

Cablefax Daily™

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What the Industry Reads First

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Ten Years: Dzuban Celebrates Anniversary as SCTE-ISBE Head

February 7 marked a decade since *Mark Dzuban* first stepped in as pres/CEO of **SCTE-ISBE**, and the society's **Twitter** account was flooded with congratulations from friends across the industry. Ten years ago, he had been planning his retirement, but when presented with the opportunity to lead SCTE after 40 years in cable, he saw an opportunity to give back and have some fun with the passionate folks in the tech community. "It's no secret that 10 years ago was a tumultuous time for the industry in general, but the SCTE in particular," former SCTE board chmn *Tom Gorman* said. "Mark was the clear choice to lead the Society, from a list of great candidates. We've never looked back and the SCTE-ISBE has become the leader in technical, engineering and training sciences for the global telecommunications community." A one-pager Dzuban originally presented outlining what needed to change in the organization has been its guiding light ever since. "It was all about being far more assertive in the industry around running the applied science side of the business and how can we clear up the relationships between **CableLabs**, **NCTA** and other partners in the community," Dzuban told Cablefax. Those stronger bonds have permanently changed the society's DNA, but it wasn't always easy to bring competing players together to talk about moving into the future together. "A lot of it is about a changing industry where people have a lot of anxiety about their own organization, and SCTE taking on the challenge of how do I ask for folks to collaborate in a community in a non-threatening way," Dzuban said. "It can take a while to appreciate that we have a common goal despite our personal characteristics. I'm still learning. To have a community, we have to figure out for the better good how we work together and put aside those differences to work on the bigger picture." Although Dzuban had been an SCTE member for many years before taking its reins, he was still surprised by one of his biggest challenges: the established perception of a 40-year-old organization like SCTE, especially as the industry landscape changed due to consolidation. "I learned a lot about people and how to create these partnerships," Dzuban said. "As a cable community, the past year or two, I think it's really coming together in a collaborative way." His success at changing mindsets can be seen in the evolution of SCTE's constituent breakdown over the course of his leadership. What once was a membership primarily made up of field technicians is now one that includes a wider swath of technical professionals. Dzuban also recruited new leadership to the board to reflect the shift he wanted to see in membership.

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“That was a major change in making the board structure more diverse relative to the folks that provided influence and were key to the success of SCTE, to provide guidance and influence for where we needed to go,” Dzuban said. With 10 years under his belt, Dzuban isn’t slowing down any time soon. He’s already setting goals for the next decade, building plans for SCTE’s expansion internationally and the growth of **SCTE-ISBE Cable-Tec Expo**. Over the next few years, look for HR professionals and others indirectly affected by changes in the technical community to be a greater part of the conversation. And the society is looking conversation more convenient. “Expo in time will be between two markets, two venues, Atlanta and Denver,” Dzuban said, explaining that those areas have the most local representation of the cable community and are easy hubs to travel to for those located elsewhere. “We’re really pulling together to make sure that we’re sustaining it over time.”

Lionsgate Earnings: Lionsgate released its Q319 earnings, and while it beat Wall Street’s expectations, the total revenue of \$933.2mln fell short. Media Networks, helmed by **Starz**, saw a 4% growth in revenue to \$366.8mln largely due to OTT sub growth. Starz reported 25.1mln overall domestic subs in the quarter, up 1.1mln YOY. “We’re pleased to report a strong quarter with significant free cash flow and continued revenue and subscriber growth at Starz,” CEO *Jon Feltheimer* said in a statement. “As we refill our feature film and television pipelines at a robust pace and take our integration of Lionsgate and Starz to the next level, all signs are pointing to strong growth in the year ahead.” Analysts overall were pleased with the results, with **Macquarie Research** saying it continues to like the company’s growth trajectory.

In the Ring: **DirectTV** was one of the few providers that stood by the **UFC** in the ’90s, but the current status between the two is up in the air. Their distribution deal expired ahead of Saturday night’s UFC 234 event. It looked like the pay-per-view fight would not air on the distributor, but late Thursday night UFC pres *Dana White* announced on Twitter an extension that will allow customers to order the 234 mixed martial arts event. “So it will be on DirecTV and in bars and on every other platform. I will have this [expletive] all worked out in the next couple weeks. Thank u,” White said. *Jamie Dyckes*, revenue and product marketing avp for *AT&T*, also confirmed on Twitter that the fight is available DirecTV customers.

Dingell Remembered: The industry—even those who have been on the receiving end of a notorious “Dingellgram”—fondly remembered retired Rep *John Dingell* (D-MI), who passed away Thursday at age 92. “His influence on communications policy in our country was great as he encouraged new technologies and deployment but always with an eye on what’s best for the consumer,” **ACA** pres/CEO *Matt Polka* said. Dingell, a WWII veteran and the longest-serving member of Congress, had a penchant for writing letters seeking detailed information, which were dubbed “Dingellgrams” inside the Beltway. “No administration official or corporate executive wanted to be on the other end of a Dingellgram,” said *Frank*

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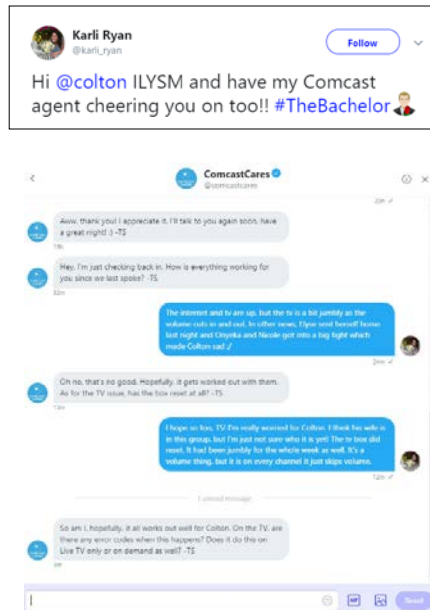
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Pallone (D-NJ), who chairs the **House Commerce** committee that Dingell led for 16 years. **NCTA** pres/CEO Michael Powell, who in 2004 as then-FCC chmn faced questions from Dingell on the infamous Nipplegate Super Bowl halftime show, remembered the congressman as a dear friend who dedicated his life to serving his country. “Congressman Dingell was passionate and direct, but always fair and a man of his word,” Powell said. He is survived by his wife *Debbie Dingell*, who serves as a majority member of the House Commerce committee. A visitation will be held Monday in Dearborn, MI, with a funeral mass scheduled for Tuesday. Both are open to the public.

Programming: True Royalty TV is now available on **Comcast’s** Xfinity X1, marking the first time the UK-based SVOD service is available through a US pay-TV provider. The \$5.99/month service is dedicated to the British Royal Family. -- **ID’s** series “In Pursuit with John Walsh” led to the arrest of a fugitive wanted for murder. The US Marshals captured *Luis Frias*, who was profiled in the Jan 16 premiere after allegedly stabbing his ex-wife to death in 2013. The tip came from a viewer and led investigators to Jalisco, Mexico. -- **Nat Geo** announced docuseries “Activate” in partnership with **Proctor & Gamble** and co-produced by **Global Citizen** and **RadicalMedia**. It features activists, such as *Hugh Jackman* and *Pharrell Williams*, diving into a different issue connected to the root cause of extreme poverty.

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Up Ahead

- Feb 25-26:** [NCTC WEC](#), Atlanta
- Feb 25-28:** [MWC19](#), Barcelona
- March 6:** [MMTC Broadband & Social Justice Summit](#), DC
- March 8-17:** [SXSW 2019](#), Austin, TX
- March 20:** [NAMIC VA Level Up](#), Virginia Beach
- March 19-21:** [ACA Summit](#), DC
- March 27:** [T. Howard Foundation Diversity Awards Dinner](#), NYC

Research

- 68% of US viewers aren't satisfied with the range of TV and video content they currently have even though they spend an average of \$85.71/month on services per household.
- In order to access all the content they want on a regular basis, US viewers would need to pay \$126.59/month, almost 50% more than what they're currently spending.
- 70% of US respondents would be prepared to pay a single provider to package all of their preferred content in one bundle.

(Source: [Amdocs](#))

Quotable

“The traditional linear, we expect it to continue to decline. We expected that when we bought DirecTV... People forget, within 18 months we had generated a \$3.5bln run rate synergy in this business. Still generating \$4bln of cash flow. That \$4bln is now being invested in the new platforms... What you're seeing is as investment in the traditional linear goes down, you'll see subscribers continue to go down. As we stand up the SVOD servicem you're going to see significant growth over here. That's where our excitement is.”
 – **AT&T chmn/CEO Randall Stephenson** talking 4Q18 earnings on **CNBC's “Squawk Box”**

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