

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Data Divide: Facebook Calling for National Consumer Privacy Law

Facebook has often found itself in Congress's hot seat, but the social media giant is hoping that 2021 will be the year it is able to work together with lawmakers to craft national data consumer protection legislation.

Facebook chief privacy officer, policy *Erin Egan* advocated for a comprehensive federal privacy framework during an appearance at the **Media Institute's** February luncheon Friday, arguing that it would be a major step forward to restoring trust in the internet and the platforms that have made their homes there.

"Privacy law in the US has not kept up with the rest of the world," Egan said. "This isn't good for people who deserve privacy protections and it isn't good for US businesses because we're engaged in global commerce and we're seeing an increased number of countries adopt requirements."

She added that federal legislation would also help to protect the personalized digital advertising space. Egan said the rising tide of opposition against the use of personalized ads seems to stem from a lack of understanding of its benefits and the ways in which customers can already control how their data is used.

"We know we can have an open, ad-supported internet and protect people's privacy at the same time," Egan said. "We should all fight hard to sustain the business model that gave us the internet as we know it."

When asked what that framework could look like, she said Europe's GDPR is one example of a law that has good bones and could easily be adapted. Brazil has also put forth noteworthy ideas in the LGPD, the nation's general data protection law.

"There's a core set of rights that are really important for people... for them to feel that they can trust what's going on, they have to have rights around that data and that includes understanding, control, access, deletion and limits on retention," Egan said.

She also believes there has been promising legislation emerging on the state level that has the same user rights and accountability that she would hope to see included in a federal framework. She highlighted the Washington Privacy Act and Virginia's Consumer Data Protection Act, saying those are solid models that other states could replicate as they wait for Congress to act.

Looking at what federal agencies could be tasked with oversight and enforcement actions tied to the federal privacy framework, she said it could make sense for the **FCC** and the **FTC** to work together. "We do think it is important to have a strong regulator," Egan said. "We do think the FTC has a lot of experience in this space... but certainly the FCC too, there are privacy laws that apply to cable operators and telcos."

As for other up-and-coming policy priorities, Egan said Facebook is spending a lot of time looking at necessary regulations and digital privacy concerns surrounding newer technologies, including artificial intelligence.

Mark Your Calendars!

Cablefax Award Submission Deadlines:

The FAXIES Awards

Entry Deadline: March 19

Final Deadline: March 26

Cablefax 100 Nominations

April 9

Top Ops Nominations

April 23

The Diversity List Nominations

July 16

Most Powerful Women Nominations

September 10

Program Awards

Entry Deadline: November 19

Final Deadline: December 3



“AI poses really complex questions and challenges to existing legal frameworks and deciding what effective and technically feasible AI regulation should look like will not be easy,” Egan said. “When we talk about algorithms, we want to make sure the decisions they’re making are fair. We want to make sure that there is transparency... We don’t want to cut the potential short with inflexible rules that may not be able to adapt to a rapidly-changing field of technology.”

COMCAST DELAYS DATA CAP TO 2022

Comcast is delaying the implementation of data caps across its Northeast markets until at least 2022. “We recognize that our data plan was new for our customers in the Northeast, and while only a very small percentage of customers need additional data, we are providing them with more time to become familiar with the new plan,” Comcast said in a statement. If the data plan had gone into effect, customers would have been charged \$10 for every additional 50GB of data used over 1.2 terabytes with a maximum charge of \$100/month. The move comes after conversations with state officials across the region that expressed concern about the impact of the implementation of a data cap during the ongoing COVID-19 pandemic. “In past weeks, we have spent many hours interfacing with Comcast’s upper management in an effort to bring about this result, and we deeply appreciate both their open door and willingness to do what is right for the consumers of the State of Connecticut,” Connecticut State Sen Norm Needleman and Rep David Arconti said in a joint statement. “Moving ahead, we look forward to continuing our conversations with Comcast’s leadership to make sure quality high-speed internet access

is available to all our citizens at affordable rates.” Comcast has already made additional adjustments to its plans for the data cap. Pennsylvania Attorney General Josh Shapiro said that after conversations with the operator, Comcast said it would forgo the data threshold for Internet Essentials users, disclose data threshold info more prominently and waive early termination fees through Dec 31 for anyone who entered into a contract before last November.

ROKU REPORTS RECORD REVENUES

Roku closed 2020 with a bang, reporting 4Q20 revenues of \$649.9 million, a 58% jump YOY. Getting a boost from COVID-19 lockdowns, the company ended the year with 51.2 million active accounts and said users streamed 17 billion hours of content in the quarter. Over at The Roku Channel, the ad-supported service more than doubled its reach within the US, counting an audience of approximately 61.8 million in 4Q20. The company said it’s continuing to look at new ways to bolster that offering, and the content it acquired from Quibi in January will begin launching later this year. Roku cautioned investors not to expect such bombastic numbers for 1Q21 as the first quarter is seasonally its softest from a revenue perspective, typically seeing a 25% drop from 4Q numbers. “Our Q1 outlook calls for similar seasonality with the midpoint of total net revenue of \$485 million (up 51% year-over-year),” the company said in a shareholder letter.

WOW! OFFERS DISCOUNTED DATA SERVICE TO SMBs

WOW!’s new Fiber Flex high-speed data service is now available to support small- and medium-sized businesses. The service, which is available in seven of WOW!’s markets, will be

Corporate Licenses
Cablefax Daily
WHAT THE INDUSTRY READS FIRST.
 Get reduced subscription rates for multiple readers in your organization.
 Find out more! Contact Client Services at ClientServices@accessintel.com
www.cablefax.com

The advertisement features a large, bold headline "Corporate Licenses Cablefax Daily" in yellow and white text against a dark background. Below the headline, it says "WHAT THE INDUSTRY READS FIRST." and "Get reduced subscription rates for multiple readers in your organization." At the bottom, it provides contact information: "Find out more! Contact Client Services at ClientServices@accessintel.com" and the website "www.cablefax.com". To the right, there is a smaller image of the Cablefax Daily magazine cover, tilted, showing various headlines like "Deal Talk: RCN/News/Grande CEO Discusses \$6.1Bn Strategic Deal" and "Most Powerful Women Magazine".

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC | www.cablefax.com | 301.354.2101 | Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com | Publisher, Cablefax and Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com | Managing Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com | Executive Director, Strategic Partnerships: Albert Nassour, 917.545.3129, anassour@accessintel.com | Dir of Marketing: Kate Schaeffer, kschaef@accessintel.com | Production Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com | Group Subs/Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,799.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

offered to SMBs at a reduced cost with asymmetrical speed tier offerings. “The cost of internet access should never be a barrier when it comes to operating a business, especially under the dire conditions we’ve witnessed during the pandemic,” WOW! CTO *Henry Hryckiewicz* said in a statement. We hope that this new product provides small and mid-size business owners with a bit of relief knowing they don’t have to sacrifice this component of their business operations in order to stay afloat.”

TVSQUARED, EXPERIAN PARTNER

Cross-platform TV ad measurement firm **TVSquared** has teamed up with information services company **Experian** to offer deterministic TV ad measurement. Experian’s data and identity assets will be integrated into TVSquared’s ADvantage platform to offer more robust audience insights for advanced TV campaigns.

TCA NOTEBOOK

Apple unveiled its upcoming slate of originals Friday to close out the winter edition of the virtual **TCA** press tour. Drama series “The Mosquito Coast” will premiere with two episodes on April 30, followed by new episodes every Friday. Comedy “Mythic Quest” will be returning for its second season on May 7. Coming this summer will be musical comedy “Physical” and dramedy “Lisey’s Story”

PROGRAMMING

“Zack Snyder’s Justice League” will be made available in most markets day and date with its release on **HBO Max** in the US on March 18. The film will be distributed across **HBO**’s linear networks, HBO Go, via local TV providers and on PVOD and SVOD services.

CABLEFAX DASHBOARD

Tweet Tweet



Up Ahead

FEB 22-23: APTS PUBLIC MEDIA SUMMIT

MARCH 1-4: MORGAN STANLEY TECHNOLOGY, MEDIA & TELECOM CONFERENCE 2021

MARCH 2-3: NCTC SMARTCLICKS MARKETING & VIDEO SERIES

MARCH 16-20: SXSW ONLINE 2021

MARCH 19: THE FAXIES ENTRY DEADLINE

Research

> In December, investment from the top 10 advertisers in Spanish-language local TV dropped from \$47.4 million to \$43.5 million for 2.6 billion and 3.2 billion impressions, respectively. The State of California topped the list, displacing Charter, which found a place on November’s list.

> Of the 8 returning top Spanish-language National TV advertisers, half increased their ad spend compared to November. AT&T joined T-Mobile as a top advertiser on the top 10 list.

(Source: *Nielsen Ad Intel*)

Quotable

“As we look out over the next five years, we see a path to potentially hundreds of millions of CuriosityStream subscribers, and that will largely be accomplished, in addition to our direct service, through bundling with distributors of scale around the world who don’t want to be left out of the streaming revolution. The nice thing about factual programming is it tends to travel considerably better than scripted content does. It’s much easier to maintain control of the rights... so we’re excited about what we can do with our partners over the next several years and, through thoughtful bundling relationships like you’re seeing other streaming services do today, we see a path to hundreds of millions of subscribers potentially.”
 – CuriosityStream pres/CEO **Clint Stinchcomb** discussing the streamer’s growth potential at the virtual TCA press tour



NETWORKING ACCESS MENTORING INVOLVEMENT COMMUNITY



Embrace Diversity.
Embrace Success.

namic.com