

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Yellow Light: Orgs Cautious Ahead of Fall Events

Just when live events were starting to return to calendars, the Delta variant reminded us that we're still living in uncertain times. With **CES** announcing that proof of vaccination will be required for in-person attendance at the Vegas gathering in January, some are questioning what the policies will be for events happening even sooner.

The short answer is it's constantly evolving. One of the cable industry's first live gatherings in the age of COVID is supposed to be the **Mid-America Cable Show**, slated for Omaha September 15-16. The association's board is scheduled to meet this week to discuss whether to keep the regional show in-person.

**The T. Howard Foundation** plans to hold its 28th Diversity Awards Dinner on Sept 28 at NY's Cipriani Wall Street. Proof of vaccination is required, with the foundation using CrowdPass to verify vaccination status (the NY state ExcelsiorPass is also accepted). The **Consumer Technology Association** said it is also assessing the acceptance of proof of a positive antibody test as an alternative requirement to vaccination status for CES attendance and will share more details on this later. CES will be held January 5-8, with CTA providing a digital event that will run in parallel with the in-person program for those who may be unable to travel to Vegas.

"Based on today's science, we understand vaccines offer us the best hope for stopping the spread of COVID-19," CTA president/CEO *Gary Shapiro* said in a statement. "We all play a

part in ending the pandemic through encouraging vaccinations and implementing the right safety protocols. We are taking on our responsibility by requiring proof of vaccination to attend CES 2022 in Las Vegas."

There certainly seems to be some pent-up demand for gathering live. **NATPE** said interest in its NATPE Streaming Plus conference is outpacing demand for 2019's in-person event. But like other groups, it wants to make sure everyone is as safe as possible. As a result, NATPE announced it would postpone the one-day conference in Hollywood to November 10 from its previously scheduled date of September 14. "In light of development concerning the rise of the Delta variant of COVID-19, and shifting restrictions on public gatherings, we will return as a hybrid event to the W Hollywood Hotel in Los Angeles, CA, on November 10 in compliance with the most current local health guidelines," the association said.

**SCTE** is planning a hybrid in-person and digital event for **Cable-Tec Expo** in Atlanta October 11-14. Like other organizations, it's continuously updating plans. That included recently updating mask guidance on its website, declaring that "as of today, all attendees and exhibitors are required to wear well-fitting masks that completely cover the nose and mouth while indoors." Organizers said they are watching the situation in Atlanta daily and will update plans as necessary on the Expo website.

**The NAB Show** is set to go live from Vegas Oct 9-13. "We are closely monitoring the situation and reviewing our current policies and procedures to ensure that our approach is compre-

The  
DIVERSITY  
List

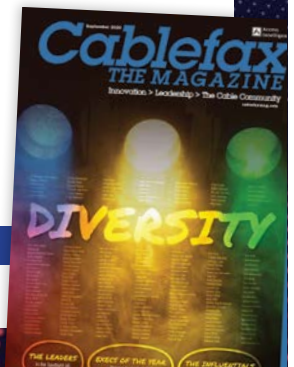
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hensive, driven by data and meets the needs of our community. Our top priority is creating a productive and safe experience for attendees and exhibitors,” a spokesperson said.

Others continue to take a wait-and-see approach, with **NCTC**, **ACA Connects** and **WICT** all saying they are monitoring the situation and **CDC** recommendations. NCTC and ACAC’s **Independent Show** is set for Oct 4-6 in Minneapolis, while WICT plans to hold its **Signature Touchstones Luncheon** in NYC on October 20.

#### CHARTER, ROKU STRIKE SPECTRUM APP RENEWAL

**Charter** customers got the surprise news Tuesday that they once again could download the Spectrum App on their **Roku** devices. Charter’s deal for the app on Roku expired in mid-December. The MVPD’s customers who had previously downloaded the app on Roku could still use it, but everyone else had been shut out for the past nine months. Cablefax first got wind of the news Tuesday when it spotted a tweet that declared, “Pinch me...can it be real??? @GetSpectrum is back on @Roku once again...” Charter and Roku confirmed the news in a joint statement, but provided no deal terms: “Charter Communications and Roku have reached a mutually beneficial agreement to renew distribution of the Spectrum TV App on the Roku platform. As a result of the renewal, the Spectrum TV App is now available for download from the Roku channel store. We are pleased to renew our partnership and offer this great streaming experience to our shared customers.”

#### LATEST ON SINCLAIR-DISH RETRANS TALKS

**Sinclair** confirmed that it agreed to a short-term extension of its retransmission consent agreement with **DISH** Monday. “We will continue to update our viewers as this develops,” Sinclair

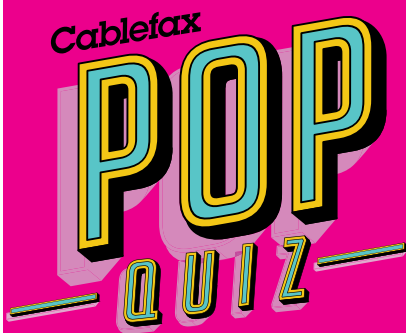
svp/general counsel *David Gibber* said in a statement. “Sinclair stands willing to continue to negotiate in good faith and to enter into a longer extension to allow for the continued carriage of our channels to DISH’s subscribers.” There’s been no word from either side about how long this extension will last, but DISH has taken down a video about the Sinclair dispute from its my.dish.com/promise web page. Sinclair stations affected by the deal still have a general alert about the potential drop of stations from DISH’s lineup on their websites.

#### T-MOBILE UNSURE ON CUSTOMER DATA BREACH

**T-Mobile** is investigating a data breach after a hacker claimed to have stolen information from 100 million of the company’s customers. On Monday, T-Mobile told customers that it is coordinating with law enforcement and is conducting an analysis with digital forensic experts to examine the validity of the hacker’s claims. “We have determined that unauthorized access to some T-Mobile data occurred, however we have not yet determined that there is any personal customer data involved. We are confident that the entry point used to gain access has been closed, and we are continuing our deep technical review of the situation across our systems to identify the nature of any data that was illegally accessed,” T-Mobile said in a statement.

#### AIM/PAR WORKFORCE SURVEY LAUNCH DELAYED

**NAMIC** and **WICT** announced the 2021 joint AIM/PAR Workforce Diversity Survey, underwritten by the **Walter Kaitz Foundation**, will launch in November 2021. The survey was originally scheduled to be fielded earlier in the year, but was pushed back due to the effects of COVID-19 on workforces. Key findings from the survey will be released in fall 2022, during Diversity Week.



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

Last week’s answer: “The Mary Tyler Moore Show” won 29 Emmys and was nominated 67 times.

What two colors were featured in the kitchen of “The Brady Bunch”?

[CLICK HERE TO ANSWER](#)

NAMIC and WICT enlisted global professional services leader **PwC** to conduct the joint survey and the two companies will join the Walter Kaitz Foundation to kick off an awareness campaign for survey-eligible companies. The survey will focus on the current state of ethnic and gender diversity within the media and entertainment industry, allowing companies to set goals and policies to improve workforce diversity, equity and inclusion.

#### LRG REPORTS MAJOR PAY-TV PROVIDER SUB LOSSES

Major pay-TV providers (about 95% of the market) lost approximately 1.23 million subs in 2Q21, according to data from **Leichtman Research Group**. In comparison, it's up from a pro forma net loss of about 1.505 million subs in 2Q20. Cable companies lost about 590,000 subs in 2Q21, compared to a loss of 505,000 subs in 2Q20. Other traditional pay-TV services had a net loss of approximately 700,000 subs in 2Q21, down from a net loss of approximately 1.045 million subs in 2Q20. **AT&T's** premium TV services saw decreased losses, though, with 473,000 net losses in 2Q21 from 887,000 net losses in 2Q20. The top publicly reporting vMVPDs added about 55,000 subs in 2Q21, up from a gain of about 45,000 in 2Q20.

#### OPENVAULT FINDS BROADBAND BOUNCING BACK

Data usage is surging again after a slight dip in overall broadband usage from 4Q21 to 1Q21. Broadband subscribers positioned for gigabit speeds grew to 10.5% in 2Q21, more than doubling YOY from 4.8%. Subscribers provisioned for speeds of 100 Mbps or less fell by nearly half from 39.9% in 2Q20 to 20.1% in 2Q21. Still, **OpenVault** analysis found nearly 22% of subscribers would still be well-served by following the trend and upgrading their speeds. Monthly weighted average usage by U.S. broadband households reached 433.5 GB with 14+% YOY growth paired with a quarterly decline of 6%, consistent with historic patterns. Power users, who use more than 1TB per month and extreme power users (more than 2TB/month) grew almost 24% and 50%, respectively, YOY. However, growth among extreme power users was 31% less in usage-based billing plans YOY and 20% higher in flat-rate billing plans YOY.

#### GREENBLATT STRIKES PRODUCTION DEAL

**Bob Greenblatt** is fully back in the production game. The former **WarnerMedia** Entertainment chairman has launched his own production company, The Green Room, and signed a first-look deal with **Lionsgate Television**, according to industry reports. Greenblatt and **Kevin Reilly** both left WarnerMedia last summer in the midst of a massive reorganization by WarnerMedia CEO **Jason Kilar**.

#### INTRAPRENEURSHIP ACADEMY EXPANDS OFFERINGS

The **Cable Center's** Intrapreneurship Academy released its 2022 course catalog and introduced two new courses for its next session. In addition to its previous professional development courses, "Driving Innovation" and "Leading with Agility," participants will be able to take "Leading with Agility: Executive Intensive" and "Leveraging Customer Experience." The new courses aim to prepare future leaders for impact, and they are timely. After a 2021 survey with **C2HR** revealed 58% of people leaders say the way their organizations operate changed

significantly, only 24% of HR professionals think their leaders are prepared with the necessary skills to respond.

#### RATINGS

**Fox News Channel** topped primetime and total day ratings for the 26th consecutive week, with 2.205 million total viewers and 1.251 million total viewers respectively. **MSNBC** took second in both categories with 1.328 million total viewers and 766,000 total viewers, respectively. **HGTV** continued the trend, taking third in both categories with 1.143 million total viewers and 649,000 total viewers, respectively. **TLC** (1.068 million) and **Hallmark Channel** (832,000) closed the top five in primetime. **CNN** (596,000) and **Investigation Discovery** (475,000) rounded out the top five in total day. – **HBO** limited series "The White Lotus" delivered series-highs on the Sunday night premiere of its final episode, tallying 1.9 million viewers across all platforms. The finale was up 59% from its penultimate episode and delivered 3.5 times the audience of its series debut July 11. The series ranks number one among all HBO Max series, with consistent week over week premiere night viewing growth and more than 7 million viewers overall. HBO announced last week that it greenlit a second installment following a different group of vacationers on another White Lotus property.

#### PROGRAMMING

**TBS** acquired distribution rights to **CBS** series "Young Sheldon," which will make its premiere on the net Sept 27 at 5pm ET. The series recently closed out its fourth season and has been renewed by CBS for an additional three seasons. – **CuriosityStream's** first feature-length original film, "HEVAL," premieres Sept 23 on the streamer. – **Lifetime** greenlit four-part miniseries event "Flowers in the Attic: The Origin." The series will be set as a prequel to "Flowers in the Attic" and "Petals on the Wind."

#### PEOPLE

**Comcast** named **John Keller** as svp, Mountain West Region. He will succeed **Amy Lynch**, who was named Comcast West Division's svp, customer experience and customer operations. Keller has been with Comcast since 2017, serving as svp, Twin Cities Region. – **Sinclair** promoted **Daniel Hoffman** to svp, sales transformation. Hoffman, who joined Sinclair in 2013, will also retain his current responsibilities as group manager, with operational oversight over 15 properties across the company. Hoffman succeeds **Dan Mellon**, who retired July 31.

#### OBITUARY

**Alvin "Dean" Petersen** passed away peacefully on August 8. He dedicated his life to the cable industry, serving as president of **Southwest Missouri Cable TV** and as a founding board member of **ACA Connects**. He was named a **Cable TV Pioneer** in 1994. "ACA Connects simply would not be here today without Dean's vision and wisdom at a time when small cable TV providers were threatened by the disproportionate and harmful impact of federal cable TV regulation," ACA Connects president/CEO **Matt Polka** said in a statement. "ACA Connects will miss Dean and we owe him an incredible debt of gratitude. And you can be sure we will carry on in his memory."