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What the Industry Reads First

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No Time: DISH Searches for 5G Buildout Help, Wins Colorado Support

Approval from the **FCC**? Check. Green light from the **DOJ**? Check. Two major hurdles are out of the way for the \$26bln merger of **T-Mobile** and **Sprint**, and that has cleared the way for **DISH** to move full-speed ahead towards its entrance into the wireless market. That continued Monday with the filing of its Request for Proposal for end-to-end deployment service vendors. Those vendors would do everything from cell site acquisition to climbing the towers themselves in DISH's quest to build out a standalone 5G network serving 70% of the US by its FCC deadline of June 2023. "We'll build upon the existing relationships we have with deployment vendors from our NB-IoT buildout while seeking local, regional and national vendors that can apply their strengths to increase the speed and efficiency of our 5G network deployment," DISH evp, wireless operations *Jeff McSchooler* said in a statement. DISH previously filed an RFP for network equipment vendors in July and an ask for software and project management vendors last month. It scored another win Monday along with T-Mobile and Sprint by convincing Colorado to support the DOJ's approval of the T-Mobile/Sprint merger so long as DISH keeps its wireless operations within the state's lines. Under the deal, Colorado-based DISH will plant its wireless headquarters in its Riverfront facility in Littleton for at least seven years. A minimum of 2K full-time employees working primarily on wireless will be located at the Riverfront facility as well as at the Inverness and Meridian facilities located in Englewood. The agreement also ensures that Colorado will be among the first 10 states where DISH will deploy 5G broadband by 2023. And if it doesn't, DISH faces up to \$20mln in penalties to the state. New T-Mobile has a separate agreement with the state that will see it deploy a 5G network with at least 68% of Colorado's people having access to download speeds equal to or greater than 100 Mbps, and at least 76% of the population having access to speeds higher than 50 Mbps. It must also meet separate goals aimed at Colorado's rural communities within 3 years of the merger's closing date and offer lower-priced plans for at least five years after that date. New T-Mobile's could face up to \$80mln in penalties if it fails to meet those commitments. "Our announcement today ensures Coloradans will benefit from DISH's success as a nationwide wireless competitor," Chief Deputy Attorney General *Natalie Hanlon Leh* said in a statement. Colorado State AG *Phil Weiser* recused himself from the negotiations. Counting the addition of Colorado, 13 states now support the merger, but 15



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states (including New York and California) and DC are still fighting to block the joining with a trial date set for Dec 9.

Fox Corp, Charter Shake Hands on Renewal Deal: Fox Corp and Charter agreed to a long-term renewal of their distribution for Fox's news, entertainment and sports networks. The renewal covers Fox O&O stations, **Fox News**, **Fox Business Network**, **FS1**, **FS2**, **BTN** and **Fox Deportes** as well as the VOD and TV Everywhere rights for those networks. Another aspect of the deal will see the two address an issue that's top-of-mind for Charter: piracy. The two will cooperate to implement business rules that address the unauthorized accessing of content.

Nielsen Measures Amazon Prime Video: Nielsen announced Monday morning it now can measure viewing on **Amazon Prime Video** through its SVOD Content Ratings Solution. The product first launched two years ago and was originally designed to measure **Netflix's** viewing numbers. Clients will have measurement data for their own content, as well as total content lifecycle of competing media, whether live, time-shifted, streamed or VOD. Just like with **Netflix**, the solution can only measure streams taking place in the US via TVs, including connected and smart devices. The solution is already up and running. Superhero show "The Boys" saw 4.1mln average audience size in its first 10 days, with a little over 6mln watching the premiere episode alone. The largest viewing share was performed by A35-49, making up 39% of the series' total audience

Supreme Pass on Charter VoIP Case: The **US Supreme Court** opted not to review a ruling by the 8th Circuit Court of Appeals upholding federal law preempts states' efforts to regulate VoIP. Minnesota had filed the appeal. The case came about after the state PUC attempted to regulate **Charter's** VoIP offering, with the MSO suing and winning summary judgment in the district court. The 8th Circuit affirmed. US Justice *Clarence Thomas* agreed with the decision to deny review, but wrote an opinion saying that under appropriate circumstances, the court should consider whether a federal agency's policy can pre-empt state law under the Constitution's supremacy clause.

AT&T TV Now Prices Upped Again: AT&T's streaming customers are about to see their bills increase once again with plan pricing going up as much as 30%. **AT&T TV Now** Plus subscribers will now pay \$65/month while Max subscribers will offer up \$80/month for their service. The pricing changes will apply to all new and existing customers with AT&T telling Bloomberg that the price adjustment has been made "to reflect the cost to deliver content to our customers."

Verizon Turns On Home 5G In Windy City: Chicago residents will be able to sign up for **Verizon's** 5G Home Internet offering starting Thursday. Chicago, the fifth city to receive the offering, has had Verizon's 5G mobile service

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.

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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

active in parts of the city since April. The home internet service starts at \$50/month for Verizon customers and \$70/month for non-Verizon customers. New 5G Home Internet customers receive a free month of **YouTube TV**, a router with Amazon Alexa built-in and their choice of streaming hardware including a Fire TV Cube or Fire TV Stick 4K.

Netflix Raising Funds for More Content, Production: Netflix announced its intentions to offer \$2bln in senior unsecured notes in two series. The streaming giant said it intends to use the proceeds from the offering for “general corporate purposes, which may include content acquisitions, production and development, capital expenditures, investments, working capital and potential acquisitions and strategic transactions.”

Digital Ad Spend Jumps 17%: US digital advertising climbed 17% YOY to \$57.9bln in the first six months of 2019, according to the latest **IAB** Internet Advertising Revenue Report. It's the most spending IAB has ever seen in the first half of the year, but growth is slowing. *Sue Hogan*, svp of research and analytics, attributes the pace change to saturation of the smartphone industry and maturation of social media. “The industry is focused on new channels for growth such as connected TV, augmented reality and the vast potential of 5G,” she said in a statement. H1 2018 grew 23%, and this is the first year that revenue growth in the first half did not surpass the previous year. Mobile advertising hit \$40bln for the first half of the year, a 29% increase in spend YOY.

Ampersand and TVSquared Are Always On: **Ampersand**, formerly known as **NCC Media**, teamed up with **TVSquared**, a TV attribution vendor, teamed up to integrate always-on attribution reporting into Ampersand's platform. The company says that advertisers can now track the influence of TV campaigns on lower-funnel activities, including website traffic and sales. Exposure metrics can now be linked to observed consumer actions, bringing transparency and accountability to TV investments.

Locast Adds Major Markets: Free TV station streaming service **Locast** added Atlanta and Phoenix to its markets last week, putting the service in 15 markets. The four major broadcasters sued Locast in July, and **Sports Fan Coalition**, the non-profit that operates it, filed a countersuit in the end of September. The service certainly gained more traction after AT&T made a \$500mln donation in June, with the company stating Locast is an “innovative way to access free over-the-air signals and that it supports technologies that offer consumers more choice and better access to local content.” AT&T pushed consumers to use Locast while it was engaged in disputes with **Nexstar** and **CBS**.

Xandr Acquires Clypd, Signs SpotX: AT&T's **Xandr** acquired linear TV supply-side platform **Clypd** on Friday, its second acquisition since the **AppNexus** purchase last year. Clypd is used to serve relevant advertising to viewers using audience and other data. German broadcaster **RTL** is a lead investor. The company also tapped RTL-owned **SpotX** as its exclusive-third party supply partner, to be integrated with Xandr's TV ad exchange Community for 2020. Financial terms of the Clypd deal were not disclosed.

C-SPAN Centralizes Impeachment Coverage: **C-SPAN** wants to make it easier for viewers to keep up with its impeachment coverage. The net introduced an [Impeachment Inquiry](#) webpage, which it says is designed to make searching, viewing and sharing the content easier. The page has video of Congressional briefings, House hearings, the Trump Administration response and more.

Weather Channel Hosting Presidential Climate Change Special: On Nov 7 at 8pm, **The Weather Channel** will air the one-hour special “2020: Race to Save the Planet.” The program will feature conversations with the net's meteorologists and nine Democratic and Republican presidential candidates on climate change. Sens *Cory Booker*, *Kamala Harris*, *Bernie Sanders*, *Elizabeth Warren*, former Gov *Mark Sanford*, former Gov *Bill Weld*, former Congressman *Beto O'Rourke*, former Congressman *Joe Walsh* and Mayor *Pete Buttigieg* will all be in attendance.

On the Circuit: **CTAM** announced the 2019 TAMI Award winners, to be honored at CTAM Think on Nov 6 in NYC. Winners include *Brad Grant*, sr director, content operations & strategy, **WarnerMedia** (Content Discovery); *David Green*, vp, public policy and creative content protection, **NBCU** (Piracy); *Kevin Leddy*, svp, technology planning and application, **Charter** (Piracy); *Mitch Lopez*, director, channel marketing, **Spectrum Enterprise** (Business Services); *Kevin Taylor*, fellow, **Comcast** (Piracy), and *Brett Tolbert*, vp, SMB, **Comcast Business** (Business Services). The company award goes to **TK Interactive** for business services.

People: **LiveXLive Media** appointed *Bridget Baker* to its board. Baker, the co-founder of **CNBC** and former **NBCU** pres of content distribution, now serves as CEO of consultancy firm **Baker Media**. -- **Fox Corp** named *Yoel Flohr* as evp, technology & digital. Flohr previously served as evp, digital and franchise development for **AMC Networks** and **AMC Studios**.