

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

First Take: Early Signs Positive for Emergency Broadband Benefit Uptake

The **FCC's** \$3.2 billion Emergency Broadband Benefit program kicked off with a bang Wednesday, and some 825 providers sat ready to answer consumer questions and get folks signed up for subsidies. Thus far, all has gone to plan and consumer interest is coming in either consistent with or in excess of providers' early predictions.

"We are actively marketing the program to consumers in our service areas who we believe are eligible and have already had tens of thousands apply," a **Cox** spokesperson told **CFX**. "Early results are very encouraging and show that the information is getting to those in need."

Mediacom has been receiving approximately 600 calls/day about the EBB subsidy. "Most calls are coming from existing customers, but we are getting calls from new customers as well," a Mediacom spokesperson said. "There has been a bit of a learning curve when it comes to navigating the [National Lifeline Accountability Database] portal, but I think we are starting to get the process down."

WOW! echoed the other providers, saying that even though it is only a few days into the program, it is already seeing extremely strong demand from customers in its footprint. "As the pandemic continues, there is a significant need for assistance in paying for some basic but critical services such as a fast, reliable internet connection," **WOW!** vp, customer success *Rose Jerez* said. "We are excited to be a part of this

program and to support our communities."

Comcast said its teams were successful in their launch of the program to customers, and interest has been in line with what the company had predicted. "Overall, we're pleased with the early rollout," a spokesperson said.

For some, it's still a bit too early to draw any sort of conclusion about the program. **Cable One** said it will know more next week once customers have really begun moving through the EBB's application process.

Some operators had tempered expectations in terms of the program's impact on total broadband subscriber numbers in the weeks leading up to the EBB's launch, and it will take some time to see whether the program makes a permanent dent in the digital divide before the funding runs out.

"I'm a little cautious as to how much upside to expect from the broadband program in terms of new subscribers just because we've done so well in the last 15 months with the pandemic and added so many subscribers. Ultimately, you hit a limit with how many are out there," **GCI** CEO *Ron Duncan* said on **Liberty Broadband's** earnings call last week. "I suspect there will be a substantial number who use the program to their benefit. How many new subscribers that adds is hard to say."

PRENETV SCORES 900K USERS

Univision AVOD **PrendeTV** has drawn in 900,000 monthly average users since its March 30 launch. On the company's earnings call Friday, Univision CEO *Wade Davis* said the stream-



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ing product would prove important in its upfront negotiations. PrendeTV is seeing more than an hour of daily usage from its users, and that opens up significant capacity for advertisers, he commented. Revenue at the company for 1Q21 fell 4% to \$633.7 million, down from \$660.4 million. Media networks revenues fell 3% to \$590.3 million with core advertising revenue increasing 11% to \$288.8 million due to higher ad revenue driven by new brand activations. Content licensing revenue fell 12% to \$304.7 million and subscriber fee revenue dropped 6% to \$264.3 million, primarily due to subscriber declines.

FOX SPORTS HEATS UP WITH A SUMMER OF SOCCER

Fox Sports has long talked about the importance of football to its overall strategy, but soccer is becoming more important than ever before. This year, it's kicking off a "Summer of Soccer" event that includes the CONCACAF Gold Cup, Copa America and the FIFA World Cup Qatar 2022. For the first time ever, the FIFA World Cup will be played in the fall, and Fox boasted during its Upfront presentation Friday that the matches would be in the heart of its best sports calendar. The global championship begins November 21 and runs through December 18. Several days of World Cup matches will be followed by NFL showdowns on Fox broadcast, including on Thanksgiving Day.

EVOCA AND UNMUDL TEAM UP FOR LEARNINGS

NextGen TV provider **Evoca** and skills-to-job marketplace **Unmudl** will partner to create the first locally relevant television channel for adult learners seeking short-term courses and credentials. The pair will produce and create multi-platform programming and services to inform viewers about training and

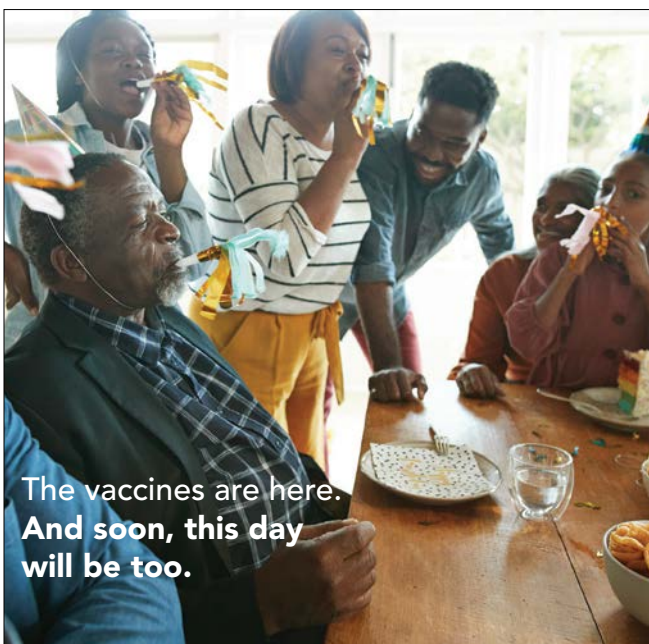
job opportunities and connect them with community learning institutions and support. Content will be housed on a new channel called Path. The pair will design and test the effort in Phoenix, Arizona, and Boise and Twin Falls, Idaho, followed by additional markets. The hope would be to eventually expand Path into a national effort.

DISH TAGS ORACLE FOR 5G ARCHITECTURE HELP

DISH Wireless has tapped **Oracle** to enable a service-based architecture for the 5G core of its OpenRAN-based network. The architecture will allow network services to be rapidly incorporated into new applications by DISH or DISH customers through automated configuration between network functions. Enterprise customers will also have added control of the software and services they're utilizing, allowing them to take advantage of their network slice. DISH will also take advantage of Oracle's 5G Service Communications Proxy, Network Slice Selection Function, Security Edge Protection Proxy and Binding Selection Function.

CISCO ACQUIRING KENNA SECURITY

Cisco is making yet another move to bolster its cybersecurity efforts, announcing Friday its intent to acquire **Kenna Security**. The privately-held company's risk-based vulnerability management technology allows organizations to work cross-functionally to identify, prioritize and remediate cyber risks. Cisco will integrate Kenna's technology into its SecureX platform, which will now be able to offer comprehensive scorecards for security controls and threat response performance. All of these tools will help Cisco customers prioritize vulnerabilities and automate decision making.



The vaccines are here.
And soon, this day
will be too.



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RATINGS

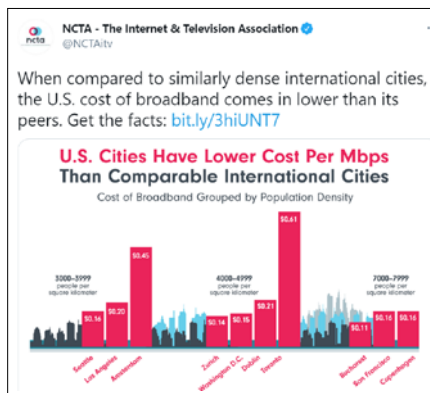
The Season 12 finale of **Lifetime's** "Married at First Sight" reached 1.6 million total viewers Wednesday, making it the most-watched episode in franchise history on a single network. It was also the #1 cable telecast in A25-54 (682,000) and W25-54 (492,000). -- **WE tv's** "Mama June: From Not to Hot" racked up more than 1.2 million total viewers and season-high viewership for its May 7 episode, making WE tv the #1 cable network on Friday night. -- The 12-episode Season 8 run of **Hallmark's** "When Calls the Heart" was the most-watched season of the fan-favorite series among total viewers and households, averaging 3.3 million and 2.7 million, respectively. While Season 8 was on air, the series boosted Hallmark channel to be the number one most-watched entertainment cable network in weekend primetime and number two most-watched in total day among households, W18+ and total viewers.

PROGRAMMING

Fox Business Network's Larry Kudlow will host a special tax edition of "Kudlow" on Monday at 4pm ET on the network. Titled "Kudlow: Taxed to the Max," the special will focus on tax policies coming out of the Biden administration and their potential impact on Americans across the country. Economists *Art Laffer* and *Stephen Moore* will also stop by to offer their insights. -- **HGTV** greenlit six episodes of home reno series "Buy It or Build It." The show, which sees brothers *Chris and Calvin LaMont* transforming homes in Dallas, Texas, is slated to premiere in spring 2022. -- A new episode of **OWN's** "Black Women OWN The Conversation" on how mental health and trauma impact the Black community will air May 25 at 9pm. Appearances will also be made by journalist *Adrienne Bankert*, California Surgeon General *Nadine Burke Harris* and others. -- **discovery+** acquired documentary "Lily Topples the World." The movie will launch globally on the platform this summer.

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Research

- > Verizon's report analyzed 29,207 incidents from the prior year, and 5,258 of those were confirmed breaches.
- > With more people working from home than ever before, phishing and ransomware attacks increased by 11% and 6%, respectively. Instances of misrepresentation increased by 15x from the prior year.
- > 85% of breaches involved a human element, while over 80% of breaches were discovered by external parties.
- > Breach data showed that 61% of breaches involved credential data.

(Source: [2021 Verizon Data Breach Investigations Report](#))

Up Ahead

MAY 17-20: NEEDHAM VIRTUAL TECHNOLOGY & MEDIA CONFERENCE

MAY 18: STARZ #TAKETHELEAD TRANSPARENCY TALK: CONSUMER DEMAND FOR DIVERSE REPRESENTATION

MAY 20: WICT MIDWEST TECH IT OUT

JULY 25-28: FIBER CONNECT 2021

Quotable

"The one thing I regret was that I was not able to convince the board members to allow Hulu to go across the globe. A head of international was hired at Hulu long before others even thought about going international. This is ultimately a global business, and it is a global business because this is a largely fixed-cost business. The cost for distribution is de minimis. All of the investment is in the upfront fixed costs of the stories that we get to tell. Once you do that, it is far to your advantage to amortize that cost across the globe... for the most part, if you simplify it, this is a business of fixed costs and therefore, going global is critically important." -- WarnerMedia CEO Jason Kilar at MoffettNathanson's Media and Communications Summit reflecting on why Hulu didn't go international, and why it is so important for HBO Max to do so