

# Cablefax Daily™

Friday — November 29, 2019

What the Industry Reads First

Volume 30 / No. 230

## Bargains Galore: SVODs, vMVPDs and Others Offer Black Friday Deals

It's not all Instant Pots and robot vacs that shoppers will be snatching up Black Friday. With more streaming services than you can shake a stick at, plus a host of connected devices, there are plenty of deals that impact the broadband and media sector. Plus, there's the added bonus of **Playstation Vue** subscribers needing a new home with the virtual MVPD shutting down January 30. **FuboTV** launched a promotion last week that runs through Cyber Monday featuring a \$10 coupon targeted to subs who have Vue. The coupon can be applied to the first month on new subscriptions to the fubo Standard (normally \$54.99/month) plan, as well as its Family (normally \$59.99/month) and Latino Quarterly (normally \$19.99/month) bundles. **Sling TV** has teamed up with **Best Buy** so that customers who purchase select devices, including **Amazon Fire TV**, all **Roku** devices, and various smart TVs, will receive 40% off their first two months of Sling. Pay-as-you-go satellite offering **Orby TV** also partnered with Best Buy to offer 40% off on its hardware from Black Friday to Cyber Monday, dropping the price of a standard receiver to \$59.99 from \$99.99 (DVR receiver drops to \$119.99). SVODs are also getting into the holiday spirit. **CuriosityStream** is available for just \$12 for the entire year for those who sign up between now and Jan 5. From Thanksgiving to Cyber Monday, **Discovery's** new SVOD entry **Food Network Kitchen** is offering up a full year of the service for \$29.99. **Fox Nation**, **Fox News'** subscription-based streaming service, is offering users a 35% discount off yearly subscription packages through Cyber Monday when they use code CELEBRATE at checkout. Last year, **Hulu** offered a Black Friday deal that let folks sign up for \$0.99/month for an entire year. With those customers rolling off, will be interesting to see if anything is offered to entice them to stay—or will they be pushed toward the \$12.99/month **Disney+** bundle with Hulu, Disney+ and **ESPN+**. Traditional MVPDs aren't sitting out the unofficial start of the holiday shopping season either. Offers vary by location, but **Comcast** is offering up to a \$150 prepaid card on select bundles. For Xfinity Mobile customers, Comcast is offering \$250 off all iPhones, Samsung phones and Google Pixel. That includes the new Samsung Galaxy A70, which Comcast is the exclusive mobile carrier for in the US. **Altice USA**, the newest entrant to the mobile business, also has a device promotion in place. In retail stores that sell mobile, customers can buy a Samsung Galaxy S10e, S10 or S10+ and get a second one

## TELL US WHAT ELSE WE SHOULD KNOW ABOUT YOUR WORK CULTURE.

Cablefax is seeking nominations for The 2020 Work Culture List.

This recognition program pulls back the curtain to give a glimpse at the culture behind the company names, shining a light on the magic that happens when work enhances your life.

WE LOOK FORWARD TO YOUR SUBMISSION!

Free to Nominate

Deadline: December 13, 2019

[www.CFXWorkCulture.com](http://www.CFXWorkCulture.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

(of equal or lesser value) for 50% off. There's also a plan where customers can get Altice Mobile plus an iPhone 11 for under \$40/month (\$20 for the line and \$20 for the phone). On the video/internet side, Altice USA has deal for a free Google Home Mini and \$100 Amazon gift card when you take Altice One +Internet. For those who have bought new TVs, smart home equipment and other devices that they need to set up, don't sweat it. **DISH's** direct-to-consumer installation brand **OnTech** has two promotions running from Black Friday through Cyber Monday—buy one install save \$35 or more on all additional installations and save up to \$300 on soundbars, mesh WiFi and more, plus up to \$80 off Google Nest brand products.

**Black Friday Research: Consumer Technology Association's** Pre-Black Friday Week Survey found that half the US population plans to shop Thanksgiving Day through Cyber Monday, with 82% of those shoppers planning to buy tech devices and accessories. The No 1 item on their lists? Wireless earbuds/headphones (57%), followed by mobile device cases (46%). Also ranking high are streaming and download services, such as Netflix and Spotify (41%). Overall tech spending will reach \$97.1bln in revenue in the US, on par with last year's actual spending, CTA projected.

**Last AT&T Retrans Blackout Ends: Nashville License Holdings and AT&T** struck a retrans renewal Tuesday, returning Nashville CW affiliate to AT&T/**DirectTV**. This was the last of the nine independent broadcast groups with **Sinclair** shared service agreements that needed to get a deal done. The station signals were off as far back as May 30. On Nov 8, the **FCC** Media Bureau found that the station groups had violated good faith guidelines governing retrans negotiations. **GoCom Media of Illinois** reached a deal in October. **Second Generation of Iowa** returned its Fox affiliate in Cedar Rapids, IA, a week before the ruling on Nov 1. **Deerfield Media**, the largest of the Sinclair SSA groups, returned its six stations two days before the FCC ruling. The others involved that got deals done are **Waite Broadcasting, MPS Media, Mercury Broadcast Group, Howard Strik Holdings and Roberts Media**.

**Miller Stepping Down as WarnerMedia Kids Head: Christina Miller** is stepping down from her **WarnerMedia** role as president, **Cartoon Network, Adult Swim, Boomerang** and **TCM** at the end of the year. "This is not a decision I came to lightly," Miller said in a statement. "Ultimately, it feels like the right time for me to leave and take a little time to think about what comes next, but I do so feeling immensely proud of the work we've done together and so grateful for the experience." **Cartoon Network, Adult Swim and Boomerang** evp/CMO **Michael Ouweleen** will serve as interim president with Miller assisting in that transition. Miller, who has spent nearly 15 years with the company, has led the kids and young adult division for the last five years, and was most recently given responsibility of **TCM**. Miller

# FIND YOUR DREAM JOB

with the help of Cablefax's Job Board

- Find the latest and most reliable cable job openings.
- Sign up for personalized job alerts that go straight to your inbox.
- Upload your resume so employers can find you.

Visit us at [www.cablefax.com/jobs](http://www.cablefax.com/jobs)



EMPLOYERS    JOB SEEKERS    THE D



CableJobs  
Post your job openings on Cablefax's Job Board today!

search...
1997
2529

EMPLOYERS
JOBS

joined **Turner** in 2005 as vp, Cartoon Network Enterprises and served as general manager, **NBA Digital** and svp, **Turner Sports** strategy/market-ing/programming before serving in her current role.

**Chromebook Buyers Latest to Receive Free Disney+:** Haven't jumped on the **Disney+** wagon yet? If you're in the market for a **Google Chromebook**, you can receive three months of the streamer free. The offer applies to any new Chrome-books purchased and activated before Jan 31.

**Ratings:** The Baltimore Ravens' 45-6 win over the Los Angeles Rams on **ESPN's** "Monday Night Football" this week averaged 11.056mln viewers across **ESPN** and **ESPN Deportes**, according to **Nielsen**. That's an 11% increase over MNF's Week 12 game last year between the Tennessee Titans and Houston Texans. Pregame show "Monday Night Countdown" averaged 1.4mln viewers, a 24% increase YOY. Monday Night Countdown is up 12% for the season, averaging 1.4mln viewers.

**People:** *Julius Knapp* will retire on Jan 3 from the **FCC**, his career home for more than 45 years. Knapp serves as chief engineer of the agency.

**Editor's Note:** This is your last **CFX Daily** issue until Monday, Dec 2 due to the Thanksgiving holiday. We are grateful for you and wish you a wonderful holiday.

## Cablefax Dashboard

### Tweet Tweet

**Schitt's Creek** @SchittsCreek Follow

omg these google maps reviews of the 'Schitt's Creek Motel' are the best, you sweet, sweet strangers.

**Shawn** Local Guide · 13 reviews

5/5 a month ago on Google

Stevie and Johnny were a delight. They made sure our accommodations were met when my wife and I stayed on our anniversary. Place was clean and enjoyable. I loved the complimentary cinnamon rolls.

**Ajit Pai** @AjitPaiFCC Follow

It was my and @EvanS\_FCC's honor to lose narrowly—a nail-bitingly close 21-4 contest—in the Chairman's Cornhole Cup today as part of our effort to encourage @FCC employees to participate in @CFC campaign. Congrats to the champs! I'm already working out for the rematch.



### Up Ahead

- Dec 4:** [TV of Tomorrow Show](#), NYC
- Dec 5:** [Cablefax Most Powerful Women 2019](#), NYC
- Dec 5-6:** [CableLabs Latin America & Caribbean Summit 2019](#), Miami
- Dec 13:** [Cablefax Work Culture 2020 Entry Deadline](#)
- Jan 7-10:** [CES 2020](#); Las Vegas

### Research

- > Nearly 2/3 of consumers surveyed claimed "basic familiarity" or that they were "very familiar" with 5G, but of those respondents, nearly 1/5 mistakenly already thought they had 5G.
- > 1/4 of US consumers listed 5G as an important feature, but one in five didn't yet see a need for 5G, or wanted to wait until the benefits of 5G were proven before investing in devices built for the technology.
- > When asked which brand they would buy for 5G, consumers rank Samsung and Apple as the most preferred. **(Source: Strategy Analytics)**

### Quotable

"If both the Copyright and Communications Act provisions of the STELA Reauthorization Act expire, broadcast station owners would likely have greater advantage in negotiating with cable, telco and satellite operators than they do currently. ... If Congress does not renew the FCC's mediation role and retransmission consent disputes were to become more frequent, cable, telco, and satellite subscribers could experience more interruptions of broadcast television programming."  
**– Congressional Research Service report issued Nov 22 on STELAR**

19<sup>th</sup> Holiday

# ROCK & ROLL

Bash

**DECEMBER 3, 2019**

PRESENTED BY




A BENEFIT FOR  
**THE LUSTGARTEN FOUNDATION**

Thanks to separate funding to support administrative expenses, 100% of your donation goes directly to pancreatic cancer research.

For more information, please call 914-579-1000 or email [holidaybash@buckleyhallevts.com](mailto:holidaybash@buckleyhallevts.com)