

# Cablefax Daily™

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What the Industry Reads First

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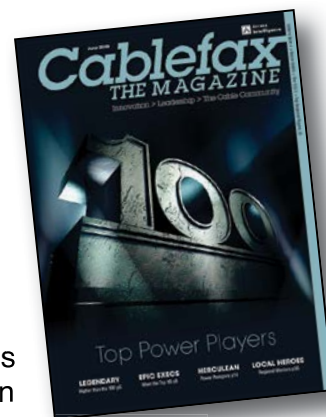
## 5Qs: Spectrum Originals' Katherine Pope Zigs as Others Zag Amid Peak TV

Charter dove head first into original content last year despite an increasingly crowded marketplace, and Spectrum Originals chief Katherine Pope hasn't looked back. After placing a high-profile bet on Jessica Alba-Gabrielle Union vehicle "L.A.'s Finest," she spearheaded a limited reboot of 1990s sitcom hit "Mad About You" and on Feb. 3 will premiere the 10-episode "Manhunt: Deadly Games" about the 1996 Olympics bombing in Atlanta. Where to go from here? Amid massive change in the content marketplace, Pope says it's all about the customers. **Where does Spectrum Originals fit amid the insanity of Peak TV? Does the current content overload even affect you?** It doesn't. It honestly doesn't, and it's really nice because what I'm doing is trying to bring premium content to our subscribers. We are the guide. We own the portal. So what I'm trying to do is give different segments of our audience something that they love. I'm never going to have a huge volume. I'm just trying to do it differently. **What's the main objective of your subscriber-centric focus?** It's trying to slice up your audience and trying not to make something that everyone loves because that often shaves off the corners... One of the great things we found out about "Mad About You" is that a huge majority of people who watched that show hadn't watched any other Spectrum originals, so this was the first time they went there. And then when they watched that, they went in and watched some of the other shows. **How does curating quality and developing shows that appeal to different regions and segments affect overall strategy?** We measure viewership based on watching the whole episode, and my main measure of success is 'Did they watch the show?' How many episodes did they watch?... At the end of the day, everyone loves to get awards. It's not really real. For me, what's real is if the people are watching the show. When you do surveys of people, the most powerful thing is word of mouth—friends telling them who they trust. That's certainly true for me. **Then how many shows do you need to satisfy all of those audience segments?** We feel strongly that we want it to feel really curated. You have to look at the practicalities of the business you're in, and for me, I just keep saying, 'If everyone is zigging, how do I zag?' It's also about trying to make it really special so that all of our resources are focused on that one show, and our audience knows that it's special and important to us... I think we will never have more than 10 shows at a time. **How does it feel to be a niche player amid so much consolidation and all these billions swirling around**



## Who Deserves to Rank Among Cablefax's Annual Top Power Players?

The Cablefax 100 salutes the most influential executives whose leadership continues to take the industry to new heights. We will rank the top professionals in the media, cable & broadband industry and publish the list in the June edition of Cablefax: The Magazine.



**It's free to enter - but you must submit your entries by February 7!**

Enter at [www.Cablefax100.com](http://www.Cablefax100.com) | Questions: Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com)

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**content?** I feel incredibly lucky because I have such a clear mandate. I worked for years at 20th Century Fox, and the idea that Disney would buy the Fox movie studio... I don't think anyone could have predicted it. Those two things were just monoliths in our business... Who knows what's going to happen in the next six months, let alone the next five years. It's just going to be crazy.

**Lobbying Dollars:** NCTA spent \$14.2m on lobbying last year, up from \$13.2m in 2018 and \$12.8m in 2017, according to calculations by the **Center for Responsive Politics** based on data from the Senate Office of Public Records. While NCTA's spending is up from the past couple years, it's down significantly from the \$17m-\$19m NCTA had in expenditures year from 2011-2013. NCTA's 2019 lobbying spend was less than that of **Amazon** (\$16.8m) and **Facebook** (\$16.7m), but more than **Comcast** (\$13.4m), **AT&T** (\$12.8m), **NAB** (\$12.7m) and **Alphabet** (\$12.66m).

**Rosenworcel Warns of US Internet Blackouts:** Government-imposed internet blackouts have been a tool used to quell protests or control information in countries with authoritarian-leaning regimes, and the same thing could happen in the US. That's what Democratic **FCC** commish *Jessica Rosenworcel* told attendees of the State of the Net Conference Tuesday. According to Rosenworcel, Section 706 of the Communications Act of 1934 allows the president to shut down or take control of "any facility or station for wire communication" if he believes there is a threat of war involving the US. For wireless communications, service may be suspended if the president believes there is a "state of public peril" with no requirement to provide advance notice to Congress. Rosenworcel wants to revisit Section 706 and rewrite it for the digital age while also establishing a formal policy on government-directed internet shutdowns that is informed by the experience of the **State Department**, **NTIA** and the **FCC**. "I think we need to have this discussion if we are committed to an open internet for all. Because without it our own laws could be contorted to support such outages. Because without it we can expect the number of government-directed internet shutdowns to grow," Rosenworcel said.

**Pirated Video is a Time Suck:** A new [paper](#) from the **Technology Policy Institute** estimates that every minute spent downloading or streaming pirated video crowds out about 3.5 minutes of non-pirated streaming video on sites like **Netflix** and **Amazon**. The authors dive deep into data and ultimately determine that it ends up that pirated video displaces nearly the same amount of time as non-pirated video. "Because pirated video files are more compressed than non-pirated video files, often by a factor of four, and because pirated video is frequently downloaded in full and non-pirated video is streamed, we conclude that time spent watching pirated video displaces nearly the same amount of time spent watching over-the-top streaming apps," concludes the paper.

**Cablefax Selected by SCTE•ISBE  
as Exclusive Partner for the Official Show Daily**

**Featuring Expanded Coverage in  
Print, Online & Video Show Dailies**

SCTE•ISBE  
**CABLE-TEC EXPO®**  
DENVER, CO » OCTOBER 13-16 2020

**Supercharge Your Exposure!**

“We were blown away by the passion and imagination Cablefax brought to the SCTE•ISBE Cable-Tec Expo official show daily coverage. In print, online and especially in video, the Cablefax team went above and beyond in capturing the moments that made Expo 2019 a must-attend event. Together we're already imagining the possibilities for new concepts at Expo 2020 in Denver.”

- SCTE•ISBE's President and CEO, Mark Dzuban



**Space is selling quickly! Contact Olivia Murray at omurray@accessintel.com or 301.354.2010**

**Latest Version of C-band Bill Offers Incentives for Incumbents:** A new version of the Senate bill mandating a public auction of 300MHz of C-band spectrum has been introduced, and it would offer a portion of the auction's revenues to incentivize those that currently occupy the band to clear it. An additional \$5bln will be set aside to relocate incumbent users like satellite providers and cable operators. The Spectrum Management And Reallocation for Taxpayers Act would provide the **FCC** with \$1bln "for payments to incentivize incumbent holders of licenses or market access rights" to clear C-band spectrum as quickly as possible. The FCC will also be required to deposit \$5bln of auction proceeds directly into the federal treasury and the remaining amount (up to \$12.5bln) would be set aside for a next-gen 911 trust fund. Should any money remain, it will be directed into a "Digital Divide Trust Fund" that would be used to deploy broadband infrastructure in underserved or unserved areas. The bill is sponsored by Sens *John Kennedy* (R-LA), *Brian Schatz* (D-HI) and *Maria Cantwell* (D-WA).

**Progress In War Against Robocalls:** The **DOJ** filed civil actions for temporary restraining orders in two cases against five companies and three individuals for carrying hundreds of millions of fraudulent robocalls to US consumers Tuesday. The DOJ alleges that the companies were warned "numerous times" that they were carrying fraudulent robocalls, including government- and business-imposter calls, and chose to continue carrying the calls. The calls mostly originated in India. The defendants in the first case are **Ecommerce National LLC**, **SIP Retail** and their owner/operators, *Nicholas and Natasha Palumbo*. The defendants in the other case include **Global Voicecom Inc**, **Global Telecommunication Services Inc**, **KAT Telecom Inc** and their owner operator *Jon Kahen*. -- **FCC** chmn *Ajit Pai* and **Canadian Radio-television and Telecommunications Commission** chmn *Ian Scott* completed the first end-to-end international authenticated calls using the SHAKEN/STIR protocol designed to protect consumers from robocalls. The call, made using Xfinity Voice and Telus wireless phone services, represents another milestone in the battle against robocalls. -- **USTelecom's** Industry Traceback Group conducted over 1K tracebacks over the last year that implicated more than 10mln robocalls, according to the group's 2019 progress report. Over 100 companies have participated in ITG traceback investigations and government referrals have resulted in more than 20 subpoenas and/or civil investigative demands from federal and state agencies. "The good news: we're getting better—and faster—everyday," USTelecom pres/CEO *Jonathan Spalter* said in a statement. "The robocall battle won't be won overnight, but the members of the ITG are in this for the long haul." **Twilio**, **US Cellular**, **XCast Labs** and **Voxology** are the latest to join the ITG.

**FourthWall Media, MRI-Simmons Partner:** TV analytics firm **FourthWall Media** and **MRI-Simmons** struck a deal that will allow marketers to incorporate MRI-Simmons audiences into advanced TV campaigns. The companies will use FourthWall's Reveal analytics platform and Reveal Connect, its secure household matching tool, to create actionable audience segments for targeted TV planning, optimization and attribution. The companies said the partnership enables marketers, programmers and agencies to optimize both linear and addressable TV campaigns, allowing marketers to create more customized audience profiles.

**Megacable Joins SCTE-ISBE:** Mexican cable operator **Megacable** is the latest to join **SCTE-ISBE's** Corporate Alliance Partner program. Megacable, which also recently joined **CableLabs**, will use SCTE-ISBE's training resources to boost its technical expertise around infrastructure and residential installation. It is the sixth cable system operator to reach an agreement with SCTE-ISBE for Spanish language educational resources and is the 51st overall to join the program. SCTE-ISBE is expanding its Spanish language portfolio to 30 training courses and certifications within the next year. Courses currently available include broadband and wireless installation and maintenance, DOCSIS 3.1 installation and cybersecurity.

**Distribution:** **HITN TV** reached a carriage agreement with **Liberty Puerto Rico** that will see it added to Liberty's Ultimate News and Education package as well as its U-Pick Learning package.

**Programming: Science** is taking viewers below deck of the SS Cotopaxi, which disappeared in 1925 in connection with the Bermuda Triangle mystery, in "Shipwreck Secrets," premiering Feb 9 at 8pm. Also to be explored in the series are the stories of the SS Justicia and the Lake Serpent. -- **Bravo's** latest docuseries will be the first to feature an all-Indian cast. "Family Karma" will explore how Indian-American friends marry traditional values with modern American culture when it premieres on March 8 at 9pm. -- "Desus & Mero" will return to **Showtime** for a second season on Feb 3 at 11pm. New episodes will air on Monday and Thursday nights.

**Editor's Note:** Help us determine who are the industry's top power players. Get those **Cablefax 100** nominations in by Feb 7.