

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## What Matters: Talks About Representation Dominate TCA Summer Tour

The content community came together this week (virtually) for the cable/streaming portion of the **TCA** Summer Tour, facilitated by **CTAM**. Alongside the pitches and conversations around new series came a dialogue about the importance of every kind of representation in programming.

**Netflix** has long been known for its commitment to crafting local content in the countries it serves, but the streaming giant has seen a notable increase in the amount of non-English content that has been consumed over the last two years.

“Seeing the audience respond to our local language original shows, especially over the last two years, has been so fulfilling. It was just last year when [‘Parasite’ director] *Bong Joon-ho* stood at the Oscars and asked audiences to overcome the one-inch-tall barrier of subtitles,” Netflix head, global TV *Bela Bajaria* said during the company’s presentation. “On Netflix, that is happening.”

Since 2019, non-English-language viewing in the U.S. has risen by 71%, and 97% of U.S. Netflix subscribers have chosen to watch at least one non-English title over the last year.

**Disney** has been doubling down on its commitment to creating content with diverse characters for its younger audiences as well. On **Disney Channel** and **Disney Junior**, shows like “Amphibia,” which features a Thai-American main character, and “Mira, Royal Detective” celebrate different customs and aim to instill that appreciation of cultures in

America’s youth.

“All of our stories really need to act as a mirror and a window, a mirror where a young kid could watch TV and see a reflection of themselves out there and also a window where another kid could view another child’s experiences, and Mira, Royal Detective is a great example of that,” Disney Junior gm/svp, original programming *Joe D’Ambrosia* said on a Diversity in Children’s Animation panel. “It provides great cross-cultural experience for not only South Asian families who can see themselves on TV, but it also really opens up to much broader audiences the customs and cultures of India.”

**AMC Networks** has been focused on superserving niche audiences across its portfolio of streaming services. It re-branded **UMC** as **ALLBLK** in January in an effort to place more focus on providing authentic content for Black Americans, and creators are flocking to it. “Covenant” creator *Kaye Singleton* brought her faith-based story directly to ALLBLK, and was pleasantly surprised when the streamer’s executives were so receptive to the story.

“I wanted something that spoke to this Millennial crowd or Generation X or Z, and so when I saw that void and I saw the opportunity, I really, really wanted to pitch it,” she said during ALLBLK’s Developing and Creating While Black panel. “I think the way it’s posed, because it’s not scripture-heavy on the surface, it is really welcoming to all and not polarizing, it’ll appeal to all different kinds of crowds.”

When “Lace” creator *Michelle Ebony Hardy* first started work

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on the show nearly a decade ago, she wanted to place Black women in dramatic roles where they were shown as successful businesspeople, and as people with vulnerabilities as well as strengths.

“It’s not one way to be Black, and then there is so much diversity within the Black race and culture and different experiences,” she said. “I think when you watch ‘Lace,’ you’ll get an opportunity to see all the many different layers and personalities and experiences. And again, just being powerful, being intelligent, being beautiful, but also having vulnerabilities, being relatable.”

#### STILL CURIOUS

The nonfiction streaming service founded by *John Hendricks* is updating its brand a bit. The flagship SVOD service is still called **Curiosity Stream**, but now it’s written as two words. The company’s overall brand name has been shortened to **Curiosity Inc.** The linear channel available on select services in the US, India, Sweden, Latin America and more is being referred to as **Curiosity Channel**. The company continues to grow, with a new partnership with **Spiegel TV** significantly expanding its European footprint.

#### DISH GOES AFTER NITRO TV

**DISH** filed suit Thursday against four individuals it identified as operating a streaming service known as **Nitro TV**. According to the lawsuit, Nitro TV acquired DISH and Sling’s transmission of programming and then retransmitted it without authorization to its users. DISH filed the action against *Alejandro Galindo, Anna Galindo, Martha Galindo, and Osvaldo Galindo*, saying they are individually and collectively doing business as

Nitro TV. The Nitroiptv.com website became inactive around April 2020 after several Hollywood studios filed a copyright infringement action, with Alejandro preliminarily enjoined from infringing the studios’ copyrights through Nitro TV. He has since asserted a Fifth Amendment right against self-incrimination in defense of that case. DISH said periodic monitoring conducted on a sampling of channels on the Nitro TV service identified more than 100 instances where Nitro TV was configured to retransmit DISH or Sling programming without authorization. DISH told the court it believes defendants receive millions of dollars from the sale of device codes, citing statements on Nitroiptv.com touting over “45,000 customers activated in the last 12 months.”

#### FCC ISSUES EBB REIMBURSEMENT WARNING

The **FCC** reminded ISPs Friday that they must apply the Emergency Broadband Benefit discount to a customer’s account before claiming reimbursement for that discount. Circumventing this rule by charging customers for the full amount of the internet service offering and then issuing delayed reimbursements to the customers violates EBB Program rules, the notice said. Failure to comply with the rules may result in administrative forfeitures or other penalties for the provider. Under the \$3.2 billion EBB program, eligible families will receive a credit for up to \$50 per month for discounted broadband and associated equipment rental, or up to \$75 per month for families who live on tribal lands. Qualifying households also receive a discount of up to \$100 to purchase a laptop, tablet, or desktop computer. As of August 15, more than 4.6 million have enrolled in the program.

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## 2021 CATEGORIES

In addition to spotlighting the industry’s biggest leaders, Cablefax is promoting the power of one-to-one relationships. This year, we are looking for executives to sponsor a female candidate to be included in The Rising Tide and will be featured along with their sponsor in a special section of the Most Powerful Women edition of Cablefax: The Magazine.

**DEADLINE: FRIDAY, SEPT. 10**

[www.CablefaxWomen.com](http://www.CablefaxWomen.com)



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**COVID-19 CANCELS VIDCON**

With the uptick in COVID-19 cases, **Vid-Con** has decided to cancel its gathering set for October 22-24 in Anaheim, CA. “We just can’t risk the health and safety of our attendees, creators, speakers, sponsors, and staff — and we want to ensure we provide EVERYONE with the very best VidCon experience,” read a statement from gm *Jim Louderback*. The creator convention popular with YouTubers plans to be back in person June 22-25 in Anaheim.

**TDS PUSHING 2GIG**

**TDS**’s fiber network in Spokane, Washington, and Meridian, Idaho, is now capable of delivering 2Gbps speeds. The provider will now offer symmetrical 2Gig internet in those markets. For all of its future fiber launches, TDS plans to launch with 2Gig speeds.

**WURL COMMITS TO CONTENT**

**Wurl** doubled down on its commitment to its content library, adding more than 274 FAST channels in the past quarter, bringing its content library to nearly 1,200 channels. Most of the recent channel launches came from the service’s top 50 customers.

**PROGRAMMING**

Sports-first live streaming platform **fuboTV** acquired the exclusive rights for Coppa Italia and the exclusive English language rights for Serie A in Canada. The Coppa Italia agreement provides the streamer with 41 live matches per season and the Supercoppa Italiana. The Serie A agreement gives the service 380 matches annually. fuboTV’s Serie A coverage begins Saturday. These agreements come less than a year after fuboTV acquired exclusive streaming rights to the CONMEBOL Qatar World Cup 2022 qualifying matches in the U.S. – **Netflix** renewed “Never Have I Ever” for a third season.

**PEOPLE**

Rebecca O’Sullivan-Schulte is joining **Bally Sports** as svp and gm, **Bally Sports West, Bally Sports SoCal** and **Bally Sports San Diego**. O’Sullivan-Schulte comes from **NBC Sports Washington**, where she served as president, gm for more than 10 years.

**CABLEFAX DASHBOARD**

**Twitter Hits**

CommScope @CommScope  
 Today August 16 we celebrate our 45th anniversary of founders Frank Drendel and Jearld Leonhardt’s purchasing of a small coaxial cable line (Comm/Scope) from Superior Continental. We’re not getting older, we’re getting better!  
 #Celebration #Anniversary #WeAreCommScope

Greg Sankey @GregSankey  
 The @SECNetwork graphic from 8/14/14. It’s been seven years & many scores for what was described as “the most successful network launch in the history of cable TV.” Thank you to everyone who has contributed to that continuing success! We look forward to our future!

**Research**

- (Source: [Pew Research Center](#))
- > Roughly half of U.S. adults (48%) now say the government should take steps to restrict false information, even if it means losing some freedom to access and published content
  - > The share of adults who say freedom of information should be protected, even if it means some misinformation is published online, has dropped from 58% in 2018 to 50%.
  - > 59% of adults continue to say tech companies should take steps to restrict misinformation online.

**Up Ahead**

- SEPT 15-16:** Mid-America Cable Show, Omaha
- SEPT 19-22:** NTCA 2021 Fall Conference and Expo, Nashville
- SEPT 28:** T. Howard Diversity Awards Dinner, NYC
- OCT 11-14:** SCTE Cable-Tec Expo, Atlanta
- OCT 25-27:** The 2021 INCOMPAS Show, Las Vegas

**Quotable**

“The Senate made great strides last week in passing the largest infrastructure spending bill in U.S. history... The House should waste no time in passing this badly needed measure while expanding its scope to include support for all viable broadband technologies demanded today by consumers... Fiber is an effective broadband solution in many areas of the country, But an often-overlooked technology that more and more consumers are demanding is fixed wireless—an efficient, competitive and popular high-speed alternative... A comprehensive fiber network connecting every home can take years to deploy. In these situations, fixed wireless technology fortunately can provide a high-quality, lower-cost solution that can be deployed more rapidly than fiber... Our experience as regulators has shown us that a one-size-fits-all policy is rarely the solution, especially for macro-level challenges such as promoting connectivity to all... We must pursue an all-of-the-above approach that will get everyone connected, no matter where they live.” – **Former FCC commissioners Mignon Clyburn and Robert McDowell in an op-ed for Roll Call**