

Cablefax Daily™

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What the Industry Reads First

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Tone Up: Industry Vet Starts Business to Empower Women Leaders

Tone Networks, which describes itself as a subscription-based video and social network for time-starved women, is broadening its reach in the cable industry via a partnership with **AMC Networks**. It's familiar ground for founder *Gemma Toner*, who has spent years in cable, most recently as svp, business insights and strategy at **Cablevision**. But in 2015 after a close friend passed away, Toner decided it was time to retire. "I had a great career, there's no better industry than the cable industry," she told **Cablefax**. "I thought my next thing was going to be helping people." It turned out she could help people and keep her industry connection. "I was at a **WICT** conference, and *Maria Brennan* called me up and said, 'your entire career has been about pivots.' I went into this room of extraordinarily talented women, and what is it that allowed me to be able to pivot when so many other women are struggling with it? Not everybody gets picked, but that doesn't mean they don't have the potential. It speaks to the scarcity of resources, it's not scalable. That got me thinking, how can I get women access to leadership skills, to executive coaches, to experts so they can really move?" Thus, Tone Networks was born. The platform is an online 'microlearning' and coaching tool designed for working women, delivering both professional and personal development. The experience is personally curated and allows members to go incognito, or rather, "shoecognito," using an avatar of a shoe. "We needed to come up with a way that there's empathy in putting yourself out there, so we came up with this concept of "shoecognito." Some of the discussions we have in these live virtual events are tough," Toner explained. Tone has live streaming events twice a month where women can ask questions directly to the stream, and also has monthly Tone Talks, an interactive coaching session. The platform has a library of more than 600 short-form videos hosted by credentialed experts dealing with everything from finding a mentor to managing personal finances and dealing with stress. The partnership with AMC Networks is particularly meaningful, as Toner rose through the ranks at the company in her past life to become svp, new media development. Now, employees can join the service for access to training and coaching resources. "We've rolled out as part of their employee resource groups," Toner said. "Any woman at AMC can get Tone Networks which is great. A lot of companies are rolling out employee resource groups as part of diversity and inclusion initiatives. This is a way for companies to foster a supportive environment and communities for minorities. A company focused on diversity and inclusion already has a lot of women's initiatives and wants to

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ANNOUNCING Cablefax's TOP OPS Nominations

Who deserves to appear in Cablefax's
annual power Top Operators list?

Nominations Due: March 29!

Help Cablefax compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators.

The categories recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement. Nominations are open to all operators.

It's free to enter – but you must submit your entries by March 29!

Honorees will be honored during Cablefax's Celebration of Leadership Gala on Thursday, June 6, 2019 at the Yale Club in NYC and profiled in the July issue of Cablefax: The Magazine.

The Independent Operator of the Year Award (IOY) is presented in conjunction with ACA and NCTC.



Submit Today at: www.CablefaxTopOps.com

Questions: Contact Mary-Lou French at mfrench@accessintel.com or 301.354.1851.

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develop more, and that's a way to use Tone. We provide the experience, the content, the ongoing interactive events... We actually engage the employees as well. What's important about that is self-directed learning is great, but it also has to be encouraged." And where is the future of the industry, and Tone, headed? To Toner, it's all about data. "Data is the lifeblood of our future," Toner explained. "When used properly, it further informs and enlightens. What we always have to be sensitive to is having that mindset when it comes to data and making sure there still needs to be a human component with any algorithm or AI. It's that creative mind coupled with the analytics where you see the biggest growth. At its core, it's really if-then statements. If you do this, will you do that? Then you keep testing it and you just get more and more people that have similarities in their behavior patterns, then you can predict what they're going to do next."

Viacom Nets Joining DirectTV Now: Those **AT&T-Viacom** deal details are starting to emerge. The new **DirectTV Now Plus** and **Max** streaming packages that include **HBO** will be adding **Nick, MTV, BET, Comedy Central** and **Nick Jr** by April 5. That's five of the six flagship nets (**Paramount** is missing).

FCC Nixes Latest beIN Complaint: The **FCC** Media Bureau granted **Comcast's** motion to strike a program carriage complaint filed against it in February by **beIN**. It was actually the third complaint soccer-focused beIN has filed against Comcast. Its first complaint, filed in March 2018, was dismissed with the Bureau concluding the programmer failed to provide evidence sufficient enough to prove that beIN and **beIN en Español** were similarly situated to **NBC-SN** and **Universo**. BeIN filed a second complaint in December, alleging the same violations and claiming to fix the previous deficiencies. That complaint is still pending. However, in February, beIN filed a third complaint, making the additional allegation of unreasonable refusal to deal. The Bureau said the programmer submitted the latest pleading absent a request from the agency and failed to show extraordinary circumstances that would permit acceptance of such a complaint. "This evidence suggests that beIN Sports is engaging in negotiating tactics and, as Comcast notes, such procedural gamesmanship is not permitted under the Commission's rules," the Bureau said.

Streaming Alert: Ad-supported VOD service **Tubi** has launched on **Cox Contour**. The service, already available through **Comcast's X1, Roku** and **Amazon Fire TV**, has more than 12K free movies and TV series. Tubi joins a lineup of apps on Contour that includes **Netflix, YouTube, iHeartRadio** and **NPR One**. -- **Nickelodeon** SVOD **Noggin** acquired early childhood learning platform **Sparkler**. Over the next year, Sparkler's tech will be integrated into Noggin, allowing parents to guide and support children through playable content with personalized tracking. Sparkler co-founder *Kristen Kane* will serve as the new leader for Noggin, reporting to Nick pres *Brian Robbins*.

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

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Back in the Ring?: Former WWE CEO *Linda McMahon* will resign from her role as **US Small Business Administration** Administrator effective April 12. President *Trump* appointed her to the post two years ago. "I wish to thank the President and I will continue to be a strong advocate for him and his policies," McMahon said Friday. She'll serve on the board of a pro-Trump 2020 super PAC. Meanwhile, an **SEC** filing revealed WWE CEO *Vince McMahon* (Linda's husband) sold \$272mln of WWE stock to fund his **XFL League**.

Best Places to Work for LGBTQ Equality: Nice to see some familiar names among the 571 businesses earning a perfect score on the **Human Rights Campaign Foundation's** 2019 Corporate Equality Index. The report assesses workplace LGBTQ inclusion, non-discrimination policies and benefits. Among those earning ratings of 100% were **Altice USA, AT&T, CBS Corp, Cisco Systems, Cox Ent, Fox Corp, Lions Gate Ent, Netflix, Nielsen, Univision, Viacom, Walt Disney Co** and **WarnerMedia**. Altice's ranking comes a year after it launched a formal Diversity & Inclusion program driven by employee-led affinity groups. "Recognition like this is not why we are committed to building an inclusive culture that prides itself on diversity in all formats. But it is, however, a critical measurement of our success and should be celebrated," chief diversity officer *Lee Schroeder* said in a note to employees.

Cablefax Dashboard

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Up Ahead

- April 4-7:** [SkiTam Adaptive Spirit](#); Vail, Colorado
- April 6-11:** [NAB Show](#); Las Vegas
- April 8-11:** [MIPTV 2019](#); Cannes, France
- April 29-30:** [Cablefax Leaders Retreat](#); Key Largo, Florida
- May 1-2:** [BCAP Cable Academy](#), Pocono Manor, PA
- May 2:** [Cable Center Hall of Fame](#) and [WICT Signature Luncheon](#)

Research

- > Netflix is the fastest-growing brand of 2019, with value growing 105% over the past year to \$21.2bln.
- > YouTube jumped up 46% in brand value to \$37.8bln, jumping up ten spots to 13th nationally.
- > Amazon remains the most valuable brand, growing nearly 25% to \$187.9bln
- > Apple comes in second (\$153.6bln) followed by Google with \$142.8bln and Microsoft moves into fourth position.

(Source: [Brand Finance](#))

Quotable

"I think the state of the cable industry is in transition, but its talk of demise is dramatically premature. I think the industry has nicely transitioned to the significance of broadband and [it] helps compensate for the market competitive pressures on video. And I think they've managed video better than people would have imagined... They recently announced a really bold initiative called 10G... I think that's a pretty big statement that they're confident in their future."

– **NCTA – The Internet & TV Association** pres/CEO *Michael Powell* on C-SPAN's "Communicators."



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