

Cablefax Daily™

Friday — May 17, 2019

What the Industry Reads First

Volume 30 / No. 095

Mobile First: Charter Using Mobile to Back Up Broadband

While its MVNO with **Verizon** was an unexpected benefit of **Charter's** acquisition of **Time Warner Cable** and **Brighthouse**, Charter is now using mobile as a way to drive connectivity services and overall penetration. "We actually thought the MVNO was a really good relationship we could build on with Verizon and have the opportunity to introduce an attractive product, high quality product, and use it to sell more cable and retain more cable inside the footprint," Charter CFO *Christopher Winfrey* said at an investor conference Thursday. "We realized... mobile can make money on a standalone basis without accounting for any of the benefits to cable and without accounting for any of the benefits to the extent that we build out our own small cells." Spectrum Mobile is fully rolled out and Winfrey expects more growth when Charter launches its bring-your-own-device option across all sales channels in the coming weeks. According to Winfrey, about 50% of customers in Charter's footprint take broadband or connectivity services, leaving a long runway for growth. "Using mobile to take otherwise inert customers who had a DSL or a DSL-plus type connection and to use mobile as a way to save them a significant amount of money, to be able to drive them into a broadband connectivity relationship with us not only accelerates share shift over time, but expands the broadband market over time as well," Winfrey said. And when it comes to those small cells, Charter is looking at building its own so that it can offload some of the traffic that it leases from **Verizon** through the MVNO. "Today, 80% of the traffic that's going over these mobile networks is really on our small cells through WiFi," Winfrey said. "Over time, WiFi has a roadmap to continue to get better both in propagation as well as speeds, so we think there's an opportunity to manage with that. We also have the visibility of where the traffic that we're leasing is occurring." That visibility allows Charter to look in a "pretty surgical" way at where more small cells need to be deployed or where CBRS or C-band spectrum could be used to handle that traffic. Turning to Charter's network, 200Mbps is the minimum speed in half of its footprint and its 100Mbps for the rest of its base. Across all of its footprint, customers have access to 1Gbps speeds. According to Winfrey, Charter was able to bring its speeds up in a total of 14 months for \$9 a passing. "When you think of overbuild, whether that's wired or wireless, and the competitive advantage that we have, we can move really fast to upgrade our entire footprint in a short period of time at an extremely low cost," Winfrey

THE FAXIES

RECOGNIZING EXCELLENCE IN PR, MARKETING & CONTENT

In 2019, The FAXIES have expanded to include content & design. The FAXIES mission to find the best of the best regardless of where it originated or how consumers watch it.

PR & Marketing Categories
Still Open for Entries

- Deadline: June 21

Content & Design Categories
(Formerly the Program & Trailer Awards)

- Early Bird Deadline: June 14
- Deadline: June 21



www.TheFAXIES.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

said. Winfrey said Charter will continue trying to stay ahead of the speed curve in hopes that the strategy will allow people to develop new products and services for the network. Charter currently has a path in place to reach 10Gbps symmetrical in a relatively short period of time. “Already today, you can see some applications that would have the demand for that type of speed, that type of throughput and have the type of edge compute that we have today available,” Winfrey said. “Those would include augmented reality, virtual reality. If you think about interactive gaming, that’s already there today, that’s not something that you have to imagine or invent and gamers have a tremendous need for the type of products that we offer.”

Mapping It Out: Bipartisan members of **Senate Commerce** joined together Thursday to introduce legislation aimed at improving broadband coverage maps. Sens *Shelley Moore Capito* (R-WV), *Brian Schatz* (D-HI), *Jerry Moran* (R-KS) and *Jon Tester* (D-MT) brought forth the Broadband Data Improvement Act, which would require ISPs to report service availability through the submission of GIS shapefiles that indicate actual network coverage. That would create a new national broadband map that would be subject to an ongoing challenge, validation and refinement process. **NCTA** quickly came forward as a backer. “By moving away from the current census block approach to one that utilizes shapefiles plus crowdsourcing, the Broadband Data Improvement Act of 2019 would more clearly identify served and unserved areas and will put the [Federal Communications] Commission on the surest path to significant mapping improvements in the shortest timeframe,” the association said.

WarnerMedia Moves: On the heels of the first **WarnerMedia** Upfront, *Kevin Reilly’s* contract has been extended through 2022. Reilly is taking on the added responsibility **truTV** pres, while continuing to run **TNT**, **TBS** and serving as chief content officer of the upcoming DTC service. As part of the reorg, current truTV pres *Chris Linn* will be leaving the company. -- That’s not the only shakeup at the company. **Turner Sports** COO *Matt Hong* told staff via an internal memo that he will be stepping down after 11 years with the company. Turner Sports pres *Lenny Daniels* and Hong both emphasized that Hong’s decision to leave is unrelated to the **AT&T** acquisition (which became official three months ago). Hong said he first discussed the idea of leaving with Daniels and former Turner pres *David Levy* “a few months ago,” and he plans to “take a few months to recharge, both mentally and physically.”

Cisco Earnings: **Cisco’s** revenue reached \$13bln in 3Q19 (+6%), even with the exclusion of its service provider video software solutions business. Product revenue was up 7% and service revenues rose 3%. Cisco completed the divestiture of the SPVSS business to **Permira Funds**, which then created a new company named Synamedia, in October. Revenue for the divested business for 4Q18 was \$206mln.



**C2HR's
EXCELLENCE
IN
HR
Awards**

Social Impact Aspiring Leader Team Innovator

Nominate at C2HR.org by June 15!

Debt Offering: **Discovery** has begun an underwritten public offering of senior fixed rate notes. Discovery will use the net proceeds from the offering to redeem its outstanding 2.750% senior notes due November 2019 and 5.050% senior notes due June 2020. Proceeds will also be used to fulfill **Scripps'** outstanding 2.750% senior notes due November 2019. Any remaining proceeds will be used for general corporate purposes.

Carriage: **Comcast** launched 4K content from **Smithsonian Channel** on Xfinity X1. Comcast customers with a 4K TV and 4K capable set tops now have access to a wide range of Smithsonian Channel programming in 4K via Xfinity On Demand. -- **Sling TV** added **FlixLatino**, a US Hispanic SVOD service, to its lineup as an a la carte channel. It's available as a standalone channel for \$3 or as an addition to Sling's base subscription services.

The Children's Space: In a report to **House Commerce**, the **FCC** determined that the **TV Parental Guidelines Oversight Monitoring Board** has been "insufficiently accessible and transparent to the public." It recommended that additional steps be taken to increase awareness of the board's role, including its oversight of the TV rating system. The FCC also recommended that the board consider additional ways in which it can publicize the ability of the public to file complaints and instructions on how to file those. With that, the board should also find ways to inform the public on the number of complaints it receives as well as information about those complaints, including the nature of it and the program involved. Congress had ordered the FCC to report on the accuracy of the television content rating system as well as the TVOMB's performance. The Commission said it was not able to draw any conclusions on the general accuracy of ratings in the 90 days it was given to create the report, though it noted "the record gives us reason to believe that a better job could be done aligning the rating system with the video content being shown in at least some instances."

Sprinting to 5G: **Sprint** announced that its first two 5G devices, LG V50 ThinQ and HTC 5G Hub will be available May 31, with presale beginning on Friday. Both devices will be available for customers in the first four expected 5G markets (Atlanta, Dallas, Houston and Kansas City) before becoming available in the provider's other 5G markets (Chicago, L.A., NYC, Phoenix and DC) in the next few weeks. As part of the initial offering, Sprint is offering heavy discounts on the two devices. The LG V50 ThinQ is available for \$24 a month with \$0 down (\$576 over 24 months, a 50% discount) and the HTC's 5G Hub hotspot is \$12.50 a month over 24 months, 50% off the normal \$600 price. Sprint requires the majority of its new 5G customers to sign up for an "Unlimited Premium" plan at \$80 per month, but the deal also includes **Hulu**, **Amazon Prime**, **Twitch Prime**, **Tidal HiFi** and 100GB of LTE hotspot access for one user.

Back to BDAC: **FCC** commish *Ajit Pai* named **Aristotle** pres/chair *Elizabeth Bowles* to serve as chair of the newly-rechartered Broadband Deployment Advisory Committee. BDAC members include **Comcast** regulatory policy vp *David Don*, **Cox** govt affairs vp *Curt Stamp* and **Nittany Media** CTO *Michael Hain*. The re-chartered BDAC will hold its first meeting on June 13 at 9:30am at FCC headquarters.

Better Together: Anime subscription service **Crunchyroll** is teaming up with **Twitch Prime** to offer 30 days of its premium service for free. Crunchyroll Premium includes ad-free access to the service's anime and manga libraries as well as simulcasts as soon as one hour after the broadcast in Japan.

Grab the Popcorn: **Redbox** has called on **You.i TV** to develop an improved user experience for the Redbox On Demand service, starting with its Roku app. The application will be the first developed for Roku using the React Native development framework.

Ratings: The four matches of the **UEFA Champions League** semifinal round, simulcast on **Univision** and **Univision Deportes**, delivered an average of 705K total viewers 2+. It attracted the largest audience ever for a UCL semifinal round across all networks and languages.

Call for Entries: **NAMIC** is accepting entries for the [2019 Excellence in Multicultural Marketing Awards](#) (EMMAs). In partnership with **Cablefax**, these awards recognize innovative marketing efforts by companies and agencies targeting multicultural audiences. The deadline for submission is June 14, with early bird entries closing May 31. Winning entries will be featured on the EMMA website and profile in **Cablefax: The Magazine**.

People: *Kevin Keefe* has been upped to svp and segment leader, network and cloud, for **Arris**. Originally joining Arris after its acquisition of **Motorola Home**, Keefe has held several general manager positions within the company in his 24-year career. -- *Gary Saginario* was upped to svp, ad sales & partnerships for **Katz Networks**. *Lori Isola*, formerly of **NBCU**, was hired for his previous role as vp, ad sales.

PROGRAMMER'S PAGE

Dahmer Documentary Goes Deep

REELZ has dabbled in crime docs many times over the years, but last summer's "Ted Bundy: Serial Monster" was the first time the network spread true crime over two nights—two hours each night. "It was one of our highest-rated shows of the year," REELZ programming svp *Steve Cheskin* told us. So he turned to Bundy director *Michael Hoff* to see what other stories might warrant a deeper dive. That was the genesis of "Jeffrey Dahmer: Killer Cannibal," which will premiere Sunday and Monday at 9pm ET on the net. Hoff said today's viewer demands such in-depth coverage. "The audience is fairly jaded and fairly sophisticated. We've got people who have read all kinds of books about Dahmer, [John Wayne] Gacy, Bundy... and are really into it in detail," Hoff explained. "We're in this era of binge viewing, where people who have an interest in the subject, they want to go deep." Killer Cannibal delivers, offering a look at a troubled and oddball young Dahmer who would grow up to be a monster. Like many true crime docs, Killer Cannibal relies heavily on dramatizations, but the re-enactments have almost a cinematic quality—appropriate given REELZ's heavy emphasis on movies. Hoff gives photographer *Heath Orchard* and his use of fixed prime and older lenses the credit.

"With those lenses, you get a lot of opportunities to throw things out of focus and experiment with depth of field. That's pretty normal with motion pictures, but in television where there's a lot of time management challenges, people tend to use zoom lenses," Hoff said. "Good shooting as well as good audio editing is kind of subliminal. They just say, 'Wow, there's something a little different about this one.'" Cheskin's a fan, scheduling future **Hoff Productions** on Gacy and shark attacks, the latter based on real events that influenced films from "Jaws" to "The Meg." All fit in the REELZ wheelhouse. "A qualifying factor for REELZ is that you've achieved that level of celebrity, whether it be for something good or something bad," Cheskin said. In the case of Dahmer, it's for pure evil. — *Amy Maclean*

Reviews: "Frontline: Supreme Revenge," 10pm, Tues, **PBS**. Months ago, when this ep of "Frontline" was scheduled, there's no way PBS could have predicted one of the hot stories of the moment would involve a Supreme Court ruling on abortion. Sometimes it's better to be lucky than good. This short doc about the *Kavanaugh* confirmation is lucky and good. While many viewers were glued to last fall's hearings, the backstory occurred in 1987, when *Robert Bork's* nomination to the court was scuttled. That led to two things that shaped *Kavanaugh's* confirmation: the creation of the Federalist Society and the wrath of a young Republican senator from KY, *Mitch McConnell*. Deploying a cadre of talking heads from both sides of the political spectrum and tremendous footage, the filmmaker, *Michael Kirk*, re-tells the story with insight and even humor. One of the best moments is reporter *Nina Totenberg* recalling how she got the *Anita Hill* story. — "The Employables," 10pm, Wednesday, **A&E**. One definition of good film is if it transports one from reality into a different world. If so, this docu-series is a success. Filmed with compassion, the series will make viewers forget their tribulations and become absorbed in the lives of these worthy employables. — *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (05/06/19-05/12/19)		
Mon-Sun	MC US	MC US AA
	AA%	(000)
TNT	1.080	3,300
FNC	0.749	2,287
ESPN	0.746	2,279
MSNBC	0.545	1,663
HBO	0.432	1,319
HGTV	0.377	1,153
A&E	0.332	1,013
USA	0.327	999
TBSC	0.316	966
HIST	0.316	965
HALL	0.310	948
TLC	0.282	863
DISC	0.282	862
ID	0.282	861
CNN	0.260	794
FOOD	0.256	783
BRAVO	0.202	617
NICK	0.201	615
ADSM	0.199	608
NBCSN	0.197	603
TVLAND	0.194	593
INSP	0.191	583
DSNY	0.168	513
DSJR	0.159	487
NAN	0.157	480
LIFE	0.144	439
AMC	0.141	430
APL	0.140	429
MTV	0.138	420
GSN	0.134	408
HMM	0.132	404
WETV	0.132	403
VH1	0.132	403
FX	0.124	379
NATGEO	0.124	379
SYFY	0.121	369
TRAVEL	0.120	367
NKJR	0.117	359
CRN	0.111	339
WGNA	0.108	328
PARA	0.104	317

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.

CONGRATULATE the **CABLEFAX 100** and **REACH** the Top Leaders in Cable, Broadband & Digital

AD SPACE DEADLINE: MAY 17

Publication Date: June 6, 2019

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

Celebration of Leadership Gala on June 6 | Register Your Team! | WWW.CABLEFAX100.COM