

Cablefax Daily™

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What the Industry Reads First

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New Frontier: Partnerships Pave the Way for Smart Cities

Smart Cities are coming, there's no denying that. But the big question at the final day of **SCTE-ISBE's** Cable-Tec Expo in NOLA was how do we get there? The industry has the technology already, that isn't the problem. **NCTA** has said 80% of the US has networks offering 1 gigabit service today, up from just 5% in 2016. The issue is figuring out how to deploy that technology. The need for partnerships was a theme that emerged from the pack of panels on Expo's show floor Thursday. "I call it Smart Cities 3.0. Smart Cities 1.0 was technology-led, 2.0 was government-led, 3.0 is partnerships," said *Dominic Papa*, vp of the **Arizona Commerce Authority**. "The disrupting of government, especially local government, through unique partnerships, like [one between] **Cox** and **US Ignite**, are really starting to drive culture change within local government, and starting to allow us to accelerate the outcomes." Cox partnered in 2016 with US Ignite, a non-profit working to accelerate the growth of Smart Cities, to make Phoenix, AZ, a "smart gigabit community." "Over the last couple years, we've come to realize there's more we can do as a cable industry and more we can do as an operator than just being the network," said *Susan Anable*, vp, government and public affairs for Cox Communications. "There's a lot of these technologies and solutions we can help enable, either on our own or in partnership with other vendors." *Alison Barlow*, the executive director of the St. Pete Innovation District, has been dedicated to transforming St. Petersburg, FL, into a Smart City in partnership with **Charter/Spectrum**. She emphasized the importance of partnerships not just with the cable industry, but across a wide variety of sectors. "I brought a lot of maybe unconventional partners to the table because my city wasn't going to be able to pull all of this off," she said. "It has to be a holistic view of city government." Those partners included non-profits, local hospitals and the local universities. Charter echoed the importance of working with multiple groups. "Partnerships are absolutely key. Not only within the city, but the cities have to reach out to partners like service providers like ourselves to work this out. I don't think one entity can make it happen," said *Satya Parimi*, gvp, enterprise data & Smart Cities, Spectrum Enterprise. Cable's networks and scale put it in position to help unite all these players, particularly vendors. "We can bring sensor vendors, we can bring software and analytics vendors together, and we can be that integrator to bring the whole

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

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

Register Early. Questions: Contact Kate Schaeffer, kschaeffer@accessintel.com

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solution together,” Parimi said. Charter field operations evp and Expo co-chair *Tom Adams* has stressed to his team the importance of investing in education. That was on full display on the conference’s show floor, where Charter debuted its Smart Cities booth. It had a lot of foot traffic during the show, offering up a guided interactive Smart City tour with smart parking, smart lighting and smart farm demos all laid out in Legos and via AR. “We spent some money on a booth here, and we’re going to take what we learned in that booth and bring it out in to the communities. Our next investment is what we’re doing in St Pete and California,” said Adams. “When we get a handful of these up, now you legitimize this. And it’ll happen quick. Once you get these applications up and going, then it becomes word of mouth advertising.”

Smart Home Gets Shot of Intelligence: While most of the technology is in place to deliver on all the promises of a smart home, there’s still some remedial work that needs to be done to make it smarter and more seamless, according to a group of operators and service providers at Cable-Tec Expo. “Visibility into the home has changed and the edge of the network now is the last few inches, not the last mile,” said *Tyson Marian*, chief commercial officer for Wi-Fi platform provider **Plume**. “Great service is one thing, but having visibility into the home is a whole other thing. That’s the challenge.” His fellow panelists, all of whom were Plume customers or partners, rushed to agree. “When we’re troubleshooting with a customer and can’t see what’s behind that modem, it’s frustrating for the customer who doesn’t understand why devices aren’t working,” said *Liz Henry*, vp, customer care for Guam-based **Docomo Pacific**. “Being able to see what’s behind that modem will improve customer satisfaction.” So what, exactly, constitutes a smart home? In addition to visibility beyond the modem or router, panelists pointed to elements like robust Wi-Fi, 4K television, and an emerging set of applications geared toward a high-functioning domicile. Wednesday’s panelists also explored the role of artificial intelligence, machine learning and analytics in the smart home. “We do analytics now, but it’s a manual process [to calculate] how many customers are on this node, what speeds do they need,” said Docomo Pacific’s Henry. “We do outreach to customers based on these, and with better insights, we can improve service and also offer loyalty rewards.”

Let’s Hear It for the Pioneers: The 53rd Annual Cable TV Pioneers Banquet Wednesday in N’awlins was its usual good time, with speeches that were poignant, funny and occasionally too long. Ah, but who can blame anyone for getting a little wordy given the emotions tangled up in colleagues and mentors recognizing decades of service in the cable industry. While the rules for Pioneers consideration state that members must have a minimum of 20 years of involvement in the industry, it seems 34 years of marriage also helps given the number



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of inductees celebrating that milestone this year. Several touching moments during the night, including when former **Time Warner Cable** negotiator *Melinda Witmer* referred to the late *Fred Dressler* as her Yoda. Witmer, now principal of **LookLeft Media**, said the legendary Time Warner Cable exec let her in on a “secret” of the business, which is that no one really knows what they’re doing. That gave her a boost of confidence. “I felt five feet taller.” Lovely tribute from **Mediacom**’s *Italia Commisso Weinand* to her best friend, posthumous inductee *Joyce Reitano Salaj*, whom she met working at **Manhattan Cable**. Weinand was joined by Salaj’s daughter, her goddaughter, on stage. Consultant *Cathy Rasenberger* told the crowd she chose to join the cable industry after she graduated in 1978 because of the leadership opportunities for women. “Diversity has always been our strength,” it helps the industry and our country, she said. The **Cable TV Pioneers** asked the honorees to avoid getting political in their speeches, but retired **Cox** exec *Barry Elson* said he didn’t have to follow the rules since he was the oldest inductee of the night. His political statement? “One of the finest presidents of the last 100 years who hasn’t gotten the recognition he deserves is Calvin Coolidge,” Elson deadpanned, imploring the crowd to go home and read his Wikipedia page. The audience appreciated *Marc Cohen*’s reflection on his success. “I wake up every morning and I try not to be a d---. When you live your life like that, things tend to work out for you,” declared the **Evolution Digital** sales & marketing evp. This proved a beautiful set-up moments later for fellow honoree *Duane Dick* of **Sand Cherry Associates**, who quipped that he didn’t have any choice in the matter. Congrats to the entire 2019 Pioneers Class and the early DOCSIS innovators that also received Pioneer status Wednesday night!

NBC Sports Chicago Goes Dark on DISH: The carriage battles of the summer are continuing into the fall. **NBC Sports Chicago** went dark for **DISH** and **Sling** customers Tuesday evening after the two failed to renew their existing carriage deal. This follows the continued blackout of 21 Fox RSNs after DISH’s contract expired in July. “The regional sports model has been broken for years, and we’re facing a critical point in our industry,” DISH svp, programming *Andy LeCuyer* said in a statement. LeCuyer said NBC Sports Chicago is demanding payment on a guaranteed minimum number of subscribers while losing its most popular sports content with the **Chicago Cubs** partnering with **Sinclair** to create **Marquee Sports Network** next year. NBC Sports Chicago claims that DISH made the decision to drop the RSN and has created mysportschicago.com to assist customers in switching to other providers. And yes, the Fox nets, including Fox O&Os and **FS1**, remain off DISH. *Sports Business Daily* reported that **NFL Network**, which shares a Thursday Night Football simulcast with Fox and **Amazon**, was set to block the Rams-Seahawks game from DISH/Sling subs tonight if a new deal hasn’t been reached.

Pallone Questioning FCC’s Response to Hurricane Maria: House Commerce chmn *Frank Pallone* (D-NJ) is calling on **GAO** to investigate the communications failures and continued restoration efforts in Puerto Rico and the US Virgin Islands after 2017’s Hurricane Maria. In his letter, Pallone said the **FCC**’s response to the destruction raised questions about the state of our communications infrastructure.

Comscore Teams Up With CTV Media: **Comscore** entered a new partnership with data-driven media solutions provider **CTV Media** Thursday. Comscore will provide advanced audience data to CTV Media’s clients on a regional and national scale.

Programming: **Pop TV** renewed “Florida Girls” for a second season.

People: **Comcast Spotlight** has upped *Kelly Perone* to vp, product strategy and *Andrea Zapata* to vp, data innovation and insights. Both promotions are effective immediately. Perone, who joined Comcast Spotlight from **Tremor Video**, will oversee the newly-formed product strategy department. Zapata will guide the new data innovation and insights team. Both will report to Comcast Spotlight COO/svp *Hank Oster*. Zapata joined Comcast’s advertising sales division in 2017 from **Vevo**. -- **Anthem Sports & Entertainment** bolstered its sales team Thursday, appointing *Chris Ledwith* svp, national advertising sales, *Shelley West* as svp, global partnerships and *Anthony Burroughs* as vp, sales, Canada. The trio previously served as strategic advisors to the company. -- **A+E Networks** named *Steve MacDonald* pres, global content licensing & international. He’ll report to A+E Networks Group pres *Paul Buccieri* and head A+E’s global content licensing initiatives. MacDonald most recently served as evp, general sales manager, basic cable at **Twentieth Television** and is a 24-year **Fox** veteran. -- **TNT** and **TBS** veteran *David Hudson* is joining **Katz Networks** as evp, original programming. Based in Atlanta, Hudson will report to the company’s pres/CEO *Jonathan Katz*. In his new role, Hudson has hired *Sophia Kateris Kelley* as svp, original programming. Kelley, most recently svp, programming at **UPtv**, spent two decades at **Turner Broadcasting System**.

PROGRAMMER'S PAGE

You In? 'Cash Cab' Back to Bravo

Bravo is bringing back one of America's favorite franchises. "Cash Cab" is heading to Bravo for the first time after spending its original run on **Discovery**. The game show series takes place in NYC where contestants hail a cab, not knowing they're about to compete in a trivia-type game for cash. Dedicated fans don't need to worry, the change in network doesn't spell big changes for the show itself. "The format has a simplicity and an addictive quality that is not something we've wanted to mess with too much," said CEO of **Lion Television** and ep *Tony Tackaberry*. "You don't want to fix something that isn't broken and the execs at Bravo saw that and recognized that and gave us the freedom to not change it a lot." The differences? Questions might be a little more "Bravo-fied." "A little more pop culture, a little more fun, a little more Bravo facing content," said Tackaberry. "That's an easy shift to make. It expands the question pool we can ask rather than narrow it." Host *Ben Bailey* is coming back, and with the reboot the show will surpass 500 US episodes. "It reinforces the show as one we're very lucky to be part of one of those beloved franchises that goes beyond the network and the audience and stands on its own as something that specifically people clearly react positively to," he said. "It just reinforces its position as a staple of US television. That sounds grandiose and over the top but when you get into that number of episodes it cements your place in the culture." And with the show heading to Bravo, viewers can expect to see some Bravo-lebrities make an appearance. *Captain Sandy Yawn* of "Below Deck Mediterranean," *Ryan Serhant* and *Fredrik Eklund* of "Million Dollar Listing New York" and **Cameran Eubanks** and *Shep Rose* of "Southern Charm" have all been confirmed. The show premieres Oct 7 at 11:30pm and will air new episodes every Sun-Thurs. -- *Mollie Cahillane*

Reviews: "Back to Life," series premiere, 10pm, Nov 10, **Showtime**. From the producers of Emmy winner "Fleabag" comes this extremely dark import about a late 30s woman (Miri, the wonderful *Daisy Haggard*) who returns home after 18 years in jail. Though the cast (mainly *Geraldine James* as her sexually frustrated mum and *Richard Durden* as her well-meaning, strange dad) is wonderful, the surroundings are as vital to the series' effectiveness. The series is based in a seaside British town that's as nondescript as her parents' personalities. On the other hand, there's nothing drab about the town's reaction to Miri's freedom (you'll see). Officially it's a dark comedy, but the laughs are concentrated. Bravo to Haggard for pulling off drama and comedy with ease. "BTL" isn't for everyone, but for viewers seeking something different, it's must see. -- "Frontline: On The President's Orders," 9pm, Tuesday, **PBS**. This short film is another top-flight entry from the venerable documentary series. It features a tale of drugs in the Philippines that's difficult to watch and even harder to switch off. The president in question, *Rodrigo Duterte*, is a strongman who entered office in 2016 vowing to end drug trafficking. His 'solution' is widespread killings. One year later, he pledges to tone down the murders. As this gripping film shows, it's only a matter of degree. -- *Seth Arenstein*

Basic Cable P2+ Prime Rankings*

(9/23/19-9/29/19)

Mon-Sun	MC	MC
	US	US AA
	AA%	(000)
FNC	0.857	2,633
ESPN	0.773	2,375
MSNBC	0.632	1,941
CNN	0.363	1,116
HGTV	0.316	972
USA	0.310	952
TLC	0.308	945
A&E	0.290	892
FOOD	0.274	842
DISC	0.270	830
TBSC	0.267	821
HALL	0.256	787
NFL	0.250	770
ID	0.235	721
TNT	0.212	652
NICK	0.211	648
HIST	0.208	640
ADSM	0.203	625
FX	0.197	606
TVLAND	0.176	542
BRAVO	0.175	536
INSP	0.173	533
NAN	0.167	513
SYFY	0.153	470
FRFM	0.146	449
DSNY	0.145	444
VH1	0.144	444
HMM	0.143	439
AMC	0.134	412
LIFE	0.132	404
DSJR	0.123	379
MTV	0.122	375
WETV	0.121	372
NKJR	0.121	371
APL	0.121	371
GSN	0.116	355
TRAVEL	0.113	348
NATGEO	0.112	344
COM	0.109	334
PARA	0.107	328
HBO	0.095	293

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



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