

# Cablefax Daily™

Wednesday — August 19, 2020

What the Industry Reads First

Volume 31 / No. 160

## NextGen TV: Cable Wants Retrans, Signal Quality Addressed in ATSC 3.0 Proceeding

As the broadcast industry ponders using ATSC 3.0 for the deployment of broadcast internet services, cable wants to make sure a thumb isn't put on the scale in favor of over-the-air stations. That includes not allowing broadcasters to use retransmission consent negotiations for carriage of broadcast internet services provided by a consortium of broadcasters. **NCTA** argued that doing so would be the equivalent of joint retrans consent negotiations, which the **FCC** barred in 2014 among non-commonly owned top-four stations. "At a minimum, a broadcaster's use of retransmission consent to acquire capacity on a cable system for a broadcast internet service provided by a consortium of non-commonly owned broadcasters implicates the same anti-competitive concerns as joint retransmission consent negotiations, and should similarly be prohibited," NCTA said in comments at the FCC this week. Monday was the deadline to file comments in an FCC NPRM that asks whether and how to modify existing ancillary and supplementary service rules to promote the deployment of broadcast internet services via ATSC 3.0 or the NextGen broadcast standard. **The American TV Alliance**, a group that pushes for retrans reform and is comprised of several cable and satellite operators, told the Commission that it should require broadcasters that offer ancillary or supplementary services to transmit a single HD feed of television service. It's a move the **NAB** objects to (see "Broadcast POV on ATSC 3.0" below). In 1997, the FCC required broadcasters to transmit in SD, but declined an HD requirement, which means broadcasters may devote as much spectrum to ancillary and supplementary services as they want as long as the single SD transmission remains. By ATVA's estimation, a TV stations transmitting in ATSC 1.0 needs only 20% of its 6MHz channel to transmit a single SD signal and a station using ATSC 3.0 needs as little as 8% to do the same. "Objectively, a broadcaster devoting more than 90 percent of its capacity to something other than broadcasting can no longer maintain that its non-broadcasting service is 'ancillary' to anything," ATVA said in pushing for the single HD signal requirement. "Only by doing so can the Commission give meaning to Congress's instruction to 'limit' ancillary and supplementary services so that they do not derogate the primary service." NCTA and ATVA also want the FCC to revisit the appropriate fee to remit to the treasury for such services. The fee is currently at 5%, with it based on the amount that equals would be recovered had such services been licensed at auction. In 2017, the FCC declined to adjust the ancillary service fee because it wasn't yet

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Help Cablefax recognize the most powerful women based on their influence and power within the industry—as well as their commitment to ensuring that other execs receive the same opportunities to grow and flourish.

As always, it's free to nominate candidates for the Most Powerful Women list.

**NEW for 2020!**

**INDIVIDUAL CATEGORIES**  
**The Wavemakers**

Female executives whose energy has propelled their careers, their companies and the industry over the last year through specific business initiatives, campaigns or career accomplishments. This select group of innovators got people's attention in 2020, got people talking and ultimately got big things done.



**The Rising Tide**

We all know the female leaders making a big difference every day, but the next generation is always learning and preparing to someday take the mantle. The Rising Tide list recognizes women under 30 whose hard work already has them on the path to making big waves in the future as they seek out mentors, push forward new business ideas and ensure this industry stays relevant to all generations of customers. *(Eligibility: Women who are 30 years or younger on Dec. 31, 2020)*

**Women's Advancement Champion**

A female executive whose contributions to the advancement of women within her company has made an important impact within the cable & broadband industry and inspired others to step up their games.

**Mentor of the Year**

An individual whose extraordinary mentoring effort to women either within or outside his or her organization has made a measurable impact in helping to increase the number of low- to mid-level female executives who have risen to senior roles.

**ORGANIZATION CATEGORIES:**  
**Mentoring Program**

Recognizes a successful female-focused promotion program or initiative that has been in place for at least 2 years and has made a sustained and measurable impact on a company's ratio of female employees.

**Advertising Campaign**

Recognizes an advertising campaign for a brand, service or product that appeals to women or increases a company's outreach to female customers or female-run businesses and clients.

**Public Affairs Campaign**

Recognizes a public affairs media, lobbying or awareness campaign (local, regional or national) bolster causes and charitable contributions aimed at helping women and promoting opportunities for women around the world.



**2020 ISSUE RELEASE DATE**

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clear which ATSC 3.0-based serviced would emerge. ATVA suggested the FCC's new Office of Economics & Analytics to run a spectrum valuation and auction recovery analysis for ancillary and supplementary broadcast service. **Public Knowledge, Consumer Reports** and **New America's Open Technology Institute** argue that the FCC is statutorily required to collect fees from ancillary services. The consumer groups want that money to fund a coupon program to help offset consumer costs to upgrade consumer electronic equipment for ATSC 3.0, similar to the DTV transition.

**Broadcast POV on ATSC 3.0:** Broadcasters' take on how the **FCC** can best promote broadcast internet services under the voluntary NextGen TV standard can best be summed up by 'first, do no harm.' "Requiring broadcasters to pay a regulatory tax in the form of more stringent requirements for every new opportunity will hamper, not encourage, innovation and the efficient use of spectrum," **NAB** told the FCC this week. While the **American TV Alliance** is asking the FCC to require broadcasters that offer ancillary or supplementary services to transmit a single HD feed of television service, NAB said the change would prove challenging given that broadcasters are making the ATSC 3.0 transition without additional spectrum. "As broadcasters seek to transition to ATSC 3.0 while preserving as much existing service as possible, they have been forced to engage in complex arrangements involving multiple partners," NAB said, arguing that "heightened regulatory burdens" would only make the voluntary transition tougher. **America's Public TV Stations** and **PBS** want the FCC to exempt noncommercial educational licensees from all ancillary and supplementary service fees to the extent that the licensee confirms that the revenues from such services are used to support their non-profit public service activities. Broadcast TV consortium **Pearl TV**, which includes **Sinclair, Nexstar, EW Scripps** and others, asked the FCC to clarify that regulations that pertain to the operation of broadcast TV stations also do not apply to broadcast Internet services. "For example, Section 73.625 of the Commission's rules establishes coverage requirements for DTV transmitters. It may be that broadcast internet services utilize transmitters, but they should not be expected to operate at a certain power level over the station's principle community," Pearl TV said.

**FCC Allows Expands Comment Period on Charter Merger Conditions:** The **FCC's Wireline Competition Bureau** announced an additional comment period Tuesday for interested parties to respond to **Charter's** petition to sunset two conditions tied to its merger with **Time Warner Cable**. The additional comment period will ensure the Bureau has a full record on which to evaluate the effects of the conditions and give commenters a chance to address the effect of the DC Circuit's Aug 14 decision to vacate two of the Commission's merger conditions tied to low-cost broadband and interconnection. Charter has petitioned the FCC to get out of the interconnection condition as well as one that prevents it from imposing data caps/usage-based pricing. Comments for this period are due Sept 2. More folks have already begun chiming in on

We are so proud of our industry and the many ways companies are responding to the pandemic. Free internet, fresh content, employee safety and much more.

The Cablefax Editorial Team is reporting on vital industry updates every day. We want to hear from you so please reach out to share your news and stories.

**Content. Community. Daily.**

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**The Collapse of Theatrical Windows?:** With theaters shuttering, will day-and-date releases become sal Pictures is the first out of the gate, announcing "Trolls World Tour" will be available April 10 for a rental. Other in-release movie titles are set to be available as soon as this Friday. The movies will be Comcast, Sky and a "broad range of on-demand partners." Titles to be made available include "The Man" and "Emma" with a suggested retail price of \$19.99 in the US.

Tuesday — March 17, 2020 What the Industry Reads First Volume 31 / No. 050

**For Now: Providers Set Aside Disputes During Coronavirus Outbreak**

As they face the common enemy that is the coronavirus pandemic, Cox Media Group and DISH have set aside their retrans dispute for now so that DISH can resume its carriage of 10 CMG stations in New York, Oregon, Washington, Arizona, Louisiana, California, Mississippi and Idaho. No word on how long they will have to wait.

# Cablefax Daily™

Friday — March 13, 2020 What the Industry Reads First Volume 31 / No. 050

**New Normal: Companies Roll Out Contingency Plans in Face of Covid-19**

With a growing number of students and employees working from home, it's mission critical for the nation's broadband providers during the Covid-19 pandemic. Operators big and small are up-ending their day-to-day operations to ensure

Wednesday — March 18, 2020 What the Industry Reads First

**Covering Covid-19: Content Companies Step Up Efforts**

Programmers are shuffling schedules to respond to the coronavirus crisis. The Weather Channel is airing live programming at 50 minutes past the hour to share educational content during the school closure. Topics include why thunder happens, how rainbows form and how to stay safe. The pledge is scheduled for Friday at 2pm.

**From the Commission:** Another 116 broadband and telephone service providers have taken the Keep Americans Connected Pledge, agreeing to take specific steps to keep Americans connected for 60 days. Some notable names taking the pledge include Hotwire Communications, Midco

the issue. In an ex parte, **Mediacom** supported Charter's case, fighting back against arguments from the petition's opponents that the Commission should have found a way to bar not just Charter, but all cable operators from implementing data caps and usage-based pricing. "The record growth in high speed data customers experienced by companies implementing data caps and usage-based pricing plans demolishes that argument," Mediacom said. In an Aug 6 filing, **Roku** argued against the petition because of the dominance cable operators have in the US residential broadband market. "The bases for the safeguards the Commission adopted to protect consumers following Charter's merger were Charter's incentives to act anti-competitively post-merger and the absence of viable competition to Charter in the broadband internet access services market to prevent Charter from acting on those incentives," Roku said. "Charter's petition for relief mentions neither, and that omission alone is sufficient for the Commission to dismiss Charter's request."

**DNC Night 1: MSNBC** was the big winner for the first night of the Democratic National Convention, averaging 4.3mln total viewers from 8pm-11pm. That put it ahead of **CNN** (4.1mln) and **Fox News** (3.4mln). During the 10pm hour, MSNBC drew 5.2mln viewers, besting CNN (4.8mln), **ABC** (4.4mln), **CBS** (1.98mln) and Fox News (2mln). For the 25-54 demo from 8pm-11pm, CNN was tops with 1.241mln, followed by MSNBC 838K and Fox News 651K. CNN also outperformed its competitors in 18-34s from 8-11pm, averaging 306K compared to MSNBC's 170K and Fox's 90K. -- **MSNBC** went black on **DirecTV** during its coverage of the DNC Monday. The network became unavailable at 5:03pm PT. The issue lasted for approximately six minutes before the signal was restored. "We are experiencing temporary technical difficulties. Please stand by," a prompt on the screen read. "We apologize for the inconvenience." DirecTV did not respond to requests for comment.

**Apple Bundles Streamers With Apple TV+:** **Apple** introduced its first package bundling other streaming services with **Apple TV+** Monday. By subscribing to the services through Apple TV channels, customers will be able to purchase subscriptions to **CBS All Access** and **Showtime** as an Apple TV+ add-on bundle for \$9.99/month after a seven-day free trial. CBS All Access and Showtime typically cost \$9.99/month and \$10.99/month, respectively. The Apple TV app is available on iOS devices, Mac, select Samsung and LG smart TVs, Roku devices and Amazon Fire TV devices. It will launch on Sony and VIZIO smart TVs later this summer.

**Byron Allen Acquires Honolulu TV Station:** **Byron Allen's Allen Media Group** acquired Honolulu ABC affiliate KITV from **SLJ Broadcasting** for \$30mln. Similar to other Hawaiian TV stations, KITV operates multiple satellite stations and translators to rebroadcast the station's programming outside of metropolitan Honolulu. AMG's portfolio now includes 16 owned and operated big-four networks in 12 markets. Also included in the KITV portfolio of platforms is carriage of digital cable networks MeTV, Hawaii TV, Start TV and Heroes & Icons.

**Internet Reliability vs Speed:** Internet speed has long been a major marketing point, but **EY's** new digital home survey suggests ISPs may want to spend more time highlighting reliability. Over half of respondents (54%) said that reliability is more important than speed, with nearly one-quarter saying they were prepared to pay extra for reliable internet. What's more, 80% of consumers said they were satisfied with speed, up from 66% last year. The report is based on a survey of 5K US households carried out in 2020. EY said there was increased interest in features that make home networks more effective. Data protection and privacy features appealed to 52%, outage protection appealed to 43%, and Wi-Fi signal management capabilities were attractive to 39% of respondents. In addition, 33% of 18- to 44-year-olds would pay a premium for a low-latency, gaming-focused internet service. EY's report also offers further evidence of the attractiveness of internet-only packages, with 40% of survey respondents subscribing to them, up from 32% in 2019.

**Fuse Gets out the Voto:** **Fuse Media** and **Voto Latino Foundation** renewed their long-standing partnership to encourage Latino participation in the 2020 presidential and local elections. The multimedia campaign will be part of Fuse's "Be Change" social responsibility initiative, which recently added Climate Power 2020 as a partner. Elements of the Voto Latino campaign include a series of vignettes featuring celebs, such as *Amara La Negra* and *Dascha Polanco*, as well as linear programming stunts, including "National Voter Registration Day: We've Got Issues (September 22)." The two are working to meet Voto Latino's goal of 500K voters registered for this election cycle. Fuse will create a series of on-air lower thirds driving viewers to votolatino.org. Fuse and Voto Latino have been partners since the 2008 presidential election.

**Distribution:** **Cinedigm** launched its SVOD services **CONtv**, **Dove Channel** and **Docurama** on **Cox Contour** and **Contour Stream Player**. Cox customers can sign up for a 7-day free trial. -- **Zone tv** introduced an interactive app to help engage families ahead of the school year. "Ignite Fun at Home," is available exclusively on **Rogers Ignite TV** platform.

**Editor's Note:** Time is running out to get those Most Powerful Women nominations in at [cablefaxwomen.com](http://cablefaxwomen.com)! Friday is the deadline to be considered for **Cablefax: The Magazine's** issue. New categories this year include Mentor of the Year.