

Cablefax Daily™

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What the Industry Reads First

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Compensation Survey: Streamers Drive Salary Increases for Programmers

The amount of money digital players spend on content is helping to drive up compensation for jobs in the cable & telecom space, according to **C2HR's** 2018 Annual Compensation surveys, conducted by **The Croner Company**. Among programmers, positions with the biggest jump were in business development and programming—the folks charged with securing new content partnerships, user acquisitions and co-branding agreements. Base salary for an evp in this field soared by 10% over 2017, while biz dev managers, directors and individual contributors saw gains of 9%, 7% and 7%, respectively. Other programming jobs also saw big boosts, with 8% average increases for director of current programming and director of program scheduling while senior director of program acquisitions jumped 12%. Still, digital remains lucrative. According to the Croner's 2018 Digital Content and Technology Survey, total direct compensation at digital and tech companies ranges from 45% more for software engineering, to 80% more for content talent, to a 158% more for data science jobs. Despite raises for MSOs, including **Charter's** public proclamation to [raise all employees](#) to at least \$15/hour, MSO salaried employees fell below the merit budget at 1.8% base salary increase. C2HR's surveys found the industry as a whole saw a 3% salary merit budget, a tiny bit above the 2.9% national average. Among MSOs, installation jobs saw the largest raises, with base salaries up 4% for installation/service technician Level 3 to 9% for supervisor of installation/service. Base salaries for installers were higher in the West and East, with the Southwest, Mountain, Midwest and South reporting lower figures for installers and techs. MSO management (supervisor through EVP) achieved a 5.1% base salary increase. Croner Company pres/ CEO *Hali Croner* cited market conditions. "Companies are paying attention to people who are long-term contributors and taking care of them," she said. Programming executives averaged a 5.5% increase in total direct compensation, which includes base salary, bonus, and stock incentives. Operating support personnel, such as technical directors and camera operators, accrued 5.0% TDC, while operating individual contributors earned 3.4% TDC. There were 59 participants in the 2018 surveys, including 14 MSO, satellite, telecom and home security firms and 45 cable programmers, broadcast networks and digital content creators. New participants included **ADT**, **Game Show Network** and **Google Fiber**. The 2017 surveys had 58 participants—11 on the MSO side and 47 from programmers, broadcast, digital. Other takeaways: 2018, 93% of MSOs offered bonuses, as did 89% of programmers

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Cablefax 2019 Awards & Event Guide

2019 Award & Recognition Deadlines:

Cablefax 100

Nomination Deadline: Feb. 1

Cablefax People Awards

Entry Deadline: Mar. 1

Final Entry Deadline: Mar. 8

Top Ops

Nomination Deadline: Mar. 29

The FAXIES

PR & Marketing Categories

Entry Deadline: Apr. 12

Final Entry Deadline: Apr. 26

*Program & Content Categories
(formerly the Program & Trailer Awards)*

Entry Deadline: Jun. 14

Final Entry Deadline: Jun. 21

Most Influential Minorities

Nomination Deadline: Jun. 7

Most Powerful Women

Nomination Deadline: Jun. 7

2019 Award Events:

June 6 – A Celebration of Leadership Gala

This dinner gala at the prestigious Yale Club in NYC will start with mentoring sessions to connect our Cablefax 100 honorees with our People to Watch list of up-and-coming executives. That will be followed by cocktails and a dinner celebration that also includes recognition of Cablefax's Top Ops and other special awards recognizing executive leadership.

Recognizing the Cablefax 100, CFX People Awards and Top Ops

October – The FAXIES Luncheon. Bigger. Better. Faxier...

We've expanded the Faxies to cover the intersection of marketing, PR and content as distributors, programmers and vendors dazzle consumers with better experiences, endless content diversity and a dizzying array of entertainment options. This celebration lunch will bring together all the puzzle pieces and recognize the best people and initiatives making a huge impact on American culture.

November – The Most Powerful Women Luncheon

This signature Cablefax event always draws an elite crowd of senior-level female execs across disciplines from distributors, programmers and technology—and it's the perfect opportunity to catch up with old friends, make new connections and celebrate the continued advancement of women throughout the TV, cable, broadband and media universe.

Save \$3,000! Reserve at least one celebration table at each of the 2019 events. Benefits Include:

- Recognition as **Premier 2019 Celebration Table Supporter**
- Preferential table seating in the first two rows, so you have a great view of the action
- Company logo in the program guides and on table reserved signs
- ½ -page ad in the event program guides
- A plaque listing all your company's honorees (per event)
- Two bottles of champagne for your tables
- Gain time to organize your attendees early
- Streamline communication between your team & Cablefax
- Choice of one invoice or invoice per event

Contact Mary-Lou French for more information.

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with eligibility deep into the organizations (as 77% of MSOs and 63% of programmers offered bonuses to employees below managers). Long-term incentives, such as shares, stock options and long-term cash, remained largely limited to management. But the industry's offering up more perks to compete with digital. For the first time, 14% of MSOs reported offering free food as did 16% of programmers, compared with 56% of digital natives. Telecommuting is handled more on a case-by-case basis in the industry, and that's seen in the stats. While 100% of digital natives provide a formal telecommuting policy that applies to most or all employees, only 25% of MSOs and 13% of programmers had such policies, the survey said. "C2HR's annual Compensation Surveys uncover market pressures and valuable metrics that our members use to develop competitive compensation strategies," said the group's exec director *Pamela Williams*.

MAVTV Goes for 605: Motorsports network **MAVTV** shifted into a new gear, tapping **605** for ratings and advanced measurement. "Set-top box data is all the rage. The sampling size is so much greater than **Nielsen**," said MAVTV's media sales svp *Brock Thompson*, citing "wonderful numbers." Data analytics firm 605 has north of 12mln set-tops today and expects to approach 12mln in the next couple months, co-founder/pres *Ben Tatta* said. With approx 30mln homes, MAVTV will be able to choose from "5300 attributes that we can append to the viewer data to understand in a more robust way what the uniqueness is about the MAVTV audience," Tatta said. "If you're looking at it just from an age and gender perspective, you're really doing a disservice to the audience, who are passionate motorsports fans. They tend to travel more, they spend more vehicles and recreation and a whole host of things that are important to advertisers, but aren't necessarily visible using a conventional ratings system." The idea is to move beyond targeting a brand like **Chevrolet** into more granular data for something like FRAM air filters. MAVTV hasn't historically been a part of the upfront season, but Thompson, a former **Charter/Time Warner Cable Media** exec, said he's looking to participate next year: "Having this sort of data in that kind of setting is exactly what we need."

Come Together: C Spire is partnering with **Airspan Networks**, **Microsoft**, **Nokia** and **Siklu** to test and deploy broadband technologies and new construction models in rural communities. The consortium, part of the broader C Spire Tech Movement initiative, will use those new models to coordinate with regional fixed and wireless ISPs and utilities. The rural broadband effort will kick off Jan 29-31, with C Spire hosting the International Wireless Industry Consortium's "Enhancing Rural Connectivity, New Wireless Opportunities and Deployment Scenarios" workshop in New Orleans.

SVODs Sweep SAGs: In a big win for **Amazon Prime**, the SVOD service swept the comedy category with wins for best comedy ensemble, best female actor (*Rachel Brosnahan*) and best male actor (*Tony Shalhoub*) at the **SAG Awards** Sunday evening. The victory marked the first time since 2008 that one comedy swept the three categories. The service

Cablefax Daily

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had the most wins of any cable net, broadcast net or streaming service in the TV category, followed by **Netflix's** 2 wins.

And the Winner Is....: **WICT** revealed the recipients of its 2018 chapter awards, as well as those who will serve as its 2019 chapter presidents and chapter advisors. **WICT Midwest** earned Chapter of the Year while **WICT Florida's Leah Brown** (director, government & community strategy, **Charter Communications**) was named Chapter President of the Year. Chapter Advisor of the Year **Keely Buchanan** (senior manager, employee experience, Charter) supported **WICT Rocky Mountain**. **WICT Carolinas** vp **Christine Rodocker** (**INSP** vp, distribution & consumer marketing) was honored as Chapter Leader of the Year while **WICT New England's Sandy Weicher** (vp, customer care, **Comcast**) was this year's Chapter Volunteer of the Year. Most Improved Chapter went to **WICT Greater Ohio** while **WICT Great Lakes** took the top prize for Best Chapter Programming. **WICT Florida** was awarded for its Chapter Mentoring Excellence while **WICT New York** and **Virginia** earned the Community Service Awards. The Inspire and Others Will Follow Award was presented to **WICT Carolinas, Florida, Greater Ohio, Greater Philadelphia, Heartland, Midwest, New England, New York, Pacific Northwest, Rocky Mountain, Southeast, Southwest** and **Washington DC/Baltimore**.

Cut That Cord: Broadband-only households are expected to nearly double over the next five years, from 23.3mln in 2018 to 40.8mln by 2023. The research comes from **Kagan**, a media research group within **S&P Global Market Intelligence**. The report expects the segment of broadband homes without a traditional multichannel subscription to account for nearly one-third of US households in the next five years. By 2023, Kagan expects that broadband-only homes will account for 41.7% of wireline broadband homes while cable and telco broadband will serve nearly 75% of US households.

Call in the Special Team: The **Pac-12 Conference** has tapped global investment bank **The Raine Group** to assist it with its media rights strategy. That includes looking for opportunities to maximize the value of its full portfolio of media assets through various strategic partnerships. The Pac-12 is currently the only collegiate sports conference to own and control its own media company, **Pac-12 Networks**, and its existing media rights agreements run through 2024.

All in One: **Roku** rolled out premium subscriptions on The Roku Channel Monday, allowing users to browse, trial and subscribe to premium services within the channel. Users who sign up for **Epix, Showtime** and **Starz** before March 31 will receive a 30-day trial on The Roku Channel. Also arriving Monday was an update allowing for viewing of The Roku Channel directly from within the Roku iOS mobile app. The update for Android devices will begin rolling out in mid-February.

Paw Patrol: **Discovery** is teaming up with **World Wildlife Fund** on a matching donation campaign to help preserve Bikin National Park in Russia, a habitat featured in the upcoming documentary "Tigerland." The film will debut on Discovery on March 30 and will arrive on March 23 on **Discovery Go**. The partnership is the second fundraising phase of **Project CAT**, a campaign launched in 2016 to preserve nearly 1mln acres of land in India and Bhutan, bringing the total of preserved land to nearly 2mln acres. Discovery is committed to fully funding the site through 2022, and will match donations received through this campaign up to \$250K through Dec 31.

Partner Up: **FloSports** and the **Confederation of North, Central America and Caribbean Association Football** partnered up in an exclusive English-language broadcast rights deal until 2022 for the Concacaf Nations League. The agreement kicks off in March during week four of the Concacaf Nations League Qualifiers, and will continue through 2022. The League began in Sept 2018 with a one-off qualifying phase. The matches for the final round of the qualifying are scheduled for March 21-26, and the group phase kicks off in Sept.

Ratings: Doc "Three Identical Strangers" was **CNN Films'** most watched premiere ever, with 1.982mln total viewers.

Programming: **Nickelodeon** and the **NFL** partnered up ahead of the Super Bowl with "Double Dare at Super Bowl," a themed episode of the nets game show. IT premieres Feb 3 at 12pm and will feature NFL stars including **Drew Brees** and **Russell Wilson**. -- **ESPN**, the **SEC** and the **Big 12** reached a deal to extend the SEC/Big 12 challenge for six more years. Now in its sixth year, the annual event matches all 10 of the Big 12 members against 10 of the 14 programs from the SEC. -- **Cheddar** is adding an evening block to its programming lineup featuring all four seasons of the **Comedy Central** show "Nathan For You," premiering Feb 4 at 8pm. Called Cheddar Nights, the block will air on the Cheddar Business network weeknights at 8pm-10pm. The streamer is also adding "Out of Tune" and "Entrepreneur Elevator Pitch." -- **Travel Channel** will premiere "Paranormal Caught on Camera" on Feb 13 at 10pm. The show features paranormal videos from around the world as a panel of experts breaks down and analyzes the footage.

People: The **Telecommunications Association of Michigan** elevated **Jennifer Greenburg** to vp. She'll now focus on strategic outreach initiatives while advocating for broadband companies at the state and federal levels. Greenburg joined the trade association in 1998 as government policy director after holding positions in the **Michigan House of Representatives** and **State Senate**.

CFX TECH

Under The Hood

If I had a nickel for every time I heard 5G, I would have left CES 2019 with far more money than I came with! It was plastered on gadgets and booths everywhere you looked, stealing away attention from a new generation of Wi-Fi starting to find its way into devices and networks.

Wi-Fi 6 has been built for today's average person, who is becoming as much of a content creator (requiring high upload speeds) as a content consumer (needing download capabilities). While former generations have been designed with speed in mind, Wi-Fi 6 put capacity front and center. The new generation boasts higher data rates, increased network capacity, improved performance in congested areas and longer-lasting battery life in IoT devices.

It's still pretty new, with a certification program from the **Wi-Fi Alliance** not even coming until 3Q19, but there's been a distinct lack of buzz compared to the fireworks around 5G and 10G. It's a shame, because most people will be utilizing Wi-Fi 6 far more than they do 5G without even thinking about it.

"Most end consumers with wireless technology are not aware that 80% of calls go over Wi-Fi and 20% go over cellular," **Broadcom** product manager *Nitin Madan* told **CFX**. "One way to think about this is that Wi-Fi is your communication channel of first resort and cellular is your last resort."

It all comes down to how much time you're spending indoors versus outdoors. If you're at home or work, you're most likely connected to a Wi-Fi network. Even when you head out, you could connect to a guest network at your local coffee shop or mall, leaving only the journey in between for cellular to handle.

So why don't you hear about Wi-Fi 6? "4G" or "LTE" are always visible in the top corners of phone screens where all you see from Wi-Fi are the bars indicating how strong your connection is, Madan said. The latest and greatest Wi-Fi standards are integrated into phones and other devices as soon as they're built and aren't discussed after.

People notice that things have improved, but won't give it another thought until something goes awry. This is also the first time a Wi-Fi generation has been called by a single number, a move by the Wi-Fi Alliance to give users an easy-to-understand designation for the Wi-Fi supported by their device as well as the connection they have with a network. If people are able to call it by a name as catchy as 5G, conversation could begin to rise.

Any excitement over Wi-Fi 6 may not match the hype of 5G, but its backers are counting on those who see the benefits to build the buzz around it. It'll start with phones as folks choose to upgrade every two to three years. Infrastructure will take longer, with equipment like routers being replaced far less frequently. "They don't perceive a need because they don't know that the router in their house is 10 years old and does not allow their phone to access all the capabilities of Wi-Fi 6," Madan said.

That is slowly changing as people add more devices to their homes, requiring the implementation of advanced mesh systems to provide coverage from the basement to the attic. As those people make changes necessary to get better coverage, a few other players are also benefiting: cable companies and MVNOs.

It's not just because consumers are willing to spend more money more frequently to have upgraded systems in their homes. Those systems provide greater coverage with more reliability, significantly driving down costs associated with repairs and service calls. "Someone would get a TV and put it in the basement and could not get it connected," Madan said of his days working in the cable industry himself. "Just to pick up the phone would cost us \$30."

Enter Wi-Fi 6 in which telecom companies have fewer costs associated with customer support along with fewer complaints, and users see the upgrades they're always craving. 5G may be in the spotlight now, but don't forget about this next generation of Wi-Fi. It's doing plenty of heavy lifting behind the scenes. -- *Sara Winegardner*



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