

Cablefax Daily™

Monday — September 28, 2020

What the Industry Reads First

Volume 31 / No. 187

Future Look: Mediacom Shows Off 10G Smart Home in Iowa

Folks got a first look at what a future with 10G could look like last week at **Mediacom's** 10G Smart Home in Ames, Iowa. The event represented the first US field trial of the 10G platform, with Mediacom CTO *JR Walden* lauding the tech as extremely scalable within existing network infrastructure.

Mediacom worked with **CommScope** and other tech companies to move 10G from a laboratory concept to a real world consumer experience. CommScope provided the broadband architecture and network solutions that connected the home's various applications together and a 10G performance app illustrating how bandwidth was being used in the smart home. "They were basically standing up a 10G-capable network and delivering the highest speed over an HSD network to a house that any cable operator has done, at least that I'm aware of," **CableLabs** director, immersive media experiences *Debbie Fitzgerald* told **CFX**.

Mediacom installed over 70 internet-enabled devices within the home, and a number of connected-living experts were on-hand to show off their capabilities. **UnityPoint Health** connected patients with doctors using telemedicine solutions; **Iowa Chill** showed off the innovations driving the popularity of esports; and CableLabs presented holographic 3D images through a **Looking Glass** light field display that can be viewed without any additional hardware.

"This display is a 32-inch diagonal display with the capability to play out videos and still images with a 50-degree field of view," Fitzgerald said. "The reason CableLabs is interested in this stuff is... because we're really excited about this being the next big thing for how we consume our entertainment from home, learn from home and even work from home."

Fitzgerald had originally planned to travel to Ames to give her presentation in person. When COVID-19 prevented that from happening, plans shifted and Fitzgerald gave her presentations via a telepresence robot. "This definitely gave people an impression of the advantages to an even more connected environment and a more connected house, and also what 10G is going to be bringing you in the future," she said. "When it turned out that I couldn't travel, but we still wanted to support it and I was able to do it with this telepresence robot, I think that added to the cool factor too."

Mediacom's 10G trial was the first of many to come, and Fitzgerald said we can expect to hear of other broadband providers exploring 10G sooner rather than later. "Mediacom's groundbreaking 10G field trial is the latest example

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- David Atman, President, Lindsay Broadband

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that our member companies are delivering an exceptional national infrastructure that will inspire American ingenuity for generations to come,” **NCTA** pres/CEO *Michael Powell* said in a statement. More on the future of 10G will be presented at **SCTE-ISBE**’s virtual Cable-Tec Expo from Oct 12-15.

Rogers Still Eyeing Cogeco: **Rogers** is keeping the pressure on **Cogeco**, announcing a \$3bln investment for Quebec should it be successful in its bid to acquire Cogeco’s Canadian assets. The plan includes \$1.5bln in network investments over the next five years as well as a commitment to having 95% of the population covered by 5G over the next five years and ensuring 5K jobs in Quebec for a combined Rogers/Cogeco entity. “Rogers stands ready to be Quebec’s partner in building world-class networks to help make it a global leader in technology and innovation,” Rogers pres/CEO *Joe Natale* said in a statement. **Altice USA** made an unsolicited \$8bln bid for Cogeco earlier this month that was rebuffed. Under the proposal, Altice would have kept **Atlantic Broadband**, but sold the Canadian assets to Rogers. Cogeco reports its 4Q financial results on Oct 27.

FCC Happenings: The **FCC** gave the official OK to **RSM US LLP** as the C-band relocation coordinator. In July, eligible space stations operators selected RSM to serve as the coordinator, which is responsible for managing the overall transition and coordinating relocation actions. The Wireless Telecom Bureau had to review the record and determine RSM was qualified for the role. -- The FCC extended the regulatory filing fee window due date to 11:59pm Monday, Sept 28. The extension applies to all annual regulatory fee payors. The original due date was Friday.

ACAC Shaken by USTelecom STIR Proposal: With the **FCC** set to vote on draft order Wednesday related to implementing the STIR/SHAKEN caller ID authentication framework to combat robocalls, there are some last-minute proposals coming in. USTelecom has suggested revising a carve out for small voice providers, a class that gets a two-year extension of the deadline to implement STIR/SHAKEN. **USTelecom** proposes providers that derive “more than half [their] revenue from . . . non-mass-market services” or that “originate more than 500 calls a day for a single line in the normal course of business” would be excluded from the definition of small voice service provider. **ACA Connects** said it agrees with reining in providers with a business model that revolves around originating unlawful robocalls, but said it needs more time to vet the proposed rule changes to ensure that legitimate voice providers aren’t swept into the category.

Debate Ready: Networks are pulling out all the stops for the first presidential debate set to take place Tuesday between *Donald Trump* and *Joe Biden*. Ad-supported streamer **Haystack News** will offer streaming channels for the debates that will include pre- and post-debate analysis from the full portfolio of Haystack News AVOD publishers, lever-

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Amy Maclean, Editorial Director,
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The Collapse of Theatrical Windows?: With theaters shuttering, will day-and-date releases become the new normal? **Saatchi & Saatchi** 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 available on **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 the truce will last.

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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 service remains uninterrupted.

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. **Pledge** during the school closure. Topics include why thunder happens, how rainbows form and how to stay safe. Pledge during the school closure. Topics include why thunder happens, how rainbows form and how to stay safe. Pledge during the school closure. Topics include why thunder happens, how rainbows form and how to stay safe.

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 during the coronavirus pandemic. Some notable names taking the pledge include **Hotwire Communications**, **Middle**

aging the 300+ local broadcast TV stations and ABC News, the Associated Press, Bloomberg, CBS News, Cheddar, Euronews, Newsy and more. Over at **CNN**, *Erin Burnett* and *Anderson Cooper* will kick off pre-debate coverage at 7pm ET. The debate will stream live, without requiring a cable log-in, on CNN.com's homepage and across mobile devices via CNN's apps for iOS and Android.

Fox News also will make the debate livestream available without authentication on digital platforms. Fox News anchor *Chris Wallace* is moderator for the debate. The net will provide all FOX affiliates special debate coverage from Cleveland anchored by FNC's *Bill Hemmer*. **C-SPAN** won't just be covering the presidential showdown. It's once again covering Senate, House and Governor debates across the country. **C-SPAN 2** will provide live coverage of Tuesday's Utah Governor debate between Republican candidate Lt. Governor *Spencer Cox* and Democratic candidate *Chris Peterson* (8-9pm ET).

Ratings: Game Show Network is seeing double-digit ratings growth in total day, averaging .21 total viewers—up 24% YOY. It's consistently ranking as a Top 20 network among total day growth YOY.

People: Getaround CFO Laura Onopchenko has joined **fuboTV's** board effective immediately. She has more than 25 years of experience in a variety of finance roles, including previously serving as CFO at **NerdWallet**.

Cablefax Dashboard

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Up Ahead

- Sept 29-Oct 1: [NCTC & ACA Connects' Independent Show](#)
- Sept 29-Oct 8: [Advertising Week 2020](#)
- Oct 5: [WICT Leadership Conference](#)
- Oct 6-9: [NAMIC's 34th Annual Conference](#)
- Oct 12-15: [SCTE-ISBE Cable-Tec Expo](#)
- Oct 20-21 [MFM Media Outlook](#)

Research

- > Over 90% of all time spent with NBCU News and Sports content is spent viewing live.
- > Digital viewing is driving the shift toward on-demand programming. Every year for the past five years, NBCU's digital content consumption has grown at a minimum of 30% YOY.
- > 97% of consumption in a typical NBCU campaign occurs on a TV screen, either via linear, CTV or STV VOD.

(Source: [NBCUniversal One Audience Trends Report](#))

Quotable

“Thanks to cable operators, local businesses could keep going even when customers weren't able to walk through the door. Thanks to cable operators, the sick could get medical assistance online without taxing overwhelmed hospitals and healthcare workers. Thanks to cable operators, teachers could work with students even with the schools closed. And thanks to cable operators, we can keep in touch with friends and family while keeping a distance. Faced with one of the most challenging crises in our nation's history, cable operators were there for us.” – **FCC chmn Ajit Pai at Cablefax's FAXIES Virtual Celebration**

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