ Broadcast Probe:** Sinclair telegraphed the news last week, and on Tuesday the DOJ made it official by announcing a proposed settlement with six broadcast TV companies to resolve a lawsuit alleging they had engaged in unlawful agreements to share non-public competitively sensitive info with the competitors. The settlement is with **Sinclair, Raycom, Tribune, Meredith, Griffin and Dreamcatcher**. According to the DOJ complaint, the six broadcast television companies agreed in many metropolitan areas to exchange revenue pacing information, which the government said harmed the competitive price-setting process for advertising. The proposed settlement prohibits the direct or indirect sharing of such competitively sensitive information and has the companies adopt rigorous antitrust compliance and reporting measures.

**Proceed With Caution:** The FCC's Notice of Proposed Rulemaking on expanded use of the C-band has sparked concerns with lawmakers and industry groups. Sens *Jerry Moran* (R-KS) and *Tom Udall* (D-NM) sent a letter to the FCC Tuesday, asking chmn *Ajit Pai* to ensure that the needs of existing users and consumers that rely on those bands will continue to have their needs met. "We urge the FCC to consider the extensive use and significant investment already made in the 3.7-4.3 GHz band by satellite licensees and their content-providing customers, while accounting for the unique attributes of the spectrum that currently provide quality services, including to rural communities," the letter read. **NAB, NCTA, ACA and NPR** stepped up to thank the senators for voicing their concerns.

**Fur For Football:** *Susanna Dinnage* is trading in the kibble for a soccer ball. The **English Premier League** announced Tuesday it had hired the **Animal Planet** global president as its chief executive, starting in early 2019. The league's executive chairman *Richard Scudamore* left the position behind in June after leading the league for more than 20 years. The EPL is still in search for a non-executive chair to share the duties that Scudamore previously handled alone. Dinnage rose to Animal Planet global president last year after serving as president of **Discovery UK** and Ireland as well as Discovery Networks International chief content officer.

**No Freebies:** **NAGRA** said it successfully won in its court battle against **SetTV**. The lawsuit, filed on May 3, claimed that the SetTV streaming platform was rebroadcasting programming taken from a **DISH** satellite signal without authorization. The service was running from February of last year through June 4, 2018, when the Middle District of Florida granted DISH's Motion for Temporary Restraining Order. DISH and SetTV have reached a confidential settlement agreement and the SetTV service, websites and devices have been permanently shut down.

**Best One Yet:** The first half of 2019 will be something to remember as US digital ad revenues skyrocketed to \$49.5bln, the most advertisers have spent on digital media in the first half of a year. That's a 23% YOY increase from the \$40.3bln reported over the same period in 2017, according to the most recent "IAB Internet Advertising Revenue Report" released by the **IAB** and produced by **PwC US**. Digital video ad revenue rose to \$7bln (+35%), with 60% coming from mobile video. Mobile now composes 63% (+9%) of all digital ad revenue and continues to be the internet's leading ad platform. Advertisers spent \$30.9bln on mobile media in the first half of 2018 (+42%) with mobile search advertising growing to \$13.5bln (+37%). It's safe to say that digital advertising will exceed \$100bln for the year, according to **Pivotal**, as the segment far exceeded the \$33bln Pivotal estimates went to TV advertising during the same period.

**Another Round:** **You.i TV** closed \$23mln in growth capital in its latest investment round. The round was designed to fuel expansion of the company's global footprint, developer community and changes to the ad experience. **Causeway Media Partners** led the way, joined by **WarnerMedia, Kayne Anderson Capital Advisors** and **Vistera Capital Partners**. Causeway Media partner *Bob Higgins* has also joined the board of You.i TV.

**Comscore Continues:** **Discovery** is the newest partner in **Comscore's** cross-platform video ad-measurement solution **Comscore Campaign Ratings (CCR)**. The company announced Monday that **A+E Networks** and **AMC Networks** also joined.

**Trending Now:** The automotive network **Velocity** announced its rebranding as **MotorTrend Network** on Nov 23. The first programming on the new net will be a block of episodes of "Bitchin' Rides" at 6am.

**Bowling Season:** As the 2018 college football season begins to wind down, **ESPN Events** announced the creation of the Myrtle Beach Bowl, beginning in 2020. The game will feature matchups from three conference partners: **Conference USA, Mid-American Conference (MAC)** and **Sun Belt Conference**. Each will participate up to four times between 2020 and 2025. The bowl game will be played at Brooks Stadium at Coastal Carolina's campus and televised on ESPN nets.

**Ratings:** ESPN's "MNF" showdown that saw the **Giants** come from behind to defeat the **49ers** earned a 7.4 overnight rating, according to **Nielsen**. That marks a 19% increase from Week 10 last year, which saw the **Miami Dolphins** at the **Carolina Panthers** receive a 6.2 rating. The postgame "SportsCenter" with *Scott Van Pelt* continued to win in YOY overnight ratings increases with its 2.1 rating, a 24% increase over last year's comparable show.