

Cablefax Daily™

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What the Industry Reads First

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2020 Vision: Industry Prognosticators See Tech Leading the Way

Cablefax went straight to some of the industry's finest to find out what separated this decade from all the rest, and what consumers have to look forward to in the coming years. Taking a step back, it would be impossible to talk about the last 10 years of tech without discussing the recent 5G craze. That will only continue as we continue into 2020, and folks have big ideas as to how the tech will power new capabilities for content providers and advertisers alike. "5G will help create scaled experiences and new ad experiences altogether as network and backend computing speeds start to harmonize creating a near-zero latency world," **Xandr** vp, head of product, media sales **Matthew Van Houten** said. "The rise of 5G will create more connected devices and more immersive experiences, leading to increased volume of new ad inventory and actionable data intelligence." 5G is just the most recent advancement driving the way forward in tech, but innovations like it have colored the last decade, driving the internet of intelligence we know today. "Smart tech and the exponential growth of internet-enabled experiences has created new, connected lifestyles and changed the ways consumers engage with content and the world around them," **CTAM** CEO/pres **Vicki Lins** told **CFX**. 5G is set to hit the mainstream market in 2020, but some are already preparing for the next step forward in terms of speed and latency. The capabilities of 10G are the focus of **SCTE-ISBE** and cable operators, which are set to kick off 10G trials this year. "What we're paying attention to are the strides the industry will make in the New Year in life-enhancing areas like telehealth, telemedicine and aging in place as well as entertainment breakthroughs like real-time gaming and esports," **SCTE-ISBE** pres/CEO **Mark Dzuban** said. While those technologies can change the way consumers consume entertainment or pursue medical treatment, they also place a larger toll on the networks they rely on. That ups the importance of supporting multiple access points in the home through a mesh network. "We see more and more operators are looking into helping subscribers to reach the furthest parts of the home," said **Marcin Godlewski**, director of product management for **Technicolor**. He also emphasized the importance of a powerful gateway. Technicolor recently passed a notable milestone, shipping over 10mln DOCSIS 3.1 units. Providers will need to prepare for their consumers to use, on average, far more data than they ever have before. "While 250GB was a common threshold for 'power users' only a few years ago, we've tracked

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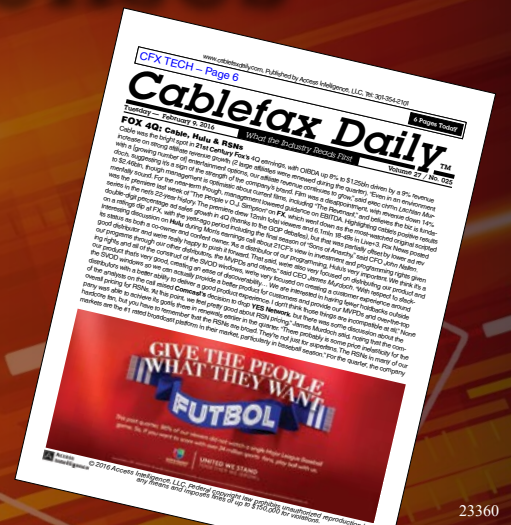
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the upward shift of the category to 1TB in recent years and are beginning to identify the percentage of subscribers consuming 2TB or more,” **OpenVault** CEO *Mark Trudeau* said. By the end of 2020, OpenVault expects more than 8% of all broadband subs will use, on average, more than 1TB of data. Knowing that the amount of data being consumed is continuing to rise exponentially, providers have already begun trying to modernize their legacy infrastructure. Because of those efforts, **Imagine Communications** COO, AdTech *Dave Villano* predicted 2020 will be the year of the cloud. “Cable has been more innovative in how it has leveraged cloud to transform viewing experiences while simultaneously moving away from rigid legacy infrastructure,” he said. While major players like **AT&T** have been early adopters of the cloud, Villano believes the technology will become accessible to all in the coming year as operators big and small look to deploy architectures that are flexible enough to last deep into the decade. And while some things change, even more tend to stay the same. That’s especially true in Washington. Net neutrality has been a point of contention amongst Democratic and Republican commissioners at the **FCC** for two decades, and some are hoping Congress will take action and finally put the issue to rest before we hit 2030. “All of us at **ACA Connects** would love to see a congressional compromise to rid everyone of the regulatory ‘ping pong’ attached to this issue and the uncertainty it creates,” ACA Connects CEO *Matt Polka* said. “But in the meantime, ACA Connects is prepared to demonstrate to all that heavy-handed regulation of the Internet is NOT the way to ensure smaller towns and rural areas are served with even MORE broadband to truly bridge the digital divide.”

At Deadline: **Hearst** and **DirectTV** were still talking. Their retrans agreement was supposed to expire at 12:01am Jan 1, but was extended until 3pm ET Friday (Jan 3) and then 5pm. As 5pm neared, Hearst said the agreement had been extended into Friday evening.

TDS Completes \$80m Buy of Continuum: **TDS Broadband Service** acquired all of the cable, broadband and business assets of North Carolina-based **Continuum** for \$80m. As part of the deal, Continuum employees were offered positions by TDS to support customers locally as part of the company. The companies first announced the purchase agreement in August, and customers can expect to see the Continuum brand in use for “many months ahead.” Continuum offers high speed, fiber and coax-based internet services in Mooresville, Davidson, Cornelius and Huntersville, passing a total of 36.5K households.

Locast Fundraiser: A **GoFundMe** page has been set up to contribute to the legal defense fund for **Locast**, the free streaming app offering local broadcast stations in 16 markets. **ABC**, **FOX**, **CBS** and **NBC** filed a lawsuit in late July, claiming copyright violation. Locast countersued. The service launched in January 2018 in NYC and has

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RESUMES

continued to roll out new markets, including Seattle in October. Over the summer, **AT&T** made a \$500K donation to Locast, which is operated by the nonprofit **Sports Fan Coalition**. The GoFundMe page was created Dec 18 and has raised more than \$9K of a \$500K goal. “The good news is that we’re winning. The courts allowed Locast to continue operating while the lawsuit is pending,” Locast founder *David Goodfriend* wrote on the fundraising site. “But we need your help to keep our lawyers in court. We need resources to stay in the fight.”

Programming: BBC America renewed “Killing Eve” for Season 4, ahead of its Season 3 debut this spring. The second season of the series had the highest rate of growth of any returning TV drama since the final season of **AMC’s** “Breaking Bad” in 2013. -- **Netflix** renewed superhero-drama “Raising Dion” for Season 2. The streamer also announced that the previously untitled “Self Made: Inspired by the Life of Madam C.J. Walker” will premiere March 20. -- **YouTube** is partnering with *Justin Bieber* for 10-episode series “Justin Bieber: Seasons,” set to premiere Jan 27 at 12pm with new episodes airing Mondays and Wednesdays at noon.

People: WOW! named *Henry Hryckiewicz* its new chief technology officer. He most recently served as svp of engineering operations for residential and business services for **Time Warner Cable**.

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 **Patty Boyers** @BoyersPatty

#BOYCOM & @NCTtweets reached agreement w/#Fox to continue carrying #FoxNews & other channels. But as @ACAConnects has said, large media conglomerates take advantage of smaller cable ops, & it harms our rural customers the most. I will continue to be a strong voice for our Mbrs!

9:25 PM - Jan 1, 2020 - Twitter for iPhone

 **Rich Greenfield** @RichLightShed

👏👏👏 #hesback

Excited to see the incredible programming Richard Plepler & team are going to bring to @AppleTVPlus

Smart move @cue @tim_cook

Up Ahead


- Jan 7-10:** [CES 2020](#); Las Vegas
- Jan 7-19:** [Winter 2020 TCA Press Tour](#)
- Jan 21-25:** [NATPE Miami](#)
- Jan 27-30:** [Realscreen Summit](#); New Orleans
- Feb 7:** [Cablefax 100 Nomination Deadline](#)
- Feb 16-18:** [NCTC Winter Educational Conference](#); Las Vegas

Research

- > Legislative action in 2019 largely took place in the House, which passed 422 bills and joint resolutions. The Senate passed just 183.
 - > The Senate confirmed 295 civilian nominees in 2019.
 - > The House spent 798 hours in session over the last year compared to 1004 in 2011, while the Senate spent 955 hours in session, down from 1102 in 2011.
 - > Of the Democratic senators running for president, Amy Klobuchar spoke on the Senate floor the most with 20 appearances
- (Source: **C-SPAN**)

Quotable

“Rather than focusing on new massive screens and resolutions, advertisers’ time is better spent looking at new ways to make use of existing technologies, and optimize the experience for how people will actually be viewing... ACR tech allows advertisers the ability to track what people are watching on smart TVs and tie that behavior to their digital activity... And as the technology develops, advertisers will be able to not only target and decision on TV content watched, but games played and apps used.” -- **Modco Media CEO Erik Dochtermann and MiQ vp, research and insights Robert Jones** in a [ClickZ](#) article



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