

# Cablefax Daily™

Friday — August 23, 2019

What the Industry Reads First

Volume 30 / No. 162

## Shades of Blue: Breaking Down Candidates' Rural Broadband Plans

Campaign season is in full swing and with so many Democratic candidates still vying for a shot at the presidency, it's only getting harder to find ways in which they differ. Reinstating net neutrality, eliminating provisions that prevent municipalities from launching broadband networks and correcting the **FCC's** widely-criticized broadband maps have widely been universal promises from the Democrats in the race, but here's your rundown of what sets some candidates apart so far. **Elizabeth Warren** The first to release a detailed plan surrounding rural broadband, Warren would have the federal government award \$85bln in grants to close the digital divide. She plans to create an Office of Broadband Success within the Department of Economic Development to subsidize the buildout of fiber networks in underserved areas. Some \$5bln of that would be set aside specifically for tribal nations and expanding broadband access on tribal lands. Under her leadership, the federal government would foot 90% of the costs for the construction of that fiber infrastructure. **Cory Booker** The NJ senator hasn't released a formal plan, but he made it clear at a town hall in Orangeburg, SC, that at least one thing is a priority. "Rural infrastructure, infrastructure, infrastructure," Booker said. "From broadband to water quality, we need to have a rural infrastructure vision." He's also disagreed with Warren over her calls to break up big tech, saying the chief executive should not be picking and choosing which companies should be disassembled. **Joe Biden** Some \$20bln would be funneled to rural broadband investments under the former veep's leadership. His focus would go to tripling **USDA** Community Connect broadband grants and partnering with municipal utilities to building local networks in underserved areas. Under Community Connect guidelines, qualifying areas lack any existing broadband speed of at least 10Mbps downstream and 1 Mbps upstream. **Pete Buttigieg** The mayor of South Bend, IN, and his Internet for All Initiative clocks in just below at the \$80bln mark and includes promises to close the homework gap within his first term. But where he stands apart is in his promises to amp up antitrust review. How does this relate to the rural internet story? He would require the **DOJ** to regularly conduct post-merger reviews to enforce existing commitments made by telecom providers on rural access. The **FTC** conducts such reviews, but not the DOJ. Amongst the information to be offered to the DOJ would be coverage data with speeds and average prices to ensure companies are not prioritizing high-income areas over low-income areas. **Bernie Sanders** Sanders has proposed dedicating more



**NAMIC**  
NAMIC.COM

33RD ANNUAL NAMIC CONFERENCE

## Breaking Barriers: *The Multicultural Media Agenda*

SEPTEMBER 17-18, 2019 • NEW YORK, NY

REGISTER NOW AT [CONFERENCE.NAMIC.COM](http://CONFERENCE.NAMIC.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 ● 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: \$1,749.00/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

money to rural broadband than any other Democratic candidate. The senator's proposal includes \$150bln in infrastructure grants and technical assistance for municipalities and states to build publicly-owned, co-op or open access broadband networks. Ensuring their durability is key to Sanders, who wants those networks to be able to withstand climate emergencies. **Amy Klobuchar** The Minnesota senator plans to connect every household to the internet by 2022. The only details from her camp have her providing greater incentives for existing providers to use funds to upgrade their networks in unserved and underserved areas.

**States Band Together With Industry on Robocall Efforts:** Attorneys general from all 50 states and DC announced Thursday plans to collaborate with major telecom companies to add another layer to the fight against robocalls. Through the agreement, the 12 major phone companies involved will offer free call-blocking tools to all customers. Those companies include **AT&T, Bandwidth, CenturyLink, Charter, Comcast, Consolidated Communications, Frontier, Sprint, T-Mobile, US Cellular, Verizon** and **Windstream**. The call-blocking will extend to the network level and include landlines. The only exception to this will be customers still using copper landline phones, which require more technical work to enable call-blocking technologies. The agreement stretches beyond just blocking the calls. The AGs have asked those companies to trace the robocalls back to the source, allowing government agencies to impose fines upon offenders. **FCC** chmn **Ajit Pai** said in a statement "it comes as no surprise to me that these leaders are dedicated to battling this scourge." He added that the FCC has a number of agreements with state officials to share information on spoofing incidents and robocalls were a topic of conversation with state attorneys general at this year's Consumer Protection Conference. **USTelecom, CTIA** and **NCTA** jointly celebrated the continued commitment of the states, calling robocalls far more than just a daily annoyance. "They are a deliberate attempt by criminals to flood voice networks with unwanted calls that scam, spoof and prey upon vulnerable consumers who are justifiably fed up," the groups said.

**Charter Mobile Service says Aloha to Hawaii:** You might have thought **Charter's Spectrum Mobile** launch was nationwide. Well, it is now. The wireless service made its debut in Hawaii this week, marking the completion of Charter's mobile rollout. The operator soft launched Spectrum Mobile on June 30, 2018, with an official launch last September. While it was billed at the time as being across the Spectrum footprint, it took a bit longer to hit the Hawaiian islands. As is the case in the contiguous US, Hawaiian customers can choose unlimited data plans starting at \$45/month per line or by the Gig offerings for \$14/Gig.

**Rural Broadband Receives \$4.9 Billion Federal Boost:** The **FCC** authorized over \$4.9bln in support over the

## Cablefax Upcoming...

### The FAXIES Award Luncheon

Tuesday, Oct. 22 • 12:00-2:30pm • Edison Ballroom, NYC

Bigger. Better. Faxier. The expanded FAXIES awards program recognizes the intersection of marketing, PR and content producing endless content diversity and a dizzying array of entertainment options. This celebration lunch brings together the all the puzzle pieces and recognizes the best people and initiatives impacting American culture. Join us when we announce the winners of the Ultimate b2b awards program.

[www.TheFaxies.com](http://www.TheFaxies.com)

### Most Powerful Women Celebration

Thursday, Dec. 5 • 11:00-2:00pm • 583 PARK AVENUE, NYC

This signature Cablefax event always draws an elite crowd of senior-level female execs across disciplines from distributors, programmers and technology—and it's the perfect opportunity to catch up with old friends, make new connections and celebrate the continued advancements of women throughout the TV, cable, broadband and media universe.

[www.CablefaxWomen.com](http://www.CablefaxWomen.com)

Register Early. Questions: Contact Kate Schaeffer, [kschaeffer@accessintel.com](mailto:kschaeffer@accessintel.com)

next decade to maintain, improve and expand rural broadband for 455,334 homes and business served by 171 carriers in 39 states. The support is targeted to smaller, rural carriers who agreed to accept subsidies based on the Commission's Alternative Connect America Cost Model, which offers predictability, rewards and efficiency and more value per taxpayer dollar. In return for the support, carriers must make upgrades allowing them to provide service of at least 25Mbps down/3Mbps up to over 363K locations. That includes more than 37K locations on tribal lands. The first interim deployment obligation will occur in 2022. "Our action today will help close the digital divide and is a win-win for rural Americans and taxpayers," FCC chmn *Ajit Pai* said in a statement. "Carriers get the predictable support they need to deliver broadband to their customers in these high-cost rural areas. And taxpayers, who fund this support through a fee on their phone bills, are getting more bang for their buck."

**Verizon Launching More 5G, Devices:** Verizon is bringing its 5G Ultra Wideband service to parts of Greater Phoenix, AZ, beginning Friday. The company says service will initially be concentrated in downtown Phoenix around well-known landmarks. This makes Phoenix the 10th city Verizon has expanded 5G coverage to. Additionally, Verizon and **Boingo** have also teamed up to bring 5G indoors and to public spaces like airports, stadiums and arenas. Finally, three new **Samsung** Galaxy Note10 smartphones will be available Friday from Verizon, online and in stores.

**CenturyLink Upgrades Private Cloud Platform:** Ahead of next week's VMworld conference, **CenturyLink** announced it is making five enhancements Private Cloud on VMware Cloud Foundation to bring public cloud efficiencies to private cloud and edge-connected computing solutions. The company says they will enable businesses to expand their use of distributed compute resources. The upgrades include expansion to third-party data centers globally, support for VMWare Enterprise PKS, support for VMWare HCX Migration and Hybridity Tool and support for Caveonix RiskForesight.

**YouTube TV Adds Channels:** YouTube TV is now offering **AMC Networks**-owned **Acorn TV** and **Urban Movie Channel**. The Acorn TV add-on comes with a price point of \$6 a month, and UMC at \$5 per month. The two channels join three other AMC Networks channels already offered on the **Google**-owned platform: **AMC Premiere** (\$5 monthly), **Shudder** (\$6 monthly) and **Sundance Now** (\$7 monthly). The base YouTube package costs \$49.99 a month and offers over 70 channels.

**Roku Gets More Kid-Friendly:** Roku added a Kids & Family destination to **The Roku Channel** in the US Monday. The destination includes tailored content from free sources and premium subscription offerings. Alongside the launch, Roku rolled out parental control features for The Roku Channel, including PIN-based playback controls.

**The Joy of Missing Out:** Nearly 5 in 10 Americans admit to faking an excuse to get out of plans, according to a **Sling TV** survey conducted by the **Harris Poll**. Of these, 76% chose to relax at home and watch or binge TV or movies. The survey also found that 43% of excuse makers have feelings of guilt over making excuses. To counter that, Sling TV and *Maya Rudolph* partnered up for the campaign and launched "Joy of Slinging In" with Rudolph making up excuses on the fly. Sling added a "Joy of Slinging In" ribbon to its app. The first spot for the marketing campaign "Dog Pawty" can be viewed on Sling's **YouTube** channel.

**Programming: USA** announced that the second season of "Temptation Island" will premiere Oct 10 at 10pm. The net also revealed the 24 "sexy singles" participating in the reality show. -- "E! True Hollywood Story" returns to **E!** on Oct 6 at 10pm. -- **Comedy Central** will premiere the first of its half-hour specials "Comedy Central Stand-Up Presents..." on Oct 18 at 11pm, featuring *Jaboukie Young-White*, followed by *Vanessa Gonzalez* at 11:30pm. Back-to-back episodes follow every Friday through Nov 22. -- **Lifetime** is getting ahead of the holiday season and revealed its full slate of holiday movies for the annual "It's A Wonderful Lifetime" programming event. It kicks off Oct 25 with the premiere of "Sweet Mountain Christmas" at 8pm. With more than 60 days of programming, this year's slate will also include a new special, "Battle of The Christmas Movie Stars," premiering on Dec 21 at 11am. The special pits some of season's biggest stars against one another to see who is crowned the winner of Lifetime Christmas. -- **A+E**'s docuseries "Born This Way" was renewed for a six-part short form digital series alongside a one hour linear series finale holiday special. The digital series will premiere later this year and the holiday special in December. -- **Ovation** will premiere Season 1 of docuseries "Chasing the Sun" on Oct 3 at 7pm. The series originally aired on Ovation's AVOD channel **JOURNEY**. Season 2 will premiere on the AVOD on Oct 2.

**People: Comcast Spotlight** named *Melanie Hamilton* as vp, national sales. She'll join the company next month, coming over from **Google** where she most recently served as the company's telecom "Head of Industry" and spearheaded its **AT&T** account.

# PROGRAMMER'S PAGE

## Trying to Make Sense of Senseless Murders

It's been two years since **Oxygen** rebranded as a true crime network, but you might not even remember that it wasn't always this way because the new identity has come as naturally as, well, breathing oxygen. "I think it's gone exceptionally well. The true crime viewer is almost insatiable about true crime stories," said *Rod Aissa*, Oxygen evp, programming and development. "True crime may feel hot at the moment and there's the amazing work of the people at **ID**, but there seems to be room to be additive to the landscape of true crime. That's what we've tried to do—to be additive, not to be replicative of what someone else is doing." Oxygen's latest contribution to the genre is "Killer Motive" from the producers of "Dateline NBC" (Aug 25, 7pm). On the surface, Killer Motive might sound a bit like other true crime series, but dig deeper and you'll find it distinguishes itself with a laser focus on motive. "We wanted to do something where you know what happens. You understand who got killed right away. But understanding the motive was something we really wanted to explore. It's the psychology of the why," said Aissa. "This is really an investigation of motive." **NBC News** correspondent *Stephanie Gosk* and Emmy Award winner *Troy Roberts* each host four eps of the series. They are actually on-the-ground, immersing themselves in the community, which helps in dissecting the twisted motives at play. In the end, most of us, thankfully, can never truly understand the motivations that lead to murder. But Killer Motive gets us thinking a bit more about deadly impulses and the often surprising psychology behind them. — *Amy Maclean*

**Reviews:** "On Becoming a God in Central Florida," series premiere, 9pm, Sunday, **Showtime**. As a means of escape, many viewers look for something that's different on TV. The plotline of "On Becoming a God" is different all right. The story revolves around a couple's struggles with an Amway-like pyramid business. This chasing-of-the-American-dream dramedy pushes characters well off the beaten path. It also affords a strong ensemble cast tremendous room to flex its muscles. Fortunately, *Kirsten Dunst* has muscle to spare, contributing an Emmy worthy turn as a small-town wife, not dissimilar to a role she played to perfection in season II of **FX's** " Fargo." Unlike Fargo, she's the star here, though there's plenty of support. First is the wonderful *Mel Rodriguez* as her neighbor and supervisor at a water park, and *Theodore Pellerin*, perfect as fawning Cody, her husband's sponsor in the pyramid scheme. The series hits its stride when Dunst's Crystal reawakens the talent that sparked her youth. With it she endeavors to pivot to a new reality, which hits her like an alligator bite. — "Ballers," Season 5 premiere, 10:30pm, Sunday, **HBO**. An excellent story arc begins as *Dwayne "The Rock" Johnson's* Spencer Strasmore contemplates entering the old white boys club of **NFL** ownership. In this excellent opening ep, we see a side of Strasmore's personality not previously revealed. — *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (8/12/19-8/18/19)		
Mon-Sun	MC US	MC US AA
	AA%	(000)
FNC	0.773	2,361
MSNBC	0.504	1,538
HGTV	0.394	1,202
ESPN	0.382	1,168
HALL	0.373	1,139
USA	0.368	1,124
TLC	0.362	1,105
HIST	0.336	1,026
A&E	0.316	964
TBS	0.308	941
ID	0.308	940
DISC	0.282	861
CNN	0.280	854
FOOD	0.263	805
TNT	0.243	743
ADSM	0.210	642
HMM	0.199	608
NICK	0.197	602
INSP	0.196	598
NFL	0.194	593
TVLAND	0.191	584
PARA	0.185	565
VH1	0.179	547
NAN	0.177	542
FRFM	0.175	533
BRAVO	0.174	533
DSNY	0.171	522
LIFE	0.164	502
AMC	0.163	498
WETV	0.160	487
APL	0.156	476
HBO	0.149	455
DSJR	0.137	418
GSN	0.135	413
MTV	0.135	411
FX	0.129	393
SYFY	0.124	380
TRAVEL	0.121	371
COM	0.120	367
BET	0.114	349
NATGEO	0.112	341

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

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

Featuring Expanded Coverage in  
Print, Online & Video Show Dailies



### Supercharge Your Exposure!

As the only official publication 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.



Space is selling quickly! Contact Olivia Murray at [omurray@accessintel.com](mailto:omurray@accessintel.com) or 301.354.2010