

Cablefax Daily™

Thursday — May 2, 2019

What the Industry Reads First

Volume 30 / No. 084

10G Viewpoint: Small, Mid-Size Ops Look to Provide Multi-Gigabit Service

How is cable's 10G initiative going down with smaller operators? "I think it was smart of the industry to coin the 10G term," Armstrong pres Jeff Ross said Wednesday at Broadband Cable Assn of Pennsylvania's annual Cable Academy. "It's kind of the way our industry has always worked. We've always been out ahead of other technologies. I think when you look at 5G... that technology is trying to catch up to what we're delivering today." Armstrong is using GPON to get to the 10G finish line, offering 2.5 Gigabits today through the tech. "We're deploying 10 Gig GPON today for commercial services," Ross said. "Once you do that fiber infrastructure work for PON, it's just a matter of different lasers to get to 100G and beyond." Service Electric is strongly looking at EPON and RFI, according to svp Mark Walter. "We know we need to be looking at it because bandwidth is going up 30-40% a year," he said. "If we want to be the fastest, best provider, we're going to have one of these technologies in play." Shentel just completed its DOCSIS 3.1 upgrade and is using PON to offer multi-gig in some instances, according to fiber operations svp Tom Whitaker. But he added that often a customer doesn't have a single piece of equipment that can handle gigabit speeds. "I'm sure there is a multi-gig path that makes sense for us, but for right now, it's not something we're focused on," Whitaker said. Armstrong's Ross advised the Pennsylvania operator crowd to think about speeds not in terms of how fast they can load something on the web, but in terms of how many devices they can support. You can't talk about 10G without wireless' 5G coming up in conversation. Shentel's Whitaker is doubtful that 5G will have much of a hold in rural markets. "As a wireless provider, you're not going to build a tower in the middle of nowhere where the cost to cover POP is through the roof," he said. Mmwave isn't going to work in any town Shentel supports, he said, instead expressing interest in CBRS for point-to-point fixed wireless and 5G-like services to edge out. In Houston, he said the cost per covered POP is around \$15 for Verizon. "If you take that same architecture and apply it to small town America, where you're essentially going to have to deploy the same number of small cell sites... and the cost to cover POP goes to \$75 or \$80," Whitaker said. "In the past couple weeks, you've started to see more articles about 5G maybe never coming to rural America. It's nice to see operators finally admit that you're unlikely to see 5G in tier 3, tier 4 towns because of the economics."

Video Stays: Midsize and small operators gathered at the BCAP's annual Cable Academy agreed Wednesday that video



ARE YOU
ENGAGING
CUSTOMERS
WITH A
SMART CX?

CSG

CSGI.COM

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Senior Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

is a rough market, but they aren't de-emphasizing it. "There's power in the bundle," Bruce Leichtman of Leichtman Research told attendees. In urging them not to walk away from video, he emphasized that 2/3 of cable customers are in a bundle today. "Video is increasingly a challenge for us. We're losing about 6% of our subs per year... Churn is relatively flat, maybe growing a little bit," Shentel fiber operations svp Tom Whitaker said. Even so, video is still essential. "Cash flow for video is still important even though our video base is starting to decline," Whitaker said. One option may be getting out of the QAM-based world that keeps customers tied to expensive set-tops. With that in mind, Shentel has signed an operating agreement with **MobiTV**. "If the set-top box in a streaming video home performs more like my data products and less like my video products and my truck rolls are cut in half, and my service metrics are reduced by 50%, then I can reduce my operating costs on video and it becomes a little bit more appealing," Whitaker said. The video margin is shrinking, but it's still there, said Service Electric's svp Mark Walter. "We need to hang in there and see how things go here before we give up on it," he said. "Once we can get everything into IP, it's going to be a totally different world for video for us in terms of delivery, customer options, flexibility. If we do get to the point where we are able to sell a la carte, if we get to an IP world, that will allow us to more easily do that." Service Electric will be launching TiVo's IP VOD solution, which can serve as a foundation for IP linear (and free up more spectrum for internet). The worst thing operators can do is act as if video isn't changing, said Armstrong pres Jeff Ross. "I wouldn't say we're de-emphasizing video. You have to understand where your costs are and do the right thing."

Hulu Leaps: It's been a big year for **Hulu**, with the streamer jumping past 28mln total US customers (up from 25mln total subs in Jan). This includes 26.8mln monthly paid subscribers and 1.3mln promotional accounts. The service grew its base by 40% (around 8mln members) over the last year, the company announced during the Hulu '19 presentation Wednesday in NYC. Total watch hours on the platform increased by 75% in 2018, and average time spent per sub increased by more than 20%. In Q1 2019, Hulu notably dropped the price of its base tier to \$5.99. The streamer has seen growth in its ad strategy, with 1.1bln ad-supported pauses recorded each month. Ad-supported audience grew 43% to more than 58mln viewers, and total ad-support hours watched increased 82% YOY. There are now nine times more advertisers transacting on its Advanced TV platform over last year, and beta results from Hulu's attribution tool show nearly 20% lift in overall purchase behavior. This will likely only increase, as Hulu is launching a binge ad experience as its second new non-intrusive format. It will allow brands to target binge viewers with an ad that's situationally relevant to their viewing behavior. The streamer also took the opportunity to announce a slate of new content and deals. It expanded its partnership with **Marvel**, announcing two new live-action series, "Marvel's Ghost Rider" and "Marvel's Helstrom" (**Disney** owns 60% of Hulu after

**Cablefax Selected by SCTE•ISBE
as Exclusive Partner for the Official Show Daily**



Supercharge Your Exposure!

As the only official publications of cable's premier trade event, our **Cablefax SCTE•ISBE Cable-Tec Expo Show Daily** editions and video coverage will give advertisers and audiences new opportunities to connect with key decision-makers in the industry

- Cablefax Publisher Michael Grebb.

**Featuring Expanded Coverage in
Print, Online & Video Show Dailies**



Space is selling quickly! Contact Olivia Murray at omurray@accessintel.com or 301.354.2010

the **21CF** acquisition). Hulu announced a new multi-year, multi-show partnership with **Vox Media Studio**, **Momofuku** founder *David Chang's Majordomo Media* and *Chrissy Teigen's Suit & Thai Productions*, to develop a slate of premium food-centric programming, starting with cooking show "Family Style" (wt) starring Chang and Tiegen.

Still Alive: "The Walking Dead" franchise is far from dying at **AMC Networks**. AMCN CEO *Josh Sapan* said the franchise was "early in its life cycle" while offering up more details on the third series currently in development. "With its focus on the next generation of survivors led by two young female protagonists, we think this third series is really a spectacular story and a perfect gateway to advance the narrative of this universe in ways that are multi-generational, fresh and unexpected," Sapan said. "And that will add vitality to the franchise for 5, 10, 20 years and more to come." A 2020 premiere date is expected for the new series. Sapan also said that AMC has received interest from potential partners around the globe who are looking to expand The Walking Dead universe, and that the company will share more on its future plans soon. Even with its falling ratings, The Walking Dead led AMC to win in US ad revenues. First quarter revenues rose 5.9% YOY to reach \$784mln. That increase came as a result of 53.6% growth in International and Other following the acquisitions of RLJ Entertainment and Levity Entertainment Group. Net income was \$143mln, falling from last year's \$157mln.

Altice Hub: Just a day after **Altice USA** purchased streaming service **Cheddar** for \$200mln, the operator announced the release of Altice One Operating System (OS) 3.0, the newest evolution of its entertainment and connectivity platform. The update debuted a new Altice One Sports Hub, featuring an overview of all games taking place in the next 48 hours, the ability to select favorite teams and customized views. The update will bring more sports content in 4K, including a selection of soccer and basketball games as well as a selection of **MLB** games on **FS1**. OS 3.0 updates the home screen, adding shortcuts for restart, Sports on Now and Quick Tips. The new Altice One also features enhanced Voice Guidance features with a text-to-speech functionality.

The Color Blue: **Comcast** acquired New York-based **Deep Blue Communications** Wednesday. Deep Blue offers commercial WiFi and networking technology solutions, and its solutions will be available soon to Comcast Business customers. Terms of the acquisition were not disclosed.

News Hour: When young women are out of the house, they're going to watch the news. That's according to new **Nielsen** research, which found that 56% of women ages 18-24 from the general population survey watch news OOH compared to 43% of men 18-24. This was particularly high among Hispanic women of the same age group, with 70% of Spanish-dominant or bilingual Hispanics watching news OOH compared with 30% of men. OOH viewers reported that restaurants and bars are the most popular places to view news OOH. Respondents aged 25-34 and 35+ were 59% and 52% respectively likely to view news in those locations, and 61% of adults 18-24 reported watching it in someone else's home.

Cable Headlines: **SCTE-ISBE's** Cable-Tec Expo is coming up, and this year's conference will focus on 10G, smart cities and next-gen architectures. A Sept 30 session titled "Mission 10G: Implementing Forward Looking Capabilities in your Network" will feature representatives from CableLabs, operators and vendors to discuss the future of 10G services. Oct 3 will be "Smart Cities Day" at the conference, with presentations highlighting how communities can use the power of cable broadband. Expo takes place Sept 30-Oct 3 in New Orleans.

Record Holder: It's official, "Game of Thrones" is a certified record breaker. **Parrot Analytics** and **Guinness World Records** partnered up to track the **HBO** show's final season, which achieved the official title for "Most in-demand TV Premiere." Parrot's measurement system found the eighth season premiere exceeded the global premiere demand (25.46 per capita) of every other TV series, including its own global season 7 premiere (24.74), across all platforms and markets under measurement.

Ratings: **History Channel** wrapped Season 6 of "The Curse of Oak Island" Tuesday, bringing in 3.3mln total viewers (up 6% from Season 5), making it the show's best ever season. The Season 2 premiere of "The Curse of Civil War Gold" pulled 2.2mln total viewers, the net's best second season premiere in over four years.

Obituary: *Ruth Kolpin* passed away Saturday at the age of 97. Kolpin began her broadcasting career with **KWGB** in Goodland, KS, in 1949. Fast forward to 1962 and you see her starting the cable television service in Carthage, MO. She expanded her cable holdings to 27 communities in Southwest MO. She sold **CityVision, Inc.** in 1986, leaving seven cable plants doing business as **Southwest Missouri Cable TV**, which were sold to **Cox Communications** in 1999. Kolpin was inducted into the **National Cable Pioneers** in 1988, and was awarded the first-ever Pioneer Broadcast Award from Missouri Southern State University. The mass of Christian burial will be held on Thursday at Sacred Heart Catholic Church in Webb City, MO. Private entombment will follow at Park Cemetery in Carthage.

Think about that for a minute...

Fix It!

Commentary by Steve Effros

One of the true, straight shooting pioneers of the cable industry was Bill Bresnan. I spent a good amount of time with Bill discussing various things the industry needed in the formative stages of our development, and one point he always made was that we had to know, and more importantly, experience what our customers were experiencing. You can't fix it, he would say, if you don't know about it in the first place! He wasn't talking about just intellectually "knowing."

That's why, for instance, when DBS satellite service started showing up (Echostar, DirecTV) Bill had one of those small satellite dishes installed right in the front yard of his offices. Everyone saw that thing when they walked in. The service was available in the building. If this was going to be our competitor, thought Bill, then we darn well better know what they are doing, what kind of service they are offering, and what the real options for our customers will be.

I was thinking about that the other day as I tried to navigate Verizon's customer service on behalf of my mother. Trying to get to the point of talking to a real, live person, because the whole situation was somewhat complicated, turned out to be a real challenge. Call the "customer service" telephone number (if you can find it) and the first thing you get is an automated message that says if you really want efficient service, you should go to the web site, don't call us!

But if you go to the web site you wind up with all sorts of questions as to what service you are dealing with (telephone, video, mobile, etc.) and each one shuttles you to a different page which then starts asking stock questions with stock proposed answers none of which fit my situation. So then what? You



can try to do a "chat" with an obviously automated "chatter," but that turned out not to be terribly effective since the recommendation was that I call during business hours, on a weekday, and when you did that, you got the automated system which told you to go back to the web site! Well, I finally battled my way through to a person, but it should not have taken the herculean effort that it did. Has any CEO from Verizon ever tried to use their own system? If it had been Bill Bresnan, I can assure you there would have been rapid changes in that system.

I have used Verizon as an example here, but I suspect a whole lot of cable companies are using (excessively) this new "automated" path that is going to drive customers nuts! Mistake. We are moving into a world where the base services we offer, whether video or broadband are somewhat commoditized. Price and customer service, as well, of course, as reliability, will be the touchstones of where customers land. Don't skimp. Try it yourself. How do you like it? If you don't, it's likely your customers don't either. Fix it.

There's not enough space here to go through the whole Comcast versus Rovi/Tivo patent fight. It's been going on too long. Comcast has won most challenges in courts, but I fear that the excellent X1 system is still being hampered by the handicapping of their web/cloud remote scheduling capability (which is mainly turned off) while the fight continues. Again... Folks, try using your own system! If it frustrates you, imagine what it does to your customers! One way or another, fix it!

Steve

T:202-630-2099
steve@effros.com

(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

Congratulations to All the Honorees!

Read the digital version and expanded profiles at www.CFXWorkCulture.com



Cable Center Hall of Fame

Cablefax Daily™

Thursday — May 2, 2019

What the Industry Reads First

Volume 30 / No. SPECIAL

Introducing the 2019 Cable Hall of Fame Class

The newest class of the prestigious Cable Center Hall of Fame will be celebrated at the Ziegfeld Ballroom in New York City on May 2. Join us in learning a more about these leaders and their contributions to the industry.



Leslie Ellis
President
Ellis Edits, Inc.

As the industry's tech translator, are there any concepts that you find especially difficult to explain? From a current events perspective, I'd put "5G" pretty high on the list, because it wants to be so many things, all at once. The details of what's

happening in the access network (the "last mile," and fiber-deeper, DAA, RemotePHY, that whole kettle of fish) is a pretty good reason to get cross at engineers for making things so dang complex. The stuff I'm following because I desperately want to understand it better are things like quantum computing and neural networks. (In part because just by saying words like that, people think you're smarter. Ahh I crack myself up.)

How do you keep up-to-date? By being as close to the real tech action as possible, while digesting as much information as possible. There's no better way to learn about a topic, technology, or idea than to help an expert to explain it to a non-expert.

What have you learned from your experiences as a volunteer with high school robotics group cableFIRST? That we should all adopt the FIRST program ethos that is "gracious professionalism." Gracious professionalism posits that fierce competition and mutual gain are not separate notions, and that kindness and creativity can coexist. There's not enough room to detail why we should all be doing as much as we can to support local FIRST robotics programs! The one thing this industry has, that not many others do, is feet-on-the-street. We—and by "we" I mean all of us in the industry we used to call "cable,"—are in-market. This means you, SCTE members, and you, WICT members, and you, everybody else. Ok. Stepping off of soap box...

You're a pretty well-known beekeeper. Do you find any similarities between your day job and your hobby? Hmmm. I can tell you a dissimilarity: When you take the lid off of a beehive, and start pulling out frames to see what's going on, the slower you go, the better off everyone is. Bees don't like being rolled and pinched any more than you would, if someone pried off your house, then started moving all your stuff around. It's important to move so slowly, you almost feel like you're exaggerating. In my day jobs—writing and editing, especially—quick turnarounds are appreciated. You need to be good at what you do, and fast about it, without being sloppy.

What does it mean to you personally to be inducted into the Cable Hall of Fame? I'm still trying to get my head around it. As you likely know, I'm far more comfortable on the other side of questions like that! I guess the gist of it, if this is some kind of passing of the torch, where the leaders in this industry want to put me in the same category as the Big League People amongst us ... of course I'm humbled. And I'll give it my all. Count me in.



Rob Kennedy
President & Co-CEO
C-SPAN

You left a for-profit cable business for a non-profit, where you've remained for more than 30 years. What's kept you rooted to C-SPAN? Honestly, I wondered if I would be here five years, let alone 30! I knew from the beginning that

my finance and engineering background was a good fit for my role here. But two things increased in significance to me over time, and kept me rooted here. First, a growing appreciation for the C-SPAN mission and the importance of providing the public with unfiltered information from Washington. And second, collaborating with a team that is wholly dedicated to this mission—and who are a lot of fun to work with, too!

There are many things that make C-SPAN unusual, including its dual-management structure. How do you and Susan make this work? We have a lot of experience—we've been doing this for over 30 years! I think it starts from having complimentary areas of expertise along with a devotion to the C-SPAN mission. From the beginning we agreed to tackle the big decisions together. So, whether it's goal setting, budgets or strategic decisions, we decide those as a team. But the 'secret sauce' may be the simplest thing of all: our offices have always been literally next door to each other's.

Some people might not realize that you're the unofficial C-SPAN deejay, helping select the classical music played over the years during quorum calls and at other moments. What's the goal with musical selection and any chance some jazz might slip into the playlist? I would say most people don't know that (laughs). We use music on-air during long periods of silence in the Congress: Senate quorum calls and House votes. The music can't infer a particular mood or commentary, so classical music works best. Although not every piece of classical music works—for example playing a funeral march when a nomination is being voted down would not be good! As painful as it is for me to say this, jazz doesn't fit the bill.

What's your favorite C-SPAN memory? That's like asking me to choose among my children! The 1997 purchase of our radio station in Washington, DC, is one that comes to mind. Not only did it launch us on the road to audio programming—manifested today in podcasts—but our board's approval was a noteworthy example of the industry's commitment to extend our public service beyond traditional television. Another example is our robust web presence over the years, including our free video library.

How do you feel about joining the Hall of Fame? Gobsmailed. Totally unexpected. It's a great personal honor for us, but it's a tremendous reflection on C-SPAN and the success we've achieved over our first 40 years. Which is about much more than Susan and me. It's been a team effort that wouldn't have happened without our staff, our affiliates, and our board of directors. They will all be very much on our minds as we accept our award.

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Senior Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850



Phil Kent

Former Chairman and CEO
Turner Broadcasting System, Inc.

When you look back at your 11 years leading Turner, what stands out? The most satisfying aspect was building and leading an extraordinary team of executives, which is the ultimate legacy of any leader. We were early proponents of multi-

platform branding with CNN and Cartoon Network, followed by our broader entertainment networks, as well as building a strong international business. The acquisition of post season Major League Baseball and joining with CBS to present the NCAA men's basketball tournament—along with maintaining a decades long NBA partnership—will keep the company formerly known as Turner resilient for many years to come.

What advice would you offer AT&T as they integrate Turner into the company?

The AT&T integration has already occurred, so my only advice is to emphasize making the employees feel appreciated.

You serve on the board of the CDC Foundation, an independent nonprofit created by Congress to assist the Centers for Disease Control and Prevention's health protection work. What have you learned from being a part of the Foundation?

From my long association with the CDC Foundation, I've come to see infectious disease control—both at home and abroad—as an essential national security issue and economic security matter. The work of CDC personnel all over the world is heroic and largely unappreciated.

What do you see as the biggest challenge facing the industry today—and what's your advice for tackling it?

I believe that the industry needs to do a much better job marketing the price/value benefit of the expanded basic network package, to continue to mitigate the trend of "cord cutting." Between programmers and distributors, I believe short-term thinking and efforts to gain relative advantage need to give way to more long-term strategy and collaboration. I still believe in the promise of TV Everywhere, particularly via mobile.

What does it mean to you to join the Cable Center's Hall of Fame? I'm very proud to have contributed to the growth and health of our industry. Being asked to join the HOF is a very nice recognition of this.



Kyle McSlarrow

SVP, Customer Experience
Comcast Corp.

You left the day-to-day regulatory world behind eight years ago. Do you miss it at all? And what advice would you offer for settling the never-ending argument over net neutrality? It's not so much a case of missing what

I did before as it is that I was ready to do something different and I enjoy leading teams and serving our customers. So, I honestly don't think about it much. Of course, I do miss a lot of the friends and colleagues I was fortunate to work closely with. On net neutrality, the core principles have never been an issue and are the way we do business.

What's something that you learned about cable that you could only really understand running a region vs leading NCTA? It was a little humbling to run a market after leaving a national role. NCTA gave me a great perch to see the strategic

themes and developments. But, the first time someone walked me through our operating metrics like quota and productivity, I realized that I was going to go through the most intense education in my life...and that I needed to do it quickly. I don't think I fully appreciated how complex our network, systems, products and interactions were until I was in the field.

What most needs to happen in the industry to improve the customer experience?

I've always thought that our industry was one of the most innovative industries in the last 50 plus years. Certainly, every decade there are plenty of example of great innovators and disruptive technologies. But we've been doing that consistently that entire time. So, my belief is that we should harness and leverage our great products, network and technologies to redefine what an exceptional customer experience means.

You're a relative newcomer to cable, joining the industry in 2005. What about cable made you want to stick around?

It mostly has to do with the people in the industry. From my introduction to the CEOs who conducted my first interview, through my experience at NCTA, and during my time at Comcast, I continue to marvel just how much there is a common denominator of humility mixed with a passion for winning. That has always appealed to me.

What does this honor mean to you? I'm not sure I can do justice to how surprised I was to learn about it. I'm relatively new to the industry. But to me, cable (and Comcast) are my home. So, it means a lot and I'm very honored to join with those inducted this year...all of whom I admire and consider good friends.



Steve Miron

CEO
Advance/Newhouse

What do you miss about running Bright House? Definitely the people. We had an outstanding team at Bright House and a great partnership with Time Warner Cable and working with the people at both of those companies was the best part of my job and the part I miss the most.

Stepping away from day-to-day cable operations must have allowed you to more closely examine some of the other technologies and industries out there. What excites you? I am still very excited about cable. As part of the board of directors of Charter, we hear about lots of technology which will help get even more utility out of these wonderful networks we've built. It is amazing to me to see how our infrastructure and network stand up over time as we've adapted to service customers' demand. We've evolved from one-way analog services, to digital services, to residential HSD services with continued speed improvements, to enterprise services, and now wireless, all through this incredibly robust and flexible network that continues to grow.

You're on the board of the Crouse Health Foundation, the fundraising arm for Crouse hospital of Central New York. Has this experience opened your eyes to new ways broadband can facilitate patient care? My father has spent some time at Crouse Hospital in Syracuse, and I would no longer have him around were it not for the quality of care he received there on multiple occasions. I'd like to do what I can to help make sure my hometown has first rate medical care for those who need it. I am indebted to Crouse for what they've done for my family and I plan to help them to the best of my ability.

There's a joke that coax runs in your family's veins. Your father, Bob Miron, retired after 50 years in broadcasting and cable. What's the greatest lesson you learned from him? My father is a great listener, always prepared, and has impeccable follow through. The list is long, but those items are high on the list of what I've learned from my Dad.

What does being named to the Hall of Fame mean to you? To me, being included in the Hall of Fame is recognition of the job our team did at Bright House. It is an honor for Bright House to be included in this distinguished group.



Susan Swain President & Co-CEO C-SPAN

C-SPAN got quite a number of 40th anniversary well wishes recently. Do you have a favorite moment from the fanfare? It has really been fun to hear from so many people we've worked with over the years, through emails, calls, and

social media. I also enjoyed watching a spontaneous meme pop up on Twitter and Facebook where folks found their C-SPAN debut in our video archives and posted the photo as a kind of "happy birthday" message to the network.

Why do you think C-SPAN has remained so relevant all these years? I'd argue that C-SPAN is more relevant today than at its founding, for two reasons: the 250,000 hours of searchable video content stored in our Archives. It's an incredible national resource nurtured by our cable industry board over the decades....and also because our "fly on the wall" coverage provides unfiltered context for political and policy events in an era when people are deluged with information from all points on the political spectrum.

Some have argued that giving members a platform to grandstand on has led to more partisanship. Are there drawbacks to having this always-on lens? There are many reasons why political partisanship has increased over the past four decades. If C-SPAN coverage has contributed somewhat to that, it's a worthy trade-off. We C-SPANners are of the "sunlight as disinfectant" orientation. We believe the public has a right to see the sausage-making by their elected officials.

You've just released a new book with Brian Lamb and C-SPAN that expands on C-SPAN's Historians Survey of Presidential Leadership. Are there common traits that link the best- and worst-ranked leaders? The historians and biographers we feature in our book point to preparation, decisiveness, communications skills and personal growth in office as traits of our most successful leaders. Invert those characteristics and you will find those presidents at the bottom of the pack.

What does being inducted into the Hall of Fame mean to you? First and foremost, I see this award as a recognition of C-SPAN's place in the telecom industry and in society, and that matters a lot to me and the corps of colleagues who have spent their careers at our network. It's also an incredible honor to be seen as someone

who's contributed to an industry I love. I'm also really delighted to be inducted with Rob Kennedy—we have an amazing partnership of three decades, which will now be memorialized in the HOF.



MTV

Founding Creators - Mark Booth, Tom Freston, Judy McGrath, Bob Pittman, Fred Seibert, John Sykes (*Q&A with McGrath)

What part do you feel MTV played in the fusion of the music and broader entertainment industry—which these days seems to be one in the same? When MTV launched into the popular culture, we made some key choices that helped define us. "Call your cable company and say, I WANT MY MTV!" We went directly to the consumer and said, this is for you. You are front and center in our experiment. This is your MTV. As Amazon today is customer-centric first and foremost, MTV set out to reflect the generation who grew up with music and television. We literally brought them together, we built a brand that borrowed from fashion and art and social issues, driven by music....but always with a sense of the young consumer first. We would never grow old with our original fan, but would always speak to the changing nature of each new generation, in their own language. Reminds me very much of the digital explosion, and the big brands that dominate our lives today.

What was the reasoning for the eventual decision to expand MTV beyond music videos—and eventually turn to reality and other forms of youth content, almost to the exclusion of music videos? By the mid-80's, we were experimenting with content inspired by music...news, events, documentaries, and more. We recognized that the audience had an appetite for original content, and that we could create content that would reflect, entertain and inspire them, while making our brand and our business stronger.

What were some of the challenges around the expansion of MTV into other Viacom nets like VHI, etc? A distinctive brand identity and a deep understanding of the audience for that brand was key to all of our successes. With VHI, we had another opportunity to create amazing content like "Behind the Music," "Pop Up Video," "Save The Music" and many more notable franchises that spoke to a different demo and psychographic. These brands collectively added up to something much more meaningful to the audience, and thus, to the industry.

What does it mean for MTV to be the first cable network to be inducted into the Hall of Fame?

We all feel thrilled at the chance to celebrate the creativity and spirit of MTV, with the industry who launched us into the culture and supported us every step of the way. It was truly a collective effort, so I find it much more rewarding to salute the network and our partners in the room, rather than singling us out as individuals. It was the ride of a lifetime, and I continue to have faith in MTV around the world.

Jim Robbins Receives Bresnan Ethics in Business Award



You have to figure that Bill Bresnan would be pretty happy that the award created in his honor is going to the late Jim Robbins.

When the former Cox Communications president and CEO passed away in 2007 at age 65, Bresnan offered high compliments. "Jim's longtime leadership of Cox Communications, his personal commitment

to customer service and diversity, and his devoted service to our industry in so many ways, serve as an example of excellence for all of us in cable today, and for all those who follow in the future," said Bresnan, who passed away two years later after battling cancer.

Robbins joined Cox in 1983, with the company's size quadrupling during his leadership. Cox employees remember him as one of the first to insist on customer care standards in the industry. "The

differentiator is how you treat your customer. It sounds like motherhood and apple pie. Easy to say, hard to do," Robbins told *Cablefax's CableWorld* magazine shortly before his 2005 retirement.

Robbins served twice as chairman of NCTA and won multiple awards, including the industry's prestigious Vanguard Award for Distinguished Leadership. He was also a veteran, serving as a destroyer line officer and a gunboat flotilla public affairs officer during two tours of duty with the U.S. Navy in Vietnam from 1965 to 1967.



AS C-SPAN CELEBRATES 40 YEARS,

longtime leaders and
2019 Cable Hall of Fame inductees
Susan Swain and Rob Kennedy
continue to drive

C-SPAN INTO THE FUTURE —

THANKS

to the unwavering support and
strategic guidance of industry
leaders, including those from the
Class of 2019 and many legendary
past inductees.

C-SPAN[®] **CREATED BY
CABLE IN 1979**