

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Video Unido: Comcast Revamps Latino Programming Packages

**Comcast** is changing up its Latino video packages, nixing its assortment of different plans for a single package called "Xfinity TV Latino."

"Previously, we offered our customers a number of Hispanic packages at different prices. In the spirit of streamlining and simplifying our Hispanic programming offering, we've recently created the 'Xfinity TV Latino,' package, which will allow customers to either access more programming for the same price, or maintain their existing package at a lower cost," Comcast told CFX in a statement. "Customers can easily search across all their entertainment, in Spanish and English, with our award-winning bilingual Voice Remote and take their entertainment on the go with the Xfinity Stream App."

Xfinity TV Latino is slated to launch in the Central Division August 10, followed by the Northeast Division August 18 and then the West Division on August 24. The new package will be available at \$10/month and will include up to 45 channels, such as **Discovery Español**, **ESPN Deportes** and **Pasiones**. Customers are being alerted to their changes in monthly bills.

Customers can opt to keep their current Hispanic tiers, but there are various changes across markets. For example, Comcast's existing Xfinity TV Latino service will be renamed Latino Plus and include VOD content from **FlixLatino** and **ATRESplayer** at no additional charge. The \$17.95/month offering will no longer be available for new subs, but current

customers will continue receiving it until they make a change or receive further notice. Comcast is also reducing the monthly fee for Hispanic-oriented package Selecto from \$14.99 to \$9.00 per month in some markets.

The number of Spanish-language networks available continue to grow with **Discovery** launching **Hogar de HGTV** last summer. There's also an ever-expanding amount of free content aimed at this audience, with **Univision** rolling out Spanish-language AVOD **Prende TV** this spring and free streamer **Pluto TV** recently doubling the amount of Spanish language channels it offers to nearly 50.

In addition to its Latino subscription packages, Comcast has created an ecosystem of diverse, curated On Demand destinations geared toward African American, Asian American, Hispanic and LGBTQ+ audiences. All told, there are more than 100 diverse networks on the Xfinity platform. "We empower diverse content creators and have long been committed to using our storytelling platforms to deliver programming representative of the audiences we serve," Comcast said. "We've put the full weight of our media resources behind amplifying underrepresented voices, sharing culturally representative stories, and educating our viewers on diverse and inclusive cultures, perspectives, and experiences."

### SLING UPPING PRICES FOR EXISTING CUSTOMERS

**Sling TV** is raising pricing for some existing customers next month for both Sling Orange and Sling Blue packages. In January, the vMVPD updated pricing for new customers that



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Chairman & CEO,  
Corning, Inc.

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set the prices of Sling Orange and Sling Blue base packages at \$35/month, or \$50/month for both with the multi-service discount. Prior to that move, the prices for those services sat at \$30/month. Existing customers were protected from the increase by a 1-year price guarantee offered to anyone who signed up for the service by August 1. That deal is now expiring. “Sling TV remains the best deal in the market, with prices much lower than cable and other live streaming services,” the vMVPD said in a statement. “We will always work on behalf of our customers to ensure they get the best combination of live news, sports and entertainment at the best value.”

#### COMCAST, VIACOMCBS HALT TALKS (FOR NOW)

Any potential partnership between **ViacomCBS** and **Comcast** is on hold as both sides wait to see how the Biden administration responds to the proposed merger between WarnerMedia and Discovery, a source told *Forbes* Tuesday. **Comcast** chairman/CEO *Brian Roberts*, **ViacomCBS** chair *Shari Redstone* and ViacomCBS CEO *Bob Bakish* reportedly met in June to discuss potential streaming deals that would help introduce **Peacock** and **Paramount+** into international territories.

#### PBS SWEEPS NEWS AND DOC EMMY NOMINATIONS

The National Academy of Television Arts and Sciences revealed nominations for the 42nd Annual News and Documentary Emmy Awards in more than 60 categories Tuesday. **PBS** dominated with 52 nominations, followed by **CNN** and **CNN en Español** with 44 combined nominations. **CBS** took third with 30 nominations, and **ABC** and **Vice** rounded out the top five with 22 and 20 nods, respectively. *The New York Times* received 19 nominations, followed by **Univision** with 15. **HBO**

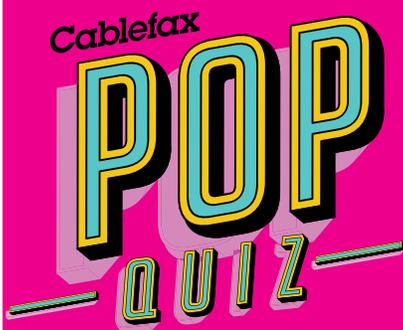
and **Netflix** tied (13) ahead of **MSNBC** (eight). **National Geographic** and **Showtime** tied with 7 nominations, ahead of **Telemundo** (six) then **NBC** (five). **FX** and *The Washington Post* tied with three each. **Discovery Channel**, **Nat Geo Wild** and **Smithsonian Channel**, all took two nominations home. **CNBC**, **CuriosityStream**, **Discovery Networks Latin America/ US Hispanic**, **Disney+**, **ESPN**, **Hulu**, **Peacock**, **Pluto TV**, **Quibi**, **Starz**, **The Weather Channel** and **Turner Classic Movies** each got one nomination.

#### COOKIE-LESS MEASUREMENT INITIATIVES

**Nielsen** announced a new approach to measuring authenticated and unauthenticated web traffic without relying on digital identifiers. For authenticated traffic, Nielsen will use all identifiers and first-party data from participating clients for measurement. The move should also ensure interoperability in the ad ecosystem. When it comes to unauthenticated traffic, Nielsen has developed a machine learning technique that will be validated against a panel for accuracy. Nielsen is looking to be fully resilient against digital identifier deterioration by 2023. – **Comscore** is bringing first-party data into its cookie-free audience targeting solution, Predictive Audiences. Adding first party data will allow advertisers to rely on their own data and use Comscore’s contextual methodologies simultaneously. The company collaborated with **Experian**, **InfoSum** and **LiveRamp** to develop the capability.

#### SIEVERT TO GIVE CES KEYNOTE

**T-Mobile** CEO *Mike Sievert* will deliver a keynote address during **CES 2022**. His keynote, the first to be announced for the upcoming show, will feature 5G innovations for consumers and businesses and how those technologies could impact work and communica-



One winner will be selected each week for a Starbucks gift card

Last week's answer: "Guiding Light" is the longest running TV series, spending 72 years on the air before CBS removed it in 2009.

What popular kids' network originally launched as a premium channel in 1983?

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tions capabilities. The in-person show returns to Las Vegas Jan 5-8.

#### VEXUS FIBER BUILDING NETWORK IN SAN ANGELO

Fiber internet service provider **Vexus Fiber** will bring its FTTH network to San Angelo, Texas. Vexus will fully fund the network, which will connect more than 35,000 homes and businesses in the city to its network. The provider plans to start construction fall 2021, giving availability to some neighborhoods and businesses before the end of the year. It will take 24 months to fully complete the network throughout most of San Angelo.

#### NBCU GOES BIG ON STREAMING

**NBCU News Group** will be hiring 200 new digital and streaming staffers in the upcoming months as new live hours of programming will be added to **NBC News Now**. The streaming schedule will now include a daily primetime news program, a daily evening show and a weekly special newsmagazine series. An evening news analysis and explainer program will also be added to the slate. The company also announced it will be distributing an international version of the streamer later this year.

#### NETFLIX A FAVORITE FOR DIGITAL ORIGINALS

**Netflix** held the highest U.S. platform demand share for all digital originals in Q221, dominating nearly half of the demand (46%), according to data from **Parrot Analytics**. Streamers that weren't considered major players (labeled "Other,") came in a far second with 14.9% demand share for digital originals. **Prime Video** took third with 9.3%, followed by **Disney+** (8.1%) and **Hulu** (7.2%) to round out the top five. **HBO Max** shared 5.8% of the demand, followed closely by **Apple TV+** with 5.3% and **Paramount+** with 3.4%.

#### CORNING ADDS TO EVOLV PRODUCT LINE

**Corning** unveiled the latest additions to its Evolv portfolio at the Fiber Connect conference this week. The solutions include a terminal that supports additional fiber configurations and is designed to enable fiber-lean distributed tap architectures that are occasionally used in rural deployments. The Evolv portfolio, which was introduced last year, features miniaturized 5G-capable terminals and connectors that allow for more fiber connections in small spaces.

#### WIRELESS NETWORK INVESTMENT STILL RISING

The wireless industry invested \$30 billion in America's networks in 2020. That's a five-year high, according to **CTIA's** 2021 Annual Wireless Industry Survey, and the third straight year of increasing capital expenditures. Cumulative industry investment now exceeds \$600 billion. Mobile wireless data traffic last year topped 42 trillion megabytes, a 208% increase from 2016. Operational cell sites now number more than 417,000, and more have been built in the last two years than in the previous seven years combined.

#### JULY RATINGS LEADERS

**Fox News Channel** topped primetime and total day ratings for the month of July, with 2.123 million and 1.186 million total viewers, respectively. **MSNBC** took second in both categories with 1.312 million and 772,000 total viewers, respectively. **HGTV** came third in primetime (1.167 million) and total day (629,000). In total day, **CNN** (596,000) and **ESPN** (537,000)

closed the top five. **TNT** (1.106 million) and **ESPN** (1.010 million) closed out the list in primetime. **CNN** did have the lead over **MSNBC** in 25-54s for total day (125K vs 103K) and prime (190K vs 168K). **Fox News** topped both dayparts with 201K 25-54a in total day and 333K in prime.

#### CALL FOR ENTRIES

The **Mid-America Cable Telecommunications Association** is accepting applications for four of its awards programs. The Weary Scholarship is open to all industry employees, their spouses and children in the Mid-America Cable Show region, and is designed to help academically-oriented students further their college education. The Customer Service Excellence Award recognizes excellence in customer care in the cable television industry across several categories, and the MIDI awards honor advertising and marketing promotions. The Wendell Woody Pathfinder Awards celebrate cable industry professionals that have spent more than 20 years in the business and have made significant impacts. The application deadline for all awards is Aug 2.

#### PROGRAMMING

**FX** and *The New York Times* expanded their partnership as the programmer ordered additional documentaries under "The New York Times Presents" banner. The next film on the slate "Move Fast and Vape Things," is set to premiere on **FX** and **Hulu** in September. – News commentary show "Eric Bolling The Balance" debuts Wednesday at 4pm ET and airs every weekday thereafter on **Newsmax**. – **Warner Bros Pictures** acquired global rights to "The Fallout." The film will release exclusively on **HBO Max** in available global markets and will be distributed by Warner Bros in the balance of international markets.

#### PEOPLE

*Nadja Webb's* role at **BET** has been upped to evp, programming business operations. She will oversee all scripted programming in addition to her current responsibilities across programming operations and business and legal affairs. – *Dave Mandapat* has been appointed director of marketing, **Comcast Business**, Washington. Mandapat previously worked as a marketing executive at the Space Needle and Chihuly Garden and Glass, and as a senior program manager at **Microsoft**. – Telecom focused agency **S&D Marketing and Advertising** promoted leadership execs *Anne Marie Hukriede* and *Kathleen Berry*. Hukriede was named president and Berry vice president. Hukriede has been part of the company for 20 years, most recently as vp, client services. Berry, who's been with the company 18 years, served as senior director, client services.

#### OLYMPIC DIARIES

Yes, **NBCU** has virtually 24/7 coverage of the Tokyo Olympics, but if you want a different take on each day's highlights, head over to LinkedIn. Former **WICT** chief and Olympic Gold Medalist *Benita Fitzgerald Mosley* is offering up daily, video diaries during the Games. "I spent a lifetime of work for 12.84 seconds to win gold in the 100m hurdles at the 1984 Olympics, and I wouldn't trade one moment," said Mosley, currently head of Community & Impact for LeagueApps.