

Cablefax Daily™

Monday — May 20, 2019

What the Industry Reads First

Volume 30 / No. 096

Looking Up: FCC Meeting A Positive Sign for T-Mobile/Sprint

Things may be looking up for **T-Mobile** and **Sprint** in their quest to have their merger approved with reports that **FCC** officials met Thursday to discuss possible conditions for the deal. The discussions at FCC headquarters included talk of the joined company selling off businesses as a way to gain regulatory approval, according to a **Fox Business** report. **New Street Research** said that while news of the meeting could be interpreted in a number of ways, it's most likely a positive turn in discussions. "Normally, companies seeking to merge usually try to obtain a sign-off from the **DOJ** first and would not go to the FCC unless they have a high level of comfort that the DOJ is conceptually on board with approval and a framework for conditions," New Street said in a research note. "In this case, the opposite could be true. We believe the companies have approached the FCC for approval either prior to or independent of the DOJ decision." Folks have continued lining up on both sides of the argument to voice support and concerns for the deal's impact on consumers and the overall wireless industry. The **Pennsylvania Retailers' Association** believes the expansion of the New T-Mobile's post-merger retail footprint will fuel economic development, particularly in the state's rural areas. "In its first year, New T-Mobile has calculated that it will add 3500 more full-time US workers than Sprint and T-Mobile would have together as standalone companies," PRA executive director *John Holub* said in an FCC filing. "The merger not only promises to create new retail jobs at new physical locations, but also promises to generate new jobs through the combined company's 5G network buildout and its planned expansion of enterprise sales." **ION Media** is also interested in the promise of the combined company's 5G efforts, saying the network would create a new alternative for video distribution in the US, especially as viewers look to mobile and digital platforms for content. "Wireless operators' bandwidth constraints, spotty coverage and lower speeds still limit content providers' ability to provide the best viewing experience to consumers," ION Media chmn/CEO *Brandon Burgess* told the FCC. "The deployment of robust nationwide 5G networks, like the New T-Mobile's network, will eliminate these technical constraints and create a strong, competitive alternative platform for content distribution." Some from the other side are fighting against Sprint's claims that it cannot survive as a standalone company into the future. **DISH** counsel *Pantelis Michalopoulos* told the FCC in a filing that at no point has Sprint

Reach your target audience **TODAY** at the Independent Show

Ignite
The Independent Show

July 28-31, 2019
Chicago

Presented by NCTC & ACA Connects

Need help driving traffic to your booth or securing meetings? Looking to promote the launch of a new product?

Cablefax Daily: Special print distribution before and at the show in pub bins as well as electronic distribution to c-suite level paid subscribers.

SECURE YOUR AD SPACE TODAY!

For rates and more information about other advertising opportunities contact: Olivia Murray at omurray@accessintel.com or 301-354-2010



Cablefax
TOP OPS AWARDS

2019

Congratulations!

MSO RECOGNITION

MSO OF THE YEAR



- Lifetime Achievement Award
Paul Glist, Davis Wright Tremaine
(retired)
- Lifetime Achievement Award
Anne Cowan, CTAM *(retired)*
- Consumer Growth Driver
Dana Strong, Comcast Cable
- Creative Thinking
Charter Communications
- Evolution Award
RCN/Grande/Wave Executive Team
- Customer Service Award
Sparklight (Cable ONE)

INDEPENDENT OPERATOR RECOGNITION

INDEPENDENT OPERATOR OF THE YEAR



- Lifetime Achievement Award
Frank Hughes, NCTC *(retired)*
- Technology Executive of the Year
Ed McKay, Shentel
- Financial Executive of the Year
Vicki Villacrez, TDS Telecom
- Marketing Executive of the Year
Sandy Hendrick, HTC
- Versatility Award
April Eades, Bristol Tennessee Essential Services
- Customer Service Award
WOW! Internet Cable & Phone
- Community Service
HBC
- Employee Connections
Packerland Broadband

Profiles of the Top Ops will be featured in the July issue of Cablefax: The Magazine.

Congratulate the winners and advertise your brand! **Reserve your ad space by: June 29, 2019**

Industry Distribution Includes:

- The Independent Show
- SCTE Cable-Tec Expo
- Electronic distribution to Cablefax Daily
Subscribers & Audience
- And More!

Advertising Opportunities:

Contact Olivia Murray at omurray@accessintel.com.

Event Questions: Contact Kate Schaeffer at kschaeffer@accessintel.com

Top Ops Celebration Dinner June 6th

Join Cablefax for the Cablefax 100 &
Top Ops Celebration Dinner on June 6
at the Yale Club, NYC. Register at:
www.cablefax.com/events

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

met the definition of a failing firm under the DOJ's Horizontal Merger Guidelines. Sprint has also made public and private statements describing the company's positive health. Michalopoulos pointed to statements from Sprint CCO *Brandon Dow Draper's* testimony before the **California Public Utilities Commission** for the agency's review of the merger, including "Sprint will be here to compete whether we merge with T-Mobile or not."

Warner Moves: Disney veteran *Kevin Brockman* has landed at **WarnerMedia** as its new evp, global communications for WarnerMedia Entertainment. Brockman will oversee comms for **HBO, Cinemax, TBS, TNT, truTV** and the upcoming streaming service. He spent 22 years at The Walt Disney Company, where he served as evp of global communications for Disney/**ABC Television** since 2008. His appointment comes just a day after pres of TBS and TNT *Kevin Reilly's* contract was extended another four years, and he was given the additional responsibility of pres of truTV.

Justice Served: The California man who pleaded guilty to threatening the family of **FCC** chmn *Ajit Pai* after the Commission voted to repeal Title II was sentenced to more than a year and a half in prison Friday. According to court documents, *Markara Man*, 33, sent three emails to Pai's email accounts between December 19-20, 2017. Man was arrested in June 2018 after the emails were traced to his home in Norwalk, CA.

Carriage: **RIDE TV** scored a multi-year carriage deal with **AT&T** that sees the equestrian channel launch in all U-verse markets. It's being offered for \$5/month as an a la carte channel. U-verse will offer the net in a free preview from June 3-17. RIDE recently was upgraded to HD on **DISH**.

Ratings: **Turner Sports' 2019 PGA Championship** coverage on May 16 delivered all-time records across PGA Digital assets and significant gains for live video consumption across all platforms. The digital products generated an all-time single day high for live hours of consumption, up 22% vs 2018. PGA.com saw its best Thursday on record for video views, up 27% YOY.

Public Affairs: **Comcast NBCU** awarded \$82,500 in scholarships for the 2019-2020 school year to 30 Virginia students. The scholarships come as part of its annual Leaders and Achievers Scholarship program, where students are selected for community service, academic performance and leadership skills. The award is a one-time \$2,500 scholarship for undergraduate education-related expenses.

Programming: A paranormal team will investigate the infamous LaLaurie Mansion in New Orleans for the first time in an episode of "Portals to Hell" on **Travel Channel**, airing June 7 at 10pm. *Jack Osbourne* and *Katrina*

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

Weidman will explore the mansion, which is known for its sadistic history that inspired various books, movies and TV shows, including FX's "American Horror Story." -- **beIN Sports** will air its 1000th episode of "The Locker Room" on May 20 at 5pm. It will take a look back at some of the show's most memorable moments, interviews and features. -- **HGTV's** new series "My House Is Your House," premiering June 1 at 11pm, follows a Nashville-based mother-daughter duo and a San-Diego-based husband-wife team who help clients transform unused areas of their homes or rental spaces into stunning vacation properties. -- **AccuWeather** is launching a new series "AccuWeather Reports, Nature's Impact After The Flood" with interviews and programming around the nationwide impact of this year's heavy rainfall and flooding. It premieres Monday.

People: Magid tapped industry vet **Brian Katz** as its new svp, product and data strategy for EmotionalDNA. Katz will play a senior role in Magid's eDNA product, a proprietary dataset that captures and maps the nuances of consumer emotion to both linear and OTT television content and advertising. He comes over from **Eyeview**, where he served as vp, advanced TV. -- **Tennis Channel** tapped **Timothy Athans** as director, strategic partnerships. He's spent 15 years in advertising sales, most recently as vp, advertising sales, **21st Century Fox**.

Cablefax Dashboard

Tweet Tweet



Up Ahead

May 20-22: MFM & BCCA's Media Finance Focus; New Orleans

June 3-5: Fiber Connect; Orlando

June 4-6: Promax Conference; L.A.

June 6: Cablefax Celebration of Leadership Gala; NYC

July 18-21: Comic Con International; San Diego

July 28-31: The Independent Show; Chicago

Research

- > The average consumer watches five genres and eight shows per week.
- > 64% of consumers have binge-watched a show in the past six months, and 82% finished the show within a week when binge-watching.
- > Of these consumers, 56% say that seeing a TV ad for a show makes them think it is more reputable.
- > When deciding to watch a show, 56% of consumers say they consider it for at least a couple weeks.

(Source: [Xandr](#))

Quotable

"We all do want to make sure that we can have a thriving, open internet that really does value the principles of net neutrality. We think that the way to go is to actually have a national framework that would be committed to preserving our open internet, but to do so in a way that doesn't take us back to what the Save the Internet Act suggests that we do, of 1934 public utility style old-school regulation. We have to be more optimistic, we have to have policies of abundance."

— **USTelecom CEO Jonathan Spalter** in an interview for **C-SPAN's** "The Communicators" series.

Cablefax: What's Happening... July

Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

JULY

Cablefax: The Magazine – July Issue Top Operators

Cablefax's annual magazine recognizing large and small operators for innovation, community service and financial wizardry.

Summer TCA

Once again the TV critics will descend on Los Angeles, and we will cover executive sessions and programming developments at this bi-annual gathering.

EDITORIAL:

Amy Maclean
Sara Winegardner
Mollie Cahillane

• amaclean@accessintel.com
• swinegardner@accessintel.com
• mcahillane@accessintel.com

ADVERTISING:

AWARDS:

Olivia Murray
Mary-Lou French

• omurray@accessintel.com
• mfrench@accessintel.com

The Independent Show

Cablefax will cover every moment of the annual NCTC and ACA gathering in Chicago, sharing the latest on technology, regulatory and business strategy from independent operators.

Comic-Con

We'll look at why this consumer event is on everyone's must-attend list.