

Cablefax Daily™

Tuesday — October 1, 2019

What the Industry Reads First

Volume 30 / No. 188

Mission 10G: How Cable Gets There and Why

Sure, the name 10G implies super-fast speeds, but the technology is about much more than that. “As we look to the future, latency is going to become as important as speed,” *Bob Ferreira*, gm of Intel’s Connected Home division, said at SCTE-ISBE’s “Mission 10G” **Cable-Tec Expo** preconference Monday in New Orleans. One of the natural early targets for improved latency is gaming. Recent tests in Intel’s low latency DOCSIS gaming lab show it can support latencies of less than 10 milliseconds across a congested network, Ferreira said. (Heads up for gamers: Intel tested Insomniac Games’ “The Unspoken,” an action game.) Low latency DOCSIS field trials are set for mid-2020 with a short-term focus on online gaming. An important activity for the working group will be identifying the classification framework and low latency flows. “Longer term, I think it’s going to be really important to work with some of these industries, particularly the gaming industry, to connect packet marking on their applications... so the network doesn’t have to be trying to identify the traffic itself,” Ferreira said. He added that failing to fit Wi-Fi 6 into this picture would be a serious misstep. Technologies like **Google Stadia** and **Microsoft xCloud** are now being tested, but it will be a while before gamers are primarily choosing the cloud as their place to play. The push for lower latency, the need for speed and shifts in the way cable operators offer their services will all mean more strain on an operator’s network. And it won’t be long before 10G won’t be enough to handle it all. “There will be a need for 10 gigabits/second by 2035,” **CommScope’s** Network Solutions CTO *Tom Cloonan* told 10G preconference attendees. IPTV and HSD will help drive the need for 10G, so will 8KTV, VR, AR and what Cloonan described as a need for “snappiness.” Think downloading the latest IOS upgrade file in seconds vs minutes. While cable has carved out a 10G roadmap, competition—whether through PON or 5G—could drive it there sooner rather than later. Another catalyst could be the aging cable plant, which is nearing the 20-year mark for many. “It’s kind of time to replace it. The operators know this and they’re figuring out what they’ll replace it with,” Cloonan said, adding that they’ll want something that can live for 10-15 years like its predecessor. How does the industry get to 10G? “DOCSIS 4.0 and Wi-Fi 6 with 6Ghz is a match made in heaven,” explained *Charles Cheevers*, CommScope CTO, Customer Premise Equipment. Not only are they a powerful blend, but the timing of release dates is in sync and there is a consumer capacity and latency match. His take is that WiFi is a key component in the last 20 feet of DOCSIS 4.0 delivery. There’s a lot of buzz over Wi-Fi

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October 02 | 11:30am-1:00pm

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KEYNOTE SPEAKER:
David Pogue
 New York Times Columnist,
 CBS Tech Contributor &
 NOVA Host

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ACA CONNECTS BREAKFAST

October 02 | 8:00am-10:00am



President/CEO Matt Polka and SVP/Government Affairs Ross Lieberman of ACA Connects-America's Communications Association's will lead a discussion on the Association's DC priorities and what can be expected in 2019-20 from the FCC and Hill. With a focus on technical, operational, and engineering issues, ACA Connects will cover the latest developments regarding the government's regulation of broadband Internet access service and new rules related to franchise agreements. The ACA Connects Team will also cover the Association's C-Band proposal for 5G and rural broadband, which will open spectrum for additional deployment and broadband uses. ACA Connects will update members on the progress of Shaken/Stir—the process of authenticating caller ID to diminish the number of robocalls—and will cover upcoming regulatory obligations. And, Mark Dzuban, president and CEO of SCTE•ISBE, will be stopping by to discuss SCTE•ISBE initiatives with ACA Connects.



MODERATOR:
Matthew M. Polka
 President & CEO,
 ACA Connects



MODERATOR:
Ross Lieberman
 SVP, Government
 Affairs,
 ACA Connects



SPEAKER:
Mark L. Dzuban
 President & CEO,
 SCTE•ISBE

ACA CONNECTS DISCUSSION ON NETWORK MANAGEMENT AND GROWTH FOR MID-SIZE AND SMALL OPERATORS

October 02 | 1:30pm-2:00pm | Exhibit Hall, Innovation Theater



MODERATOR:
Matthew M. Polka
 President & CEO,
 ACA Connects



SPEAKER:
Josh Barstow
 EVP, Corporate
 Strategy & Business
 Development,
 OpenVault LLC



SPEAKER:
Cash Hagen
 COO,
 Evolution Digitalq



SPEAKER:
Ken Johnson, Sr.
 VP Technology
 Services,
 Sparklight

*Additional speakers to be announced. Visit expo.scte.org for more information.

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

6, but Cheevers argued that it's the addition of 6Ghz spectrum that creates the real magic—urging the room to lobby Washington to free up spectrum in the band. Wi-Fi 6 can take operators to about 2.5Gbps Ethernet, while Wi-Fi 6 with 6Ghz can get them to 10Gbps, he said, adding that 6Ghz is deployable in the US within the next 18 months. Driving his point home was a PowerPoint slide featuring a baseball cap with the words: "I love my network operator who uses DOCSIS 4.0 and 6GHz Wi-Fi." Of course, you can't have a conversation about 10G without getting into Full Duplex DOCSIS and Extended Spectrum DOCSIS. "We need to embrace Full Duplex and Extended Spectrum as the next evolution of HFC," said *John Williams*, Charter's vp, outside plant engineering and architecture. "It's not one or the other. It's being able to support both and having the flexibility to use either at whatever is the right time to do that."

Discovery Taps FreeWheel for Ad Management Platform: Discovery and Comcast's FreeWheel signed a multi-year agreement making the ad tech company the unified decisioning platform for Discovery's full slate of cable networks. That means the new, combined Discovery platform can offer advertisers both scale and intelligence to reach their customers across the array of data-enabled delivery channels available. Discovery and Scripps had both worked with FreeWheel in the past, and after the acquisition Discovery took a look at how it could consolidate the entire ad management system holistically. An increasingly important focus for Discovery is Discovery GO, its TV Everywhere streaming platform, as well as viewers who access Discovery's channels through a cable or satellite provider's app. The apps allow for additional addressable targeting capabilities for reaching more precise audiences or building incremental reach among those unexposed or underexposed to a TV campaign. But Discovery isn't forgetting about linear. Comcast and FreeWheel will help bring these capabilities to the company's linear and VOD programming through Comcast Advertising's On Addressability initiative announced earlier this summer.

Politics Viewing Rivals Sports: It's well known that politics and sports are two of the most-watched programming categories, but politics has seen explosive growth in both viewership and ad spend. Research from VAB found Presidential election debates have become one of America's largest spectator events with a unique audience rivaling the Super Bowl, and aggregated time spent viewing the 2016 election debates was 81% higher than 2016's Super Bowl 50. National TV ad spend in the news genre has increased 30% over the last three years, and ad-supported TV news has a "12-month season" with an annual monthly average cumulative reach of 75% among viewers 18+.

WarnerMedia Taps HBO Max Digital Leaders: WarnerMedia continues to gear up for the launch of HBO Max, this time assembling a digital team reporting to *Tony Goncalves*, CEO of Otter Media. *Andy Forssell* has been named evp & gm, WarnerMedia, DTC. He most recently served as COO of Otter Media. His team includes *Sarah Lyons*, svp of product

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experience (over from **DirectTV**), *Katie Soo*, svp, growth and marketing (former svp head of marketing for **Warner Bros Digital Networks**), *Keith Camoosa*, svp of data insights and operations (Warner Bros vet), *Jess Miller*, vp of product management (DirectTV Now) and *Reid DeRaumus*, sr director of business operations (**Crunchyroll**). **Lionsgate** veteran *Sean Kisker* will serve as evp and chief strategy officer for Otter Media and Warner Media DTC. *Josh Walker*, chief strategy officer and evp of financial planning for WarnerMedia entertainment, will report to *Jessica Holscott*, and **Comcast X1** vet *Jason Press* will serve as evp DTC engineering & program management, Warner Media Entertainment, reporting to *Jeremy Legg*.

Cisco and Altice Team Up: **Altice USA** partnered with **Cisco** to expand the scale of its SD-WAN service offerings. Cisco's Managed Services Accelerator (MSX) platform will allow ways to develop and deploy multiple managed services quickly, easily, and cost-effectively, according to Altice. MSX will ultimately enable Altice to provide a new set of infrastructure and platform services.

SCTE-ISBE Hits 50 CAP Members: In the year of its 50th anniversary, **SCTE-ISBE** are celebrating another milestone. **Tempo Communications** became the 50th member of the group's Corporate Alliance Partner program. The program works to develop solutions and standards in preparation for emerging technologies, and to expand access to training, networking and education.

C2HR Names Excellence in HR Award Winners: **Charter, Cox, Discovery** and **Mediacom** are bringing home Excellence in Human Resources Awards from **C2HR**. They'll be honored at the C2HR conference in Philly on Oct 17. Charter is taking home the Social Impact Award for its Spectrum Housing Assist, where employee volunteers provide critical home repairs to communities in need across the US. Mediacom's *Jennifer Znaniecki* is being honored with the Aspiring Leader Award. She has developed an in-house business ethics course, a workplace violence and prevention program and revised the company's harassment training. Cox earned the Team Innovator (Connectivity Provider) award for its HR Service Delivery Team, while Discovery was awarded the Team Innovator (Content Developer) award.

Consortium Mission Media Job Fair Helps Vets: Industry consortium **Mission Media's** virtual job fair attracted more than 630 veterans last week. Cable companies that hosted "booths" during the job fair included **Comcast, Charter, Cox, Mediacom, Vyve, ESPN, Midco** and **NBCU**. Booths saw an average of 84 attendees, and the average time logged in was 44 minutes with 217 staying at least 2 hours.

WICT Reveals BMLI Classes 40, 41: **WICT** announced the members of Classes 40 and 41 of its esteemed Betsy Magness Leadership Institute. The full list of participants can be found [here](#).

Programming: **ESPN+** snagged the rights to the German soccer league **Bundesliga**, beginning August 2020. The long-term agreement will bring more than 300 matches exclusively to the streamer, with select matches also airing on the linear net. -- Heading into "Friday Night Smackdown" on **Fox**, the family of nets will air a week of **WWE** programming. *Kofi Kingston, Stephanie McMahon, Charlotte Flair* and *Roman Reigns* will join **FS1's** "First Things First" and **Fox News' "Fox & Friends"** throughout the week. -- The **Colorado Rockies** and **AT&T Sports Network** reached a multi-year extension TV rights deal. The 5-state region will receive at least 150 live Rockies games, pre- and post-game coverage, as well as other Rockies-related content.

People: With *Nathan Leamer* leaving the **FCC** for GOP strategy firm **Targeted Victory**, FCC chmn *Ajit Pai* has tapped *Evan Swartztrauber* as policy adviser. He joins from commissioner *Brendan Carr's* office. -- **SCTE-ISBE** named **Charter's Tom Adams** as chmn for the 2019-'20 term. **Cox's Kevin Hart** was tapped as the new vice chmn.

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