

# Cablefax Daily™

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What the Industry Reads First

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## Inclusive Vision: Getting to Know NAMIC's New Leader

Industry outsider A. Shuanise Washington has been making waves in her first several months as pres/CEO of NAMIC. New to the industry, but long committed to diversity and inclusion, Washington served as pres/CEO of the Congressional Black Caucus Foundation for nearly six years. Washington sat down with Cablefax to discuss her goals for increasing diversity, strengthening the national organization and changing how NAMIC is viewed. **How has your experience been as pres/CEO so far?** It's been great, it really has been wonderful. The industry that we're in has been very exciting, getting to know the chapter leaders, members, leaders of our industry and the partner companies, and of course, being named to **Cablefax's** 100 list is just absolutely awesome, and I think it underscores the impact that **NAMIC** has and will continue to have in terms of diversity. **What have some highlights been?** Getting to know the chapters. They are the heartbeat of the organization. Same would hold true for our the Executive Leadership Development Program, and I've had the opportunity to visit with our current cohort and joined them for their graduation ceremony. And then of course Diversity Week. I was less than three weeks into my new role and I got a chance to experience Diversity Week in 2018. It was a crash course in who our sister organizations are, who the industry leaders are, what we do. It was a lot incoming and a lot to take on, and I'd absolutely trade it for nothing. **What has been different about leading NAMIC than you expected?** One of the more exciting things to me in regards to the NAMIC opportunity is the cable communications industry has had this entire diversity infrastructure for nearly 30 years. As someone coming in from outside the industry, I just wasn't aware of that. If I have to differentiate in the context of any for-profit or non-profit doing business, I would say it's the accelerated mergers and acquisitions going on at a heightened pace in this industry. **What are some of the priorities to you as a leader?** It's a new day at NAMIC, and I'm very much focused on increasing our share of voice in the diversity and inclusion space, and making sure that we are delivering on our promise, which is to ensure that we're establishing opportunities for multi-ethnic individuals. In terms of how NAMIC is viewed, it's not only from an industry perspective, but my goal is for NAMIC to be viewed as an organization that is one of the premiere voices on the national stage as it relates to diversity and inclusion. **What goals do you and NAMIC hope to achieve in the next year?** Number one is increased diversity in membership. Not only across ethnicity but age and in terms of university students. Nationally NAMIC is 62%



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**Advertising Contact: Olivia Murray, Account Executive**  
**301.354.2010 | omurray@accessintel.com**

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female, 65% of our membership is 25-44, 56% is African-American and/or identify as Black. There's a huge opportunity in terms of other ethnicities and capturing the millennial and younger age cohort. My ultimate goal is creating a pipeline experience from college campuses to recent grads and into early entry level positions up to and including executive leadership. Second is making sure NAMIC is aligned with our industry and partner goals. We are an industry-funded organization, it's really important to understand what our industry partners are trying to accomplish. The third is chapters and membership. There are opportunities for us to have a much stronger model. Our chapter leaders run small businesses. From a national perspective, the question is are we ensuring that we have what they need to do that effectively, and also ensuring that we're providing them with the resources and support. The fourth priority is fundraising, just as it is for any non-profit. NAMIC enjoys the support of many of our industry partners, we enjoy rich support which is wonderful, but a priority for me is deepening our relationship with our existing partners, and then also looking at our relationship with people who do business with our industry. I look at everyone that NAMIC national has been doing business with. Are we doing business with diverse partners? I'm looking at that as well.

**Interstellar:** **Viacom** is all-in on **Pluto TV**, and CEO **Bob Bakish** dedicated much of the company's 2Q19 earnings call to the latest addition to the Viacom family. Since Viacom acquired the AVOD service for \$340mln in January, the Pluto subscriber base has grown from 12mln to 16mln. Bakish said the platform gives Viacom an upper hand when it comes to the upfronts and the company is gaining traction with Pluto when it comes to distributors. "For Viacom, Pluto TV was always more than a D2C play," Bakish said. "We see Pluto TV as an opportunity to create a platform for content owners to exhibit their IP on, a platform upon which to create a very substantial advertising business, from which to upsell a consumer's targeted SVOD and other products and a platform to work with distributors to create incremental value in broadband, mobile and video sub bases, both through advertising and by upselling additional video products." Comcast is including Pluto in its Xfinity Flex service and it'll be arriving on X1 soon. Bakish hinted at another deal they've signed with another major distributor, saying it would be announced at a later date. The programmer's second quarter was strong with adjusted earnings coming in at \$383mln, up from \$371mln YOY. That was up even as revenues fell 6% to 2.96mln and domestic affiliate revenues fell 2% due to SVOD library licensing.

**Mutual Split:** **TiVo** is officially separating its product and IP licensing businesses, splitting them into two independent companies. The decision was made unanimously by TiVo's board. Through the separation process, the board is going to be open to strategic transactions for both businesses. The move has been expected, with management exploring the option as a way to remove some of the complexities that come with the two businesses being under one roof. On the company's 4Q18 earnings call in February, CEO **Raghu Rau** said that the company was proactively working internally on the logistical issues that would need to be addressed in the case of a split, including understanding of tax implications and historical financials. The transaction is expected to be completed in the first half of 2020 through a tax-free spinoff of the product business to TiVo's shareholders. More details surrounding the full management teams and boards for both companies and the relationship between the companies will be revealed in the months leading up to the spin-off. For TiVo's just-reported 1Q, net revenues dropped to \$158.2mln, a 17% decrease YOY. Core revenue and platform solutions revenue followed suit, falling \$24.9mln and \$21.9mln respectively.

**CABO Ready to Spark:** The **Cable ONE** name will start to fade away soon, with pres/CEO **Julie Laulis** saying that the transition to **Sparklight** will begin at the end of this month. This summer, signage, billing, etc will make the switch. The company expects to spend \$9-11mln over two years on the rebranding, with the bulk of that occurring in 2019. Cable ONE recently earned its MEF 3.0 Services Certification for its E-Line, E-LAN and E-Access ethernet services, making it the first US MSO to be compliant with those standards. MEF 3.0-certified companies must meet higher standards for quality and configuration such as lower acceptable margins for packet loss and latency. Laulis said in Cable ONE's 1Q earnings call that the cert should give the company a boost in its carrier business, as well as government, education and medical verticals. For 1Q, Cable ONE added 10.7K residential broadband subs, up from 7.2K a year ago. As a leader in de-emphasizing video, it's no shocker that the company dropped 13K video customers. Total revenues for 1Q were \$278.6mln compared to \$265.8mln a year ago. Adjusted EBITDA was \$133.1mln and \$123.3mln for 1Q of 2019 and 2018, respectively, an increase of 8%.

**Making Waves:** Wave Broadband localized its business opportunities into two separate and regionally focused entities. Wave North now serves its customers in Washington state, and Wave South serves Northern California and Oregon. Wave North signed a 45,600 sq-ft lease in Bothell, WA, operational early summer 2019. It also leased 31,600 sq-ft south of downtown Seattle, operational by fall of 2019. Wave South will continue to operate in Rocklin, CA. *Fred Lutz* will lead Wave North, and *Jared Sonne* will lead Wave South.

**Programming:** Showtime released all four episodes of docuseries "Wu-Tang-Clan: Of Mics and Men" early to its subscribers. The eps are now available for streaming or download on the Showtime and Showtime Anytime apps. It will debut on air Friday at 9pm with subsequent eps each Friday. -- **Universal Kids** greenlit two new series, "Top Chef Junior: Remix" and "Create the Escape."

**People:** Congrats to longtime PR man *Bob Gold* for being selected to lead investment advisory firm **Hemisphere Technologies**. Hemisphere advises and invests in publicly-held and private companies navigating the media landscape. Hemisphere's portfolio includes **Clearleap**, **RGB Networks** and **Penthera**. Gold will continue to lead his PR & marketing firm **Bob Gold & Associates**. -- **UPTV** upped *Rajiv Jindia* to vp, financial planning & analysis. He's been with the net since 2013.

## Cablefax Dashboard

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Justin LaBar

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So far, each step of the way for #XFL version 2 has been done well. The announcement of its return. The locations chosen for teams. The personnel involved has credibility. Now a good TV deal. All important but all become irrelevant if quality of play isn't good and entertaining.



Ernesto Falcon

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David Redl resigning from NTIA is unfortunate. He was one of the remaining people in this Administration that was a stabilizing force. He had a solid understanding of the issues and respect for Congress. Pretty much the model for Senate confirmed officials.

12:25 PM · 9 May 2019

### Up Ahead

**May 14-15:** [MoffettNathanson](#) 6th Annual Media & Communications Summit; NYC

**May 14-16:** 47th Annual J.P. Morgan Global Technology, Media and Communications Conference; Boston

**May 20-22:** [MFM & BCCA's Media Finance Focus](#); New Orleans

**June 3-5:** [Fiber Connect](#); Orlando

**June 6:** [Cablefax Celebration of Leadership Gala](#); NYC

### Research

➤ 35% of all data breaches were due to human error and approximately a quarter of breaches arose from web application attacks.

➤ The business sector is the only industry to show a greater number of insider compared to external attacks (60% vs 42%, respectively).

➤ While cyber-espionage is on the rise, nearly 47% of breaches were only discovered years after the initial attack.

(Source: [Verizon Data Breach Investigations Report](#))

### Quotable

"We don't think we could be in any better shape for that than we are right now. I would say everything is on schedule. You'll be able to get the network one way or another just about anywhere. ... Mickey Mouse carries a lot of weight."

- **ACC Commissioner John Swofford** on carriage talks for the upcoming **ACC Network**. He [discussed](#) the channels in a meeting with reporters as part of the annual regional meeting for the **Associated Press Sports Editors**.

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