

Cablefax Daily™

Monday — July 20, 2020

What the Industry Reads First

Volume 31 / No. 138

Birds of a Feather: Where Peacock Stands Post-Launch

When **Peacock** made its national launch Wednesday, it wasn't the first time it had been seen by customers. An early preview with Xfinity customers that kicked off on April 15 offered insights into what worked, and what didn't, on the service. In terms of the interface, Peacock's "Trending" screen is still the opening viewing mode on mobile, but the "Browse" screen is the opening viewing mode when using Peacock on an X1 or Flex device. Comcast also observed that Flex customers embraced the Channels function at a rate that was 10 times higher than X1 customers, so that section was beefed up to meet the needs of cordcutters ahead of Wednesday's wider debut. At launch, Peacock expanded its distribution to include **Cox, Xbox, Vizio, Apple** and **Google** devices, and it will arrive on **Playstation 4** devices next week. Peacock said that it remains in talks with other distribution partners, but it hasn't gone unnoticed that Peacock continues to lack distribution on **Roku** and **Amazon Prime Video**, much like fellow streamer **HBO Max** saw at the time of its launch in May. A quick look at **Twitter** and it's clear Roku users aren't impressed that the two sides haven't been able to strike a deal yet. In response to multiple Twitter users wondering when Peacock would arrive on Roku, the @PeacockTV Twitter handle asked them to "squawk to Roku to help set great entertainment free" while using the hashtag #FreeTheBird. While Amazon hasn't made any public statements on the status of its negotiations with streamers, Roku said that while it wants to carry Peacock, the fight all comes down to the money. Roku claims that Peacock is a service supported by advertising that is refusing to share any revenues from that ad model with its platform partners. "It's disappointing that Comcast has refused reasonable and standard industry terms and decided not to launch Peacock on Roku at a time when streaming is surging," the company said in its statement. "This shows a basic misunderstanding of what drives success in today's modern streaming world, where successful publishers collaborate on advertising and achieve strong results by leaning into the unique tools we offer."

Satellite Operators' C-Band Plans Lacking: Satellite operators have begun detailing their plans for the transition of earth station services to the upper portion of the C-band, but there's still some work to be done ahead of the **FCC's** C-band auction this December. **ACA Connects** urged the FCC to take a particularly close look at the filings of **SES Americom** and **Intelsat**, which account for almost all C-band video programming delivery to pay TV providers in the

HELP CABLEFAX RECOGNIZE THE TOP MULTI-ETHNIC EXECUTIVES IN THE INDUSTRY

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Cablefax is expanding the recognition for Diversity & Inclusion excellence by adding 12 individual & organization award recognitions, including: The Trailblazers, Thrivers Under 30, and D&I Champion.

DEADLINE: FRIDAY, JULY 17

www.cablefaxdiversity.com

The
DIVERSITY
List
PRESENTED BY CABLEFAX





Telehealth in the Virtual Age

Presented by Cablefax

Thursday, August 13
1:00 – 4:30pm ET
Online Event

www.TelehealthAge.com

Telehealth...The Next Big Opportunity for Broadband?

In this virtual event on Aug. 13, Cablefax will assemble panels of experts to assess key opportunities for the cable & broadband sector as advances in telehealth intersect with changing patient behavior,

AGENDA

1:00 – 1:05pm ET

WELCOME

1:05 – 1:25pm ET

Telehealth 101: What You Need to Know Now

In our kick-off conversation with Jailendra Singh at Credit Suisse, we'll ask this veteran healthcare technology analyst how he sees the telehealth future shaping up. What challenges are healthcare providers, insurance entities, patients and other players facing as more healthcare dollars shift to remote health monitoring and other forms of telehealth services? What are the implications for the entire industry as it evolves to meet increasing patient demands for more flexibility and autonomy?

Speaker:



Jailendra Singh
Lead Analyst, Healthcare
Technology & Distribution
Credit Suisse

1:25 – 1:55pm ET

Wake Up Call: The Future, Brought to You by COVID-19

In this opening session, we'll discuss how the ongoing pandemic has focused attention on broadband's potential as a telemedicine lifeline.

Speakers:



Chris Bastain
CTO
SCTE*ISBE



Kara Mullaley
Community Broadband Market
Development Manager
Corning

1:55 – 2:15pm ET

Fireside Chat: Real-World Applications with Trappollo's Mike Braham

We'll sit down with Trappollo CEO Mike Braham to understand how this Cox Business company takes connected patient engagement to the next level with its virtual-care platform, including program design and consulting, logistics and support and chronic care management.

Speaker:



Mike Braham
CEO
Trappollo

2:15 – 3:00pm ET

Screenology: Consumers Take Control with Tech

All telehealth services depend on the broadband network. We'll find out how mobile apps and other telehealth technology is making it easier for both patients and hospitals—and how broadband providers can partner with all sides to secure a place at the table as telehealth continues its exponential growth in the coming years.

Speakers:



Carina Edwards
CEO
Quil



Bonny Roberts
Director, Portfolio Management for
Business, Information Technology
Centura Health

3:00 – 3:15pm ET

Networking Break

3:15 – 4:00pm ET

Case Study: Telehealth Opportunities for Rural Broadband

In rural areas, remote access to healthcare services isn't just a convenience... It can be a matter of life and death. We'll explore GCI Communications' approach to ensuring that telehealth reaches every corner of Alaska and get a glimpse as to how this innovative broadband provider works with hospitals and patients—and navigates the legal and regulatory landscape—to ensure its customers receive the best care no matter where they live.

Speaker:



Pam Lloyd
VP, GCI Corporate Strategy:
Government, Healthcare
& Education
GCI Communications

4:00-4:30pm ET

A World of Possibility: Imagine Where We Might Go From Here!

We'll talk about the future applications and technology that will drive telehealth's future—as well as how broadband providers prioritize infrastructure projects and business partnerships.

We'll also screen the award-winning short film "A Better Place" to get a fascinating peek at the amazing innovations that are right around the corner—and how the cable industry can lead the charge.

Speaker:



Eric Klassen
Executive Producer
CableLabs

Thanks to Our Sponsor: CORNING

Register at www.TelehealthAge.com

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US. “The Bureau must require SES and Intelsat to update their plans to expressly state their transition work includes all steps necessary to enable MVPDs to provide the same video service quality during and after the transition as a result of technology upgrades,” ACA Connects said in its comments. **Altice USA** agreed that there were holes in the plans, and said satellite operators needed to update their list of earth stations in the plans. “It is important for the avoidance of costs/disruption to multichannel video programming distributors and their customers,” Altice USA said. “Altice has begun working directly with these operators to revise their associated incumbent earth station lists, and plans to update the Commission and seek its assistance, if necessary.” Altice USA also again called on the FCC to explicitly state in its final cost catalog that earth station operators’ labor and other operational costs directly associated with the C-band transition are “reasonable reimbursable expenses.”

Netflix Follow-Up: Analysts have plenty to say following **Netflix’s** 2Q earnings call on Thursday. **MoffettNathanson** is predicting the company’s revenue growth will decelerate, and is leaving its estimation of global paid subscribers largely unchanged at 202mln, with 35mln net adds. MoffettNathanson is lowering its full-year revenue growth by 1% to 23%, partially offset by a reduction in expense growth. For now, it is leaving its “neutral” rating on Netflix, but raising its target price by \$18 to \$390. “There is zero doubt that the fallout from the current state of global affairs has been very, very good for the company,” analysts wrote. “So, although Netflix may currently enjoy some good fortune, their focus on providing customers with the most economical and varied entertainment option has prepared them well for this current challenge. That advantage is obvious now as they are one of only a handful of companies that will likely see 2020 estimates rise during a global recession and pandemic” **Pivotal Research Group** concurred, stating its view remains that COVID-19 is accelerating trends already in place away from pay-TV to DTC. Pivotal tweaked its ’20 subscriber forecasts, projecting 36mln adds, up 31% from its initial 29mln. “Subscriber growth is the flywheel that drives a virtuous cycle for NFLX as the larger their subscriber base grows the more they can invest in original content,” Pivotal said.

Hallmark Pledges More LGBT+ Rep: After revealing part of its 40 upcoming Christmas titles, **Hallmark Channel** faced backlash on social media for a lack of LGBT+ characters. Now, the net is promising more queer characters in its content. “Diversity and inclusion is a top priority for us and we look forward to making some exciting programming announcements in the coming months, including announcements about projects featuring LGBTQ storylines, characters, and actors,” a Hallmark Channel spokesperson said in a [statement](#). “We are committed to creating a Hallmark experience where everyone feels welcome.” The net came under fire last year for removing, then reinstating, commercials that featured a same-sex couple.

Maddow Scores Big: **MSNBC’s** “The Rachel Maddow Show” scored its highest-rated episode ever, with Thursday’s ep averaging 5.23mln viewers. The show, which featured *Mary Trump’s* first cable news interview, was the #1 program in total viewers across all of broadcast and cable, beating out “Young Sheldon” on **CBS** (4.08mln) and “Hannity” on **Fox News** (3.83mln). It helped boost “The Last Word with Lawrence” to #4 for the night (3.54mln), its highest placement ever.

Another Round of CAF II Funding: The **FCC** authorized more than \$20mln in funding over 10 years as part of the Connect America Fund Phase II auction to expand rural broadband in Minnesota and Pennsylvania. **Viasat** will serve rural locations in Pennsylvania with nearly \$20mln in support, while Tribal provider **Fond du Lac Communications** received \$55K to provide gigabit fixed broadband to small, isolated communities in Tribal lands in Minnesota. Providers must build out to 40% of the assigned homes and businesses in the areas won in a state within three years, with buildouts increasing 20% in each subsequent year.

Programming: **NBC Sports** and **Telemundo** struck a deal with LigaMX’s Chivas de Guadalajara, giving the nets exclusive access to games across both broadcast and digital platforms. This is the first time LigaMX has been on Telemundo since 2015. -- **HGTV** is beginning production on Season 3 of “Christina on the Coast,” set to premiere Aug 6 at 9pm. -- **Food Network** and *Robert Irvine* struck a new multi-year, multi-platform deal. The two-year deal includes new episodes of “Restaurant: Impossible” as well content developed by Irvine across the **Discovery** portfolio. New spinoff series “Restaurant Impossible: Back in Business” premieres July 30 at 9pm. -- **HBO** will premiere doc “The Swamp” on Aug 4 at 9pm. The doc looks at three Republican congressmen and their individual views on what it means to “drain the swamp.”

Cablefax Dashboard

Hero of the Week



Sparklight Pascagoula: To give thanks to the associates in Sparklight’s Pascagoula office for all of their hard work and sacrifice during the COVID-19 pandemic, GM Charlie Oakes, his wife Shayla Oakes, field technical supervisor Jordan Fountain, and warehouse technician Eddie Darby worked to create a drive-through in the office parking lot so they could provide each associate a home-cooked meal. “While maintaining physical distancing, we cooked and packaged meals for every one of our team members to show how much we care about them,” Oakes said. But they didn’t stop there. The team also packaged an additional 68 meals to be delivered to the “unsung heroes” at Singing River Hospital – the facilities and maintenance teams. “Jackson County has been hit hard in terms of diagnoses and deaths,” Oakes said. “The maintenance teams are just as exposed as the nurses and doctors, but without as much acknowledgement. We wanted to show our appreciation for their efforts.”

Tweet Tweet

Mike Sievert @MikeSievert

To @TMobile, branding a venue is far more meaningful than just putting a logo on a 🏠 and I cannot wait until it's safe for everyone to come see & enjoy the rebranded @TMobileCenter. You'll all love it! But T-Mobile customers will love it a little more 😊

GCI Alaska @GCIAK

As an #AlaskaBornandRaised company, we think it's important to support our neighbors and the communities we live + work in. That's why we're proud to continue supporting the Chugach Park Fund, which creates new trails for Alaskans to get out and adventure on. Hike on, Alaska. 🌲

Research

- Of US adults, 40% are connected TV consumers. The median age of viewers is 45.
 - The average time spent streaming per day is now three hours, up from two years ago when daily averages were 46 minutes.
 - Most CTV viewers regularly watch with others, usually a partner or kids, and sometimes with friends. Only 16% always stream alone.
 - The most common way people watch CTV is through smart TV (54%) followed by a streaming device (37%) with the rest watching through a gaming console.
- (Source: SpotX)**

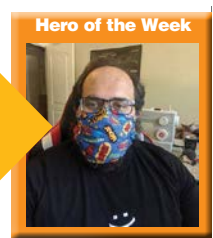
Quotable

“From a fan perspective, I would love to hear the great sounds of -- remember Nolan Ryan -- Justin Verlander, Gerrit Cole, the popping of the mitt. We are going to have an opening day with both guys going to be rushing it up there about 100 miles an hour, and you only hear that sound in Arizona or in Florida in February, March...There's so much trash-talking that goes in those dugouts. If you actually lower the volume... I think this could be a really big opportunity to hear the players. Again, the more we can reveal of the players and what kind of people they are and you hear the voice, you may get intrigued to learn more about them.”

– ESPN “Sunday Night Baseball” analyst Alex Rodriguez talking the return of baseball

We Want to Feature Your Heroes!

On Fridays, Cablefax will feature a local hero. We’re looking for stories of employees who are going above and beyond. Maybe they are volunteering in their community, sewing mask covers for hospitals, spearheading supply donations, etc.



Please send a photo and 150-200 words about the person to amaclean@cablefax.com

Contact Olivia Murray at omurray@accessintel.com to sponsor this feature section