

Cablefax Daily™

Monday — September 16, 2019

What the Industry Reads First

Volume 30 / No. 177

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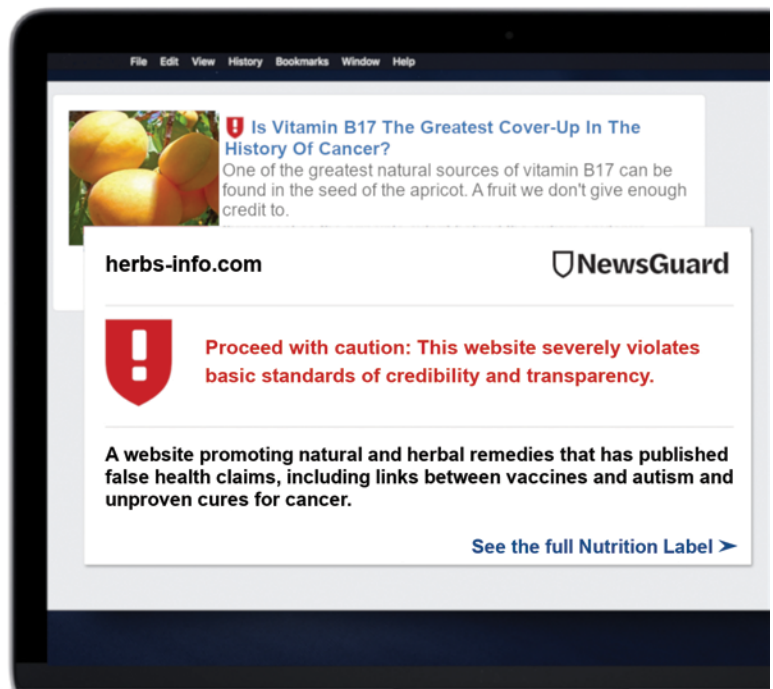
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MAKE YOUR INTERNET MORE TRUSTWORTHY

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Women of the Year: Schroeder, Caserta Receive WICT's Highest Honor

WICT's annual Woman of the Year award once again lands on target, honoring **Altice USA's Lee Schroeder** and **AMC Networks' Jennifer Caserta**. Schroeder, who serves as evp, government and community affairs and chief diversity officer for Altice, was instrumental in launching the operator's D&I program last year. She joined **Cablevision** (since acquired by Altice) in 1997, and came over from a career in federal policy consulting. "I was one of those people that came out with a liberal arts education, which people say what the heck are you going to do with that," she joked. In the first year of its D&I program, Altice already has seven affinity groups that were determined through employee feedback. "We wanted to know what issues were important to them, and specifically what affinity groups they would like to have," Schroeder explained. Altice isn't alone in a new creation of affinity groups. AMC Networks is also celebrating the one-year anniversary of its now nine employee resource groups. Caserta has been with AMCN since its Rainbow Media days, serving as evp, gm of **Fuse**. She was tapped to head cable net **IFC** in 2012 and was promoted to a corporate role as AMC Nets' chief transformation officer in May 2018. This past March, she added the responsibility of chief people officer. "Because I've spent a significant amount of time at this company, I'm immensely proud of the changes I've made at IFC," Caserta said. "I'm also personally proud of the ways of which I've grown here. I'm really proud that the company gave me the opportunity to do that. It's not always that you stop and think about it because we're all so busy. But I look back every once in a while, and I'm not only proud of it, but I truly am grateful," Caserta said. Both women have also used their platforms to inspire change and promote diversity. When Schroeder took on her role, she was starting at square one as there had been no CDO at Suddenlink or Cablevision. "I think one of the things that surprised me was just naming and creating that program [D&I] has freed people into thinking it's okay to be themselves in their workplace," she said. "For me, as a lesbian in a leadership role, I think people don't always realize I'm married to a woman and have two young boys, and I've navigated a career that I'm proud of. I think that sharing that story can be really important to helping other people." Caserta serves on the national board of **Autism Speaks**, a cause personally important to her as her 10-year-old son lives with autism. "The journey that I've been on with my son and now through the various organizations that I'm connected with allows me with experience to help so many families. It also helps me become a stronger advocate for my son because that's my primary job," she

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says. As for the importance of WICT and Diversity Week? “I think we need to be where it’s so commonplace to have 50% of the leadership be women that you don’t have to hold a special week to realize it, and we are far from that. This type of week of celebration puts the fact that we need to continue to be mindful and purposeful about that so we can continue to make progress towards that day,” said Schroeder. “WICT and **NAMIC** are playing a really important role to make sure we have this on our mind as a priority.” Caserta added that the orgs do a great job of bringing together people on every level, not just executives. “These types of conferences really do build a sense of ideation and community and give the opportunity, not just for people at a more senior level, to share information about these changes that they’re making, but also for the attendees to have a place to get together and share ideas and practices and other means of moving this industry forward,” she said. The two will be celebrated at Monday’s WICT Touchstones Luncheon in NYC at 11am during Diversity Week. The event will also recognize Women to Watch *Susan Anable* of **Cox Communications**, HBO’s *Meeka Bondy* and **SCTE-ISBE’s Zenita Henderson**. Read full Q+A’s with [Schroeder](#) and [Caserta](#) at Cablefax.com.

Microsoft Scores Major Disney Cloud Deal: Count another notch on the belt of the **Microsoft** Azure public cloud, which just announced a five-year partnership with **Disney** to pilot new ways to create, produce and distribute content using the cloud. Microsoft will work hand-in-hand with The Walt Disney Studios’ StudioLAB incubator to create solutions to accelerate innovation in production and postproduction processes at Disney. Microsoft’s existing relationship with media tech provider **Avid** will also play a role in the Disney deal. The trio are already looking at how production workflows can be deployed and operated securely in the cloud and rethinking how cloud environments can change the production pipeline.

Ready for WICT?: WICT’s annual Leadership Conference kicks off **Diversity Week 2019** on Monday at the Marriott Marquis in NYC. Technically, the conference starts Sunday, but those leadership roundtables are invite only! There’s a slew of programming, beginning with an opening session featuring USA Women’s hockey players speaking on gender equity. There are panels on everything from disruption in the industry to how to give feedback to direct reports. Highlights are sure to include the Touchstone Luncheon, honoring this year’s Women of the Year and Women to Watch. Tuesday has a joint Diversity Town Hall with **NAMIC** (whose conference kicks off that morning) where the groups will reveal the findings of a summary of the industry’s diversity and inclusion practices.

ACC Network Reveals Fall Basketball Slate: Football season may have just started, but **ESPN-run ACC Network** is already looking ahead to hoops time. The net will air 68 men’s conference matchups, and a number of women’s basketball games, including Notre Dame and Louisville, plus four Women’s Big Ten/ACC Challenge games through-

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

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Most Powerful Women Celebration

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out the season. Opening night takes place Nov 5 when Georgia Tech will play at NC State, and Miami will host Louisville. The net still lacks carriage on **Comcast**, and heading into Week 3 of football there's no signs of a deal on the table...

Liberty Latin America Goes IPTV

with TiVo: Liberty Latin America is going IP-based, adopting TiVo's next-gen platform for its video customers in Puerto Rico. The TiVo Experience 4 user interface will offer its customers personalized viewing recommendations and universal discovery across content sources as well as a voice remote. Over time, Liberty Latin America plans to also launch the solution in its other Latin American markets.

Ratings: The first season of **Spectrum Originals** drama "L.A.'s Finest" has brought in 3mIn **Charter** viewers to date. During the week of May 13, the series became the No 1 drama among broadcast series and No 2 drama behind "Game of Thrones" in Spectrum homes. It has been renewed for a second season to premiere in 2020. -- **ABC/Univision's** Democratic debate coverage Thursday averaged 14mIn viewers/4mIn in the 25-54 demo, according to early **Nielsen** data.

Programming: **Nickelodeon** is bringing back "Are You Afraid of the Dark?" just in time for Halloween. The three-part limited series event will premiere on Oct 11 at 7pm with parts two and three following on Oct 18 and 25, respectively.

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Up Ahead

Sept 16-18: **CCA Annual Convention;** Providence, Rhode Island

Sept 17: **Cablefax Diversity List Reception;** NYC

Sept 17-18: **33rd Annual NAMIC Conference;** NYC

Sept 18: **The Kaitz Dinner;** NYC

Sept 23-26: **Advertising Week;** NYC

Sept 26: **FCC Open Commission Meeting;** Washington, DC

Research

> Amazon and Google have held the top two spots for loyalty rankings, respectively, for the past 3 years.

> Brands that exhibited the largest loyalty leaps this year include Old Navy (+23), Sam's Club (+16), Spotify (+15), Twitter (+12), Chick-fil-A (+11) and MSNBC (+11).

> The brands with the greatest loss in loyalty are iTunes (-27), Uber (-26), YouTube (-21), Under Armour (-21), Facebook (16), Ketel One (-16), and Tito's (-16).

(Source: **23rd Annual Loyalty Leaders List**)

Quotable

"I think we've had a good foray where we've made big strides into the streaming world, direct-to-consumer over the last almost five years now with [CBS] All Access and Showtime. Those efforts are incredibly bolstered by the content and platforms of Viacom. Viacom has a history of sort of culture-defining brands. Two obvious holes that have always been in the CBS content mix are feature films and kids. Obviously, Viacom is going to be very helpful at addressing that. Also, I think the complementary scale will be very helpful."

- **David Nevins, CBS Corp Chief Creative Officer & Showtime chmn/CEO, speaking at Bank of America's investor conference**



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