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WHAT THE INDUSTRY READS FIRST

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SOURCE: BETA RESEARCH BASIC NETWORK EVALUATION STUDY, JULY 2021. PERCENT OF TOTAL RATING 4/5 ON 5 POINT SCALE ON BEING A “MUST HAVE” CHANNEL. HISTORY IS TIED WITH DISCOVERY AND FOOD NETWORK. RANKING EXCLUDES NEWS AND SPORTS NETWORKS.

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## Early Warning: Altice USA to Lose 15-20K Broadband Subs in 3Q21

**Altice USA's** stock fell more than 12 points Thursday with the news that the company's residential broadband net additions will be negative for 3Q21. During an appearance at the Goldman Sachs Communacopia Conference, CEO *Dexter Goei* said that number will likely come in somewhere between 15,000-20,000 losses, when all is said and done.

Residential broadband net additions were flat for Altice in 2Q21, and Goei told investors during that earnings call in July not to expect the company to return to the historic full-year numbers it reported in 2018 and 2019. Taking those 3Q21 projections into consideration, he said the company expects to trend flat-ish to slightly up for the year.

"That is disappointing in terms of our results. It has nothing to do with excess churn. We just saw much lower gross adds this quarter than anticipated, really in the back to school area," Goei said. He's still targeting the company getting to triple-digit net adds by 2023, but where exactly those numbers end up will depend on the company's approach to capital allocation in the coming months.

The outlook comes two weeks after *Hakim Boubazine*, the company's COO and president of telecommunications, unexpectedly resigned. Goei praised Boubazine for his years of service to the company, but said a change was necessary to get Altice back on the track to long-term success.

"I think what's clear is that operating trends have been a little underperforming, underwhelming, over the last year or

so and a lot has to do with the principles of what we want to do which is accelerate growth through increased investment in our distribution network, in our products, but particularly in our network," Goei said. "The change is really meant to focus on getting decisions done quicker, being more focused as a firm across all silos towards growth and our customer experience and our brand and our marketing, so we thought it was a good time to make that change."

That change in the organizational chart will hopefully give more employees opportunities to voice their opinions, concerns and everything in between to Goei directly and allow the company to be more agile overall. That means being willing to make some major shifts if the company is not able to execute on its vision, or if it isn't getting appreciation from Wall Street for its efforts to right the boat. The company went public back in 2017, but there could be a point in the future where it reverses course and becomes a private company once again.

"We've got decisions, whether we want to re-lever the balance sheet at some point in time if we're not getting rewarded for what we're doing from an investment perspective... but I don't think that's a decision for us to make today," he said. "I think we're focused, given the management changes, on making sure that all arrows are pointing in the right direction towards re-investing in our business or accelerating our business. That's what the focus is going to be over the next three quarters. Thereafter, we can have discussions around what to do with our balance sheet depending on how the market sees us."



## Congratulations to all the Honorees!

Our annual must-read highlights operators that are smashing it including MSO of the Year, Charter, and Independent Operator of the Year, TDS.

Check out the digital issue to read all the shareable profiles at [www.CablefaxTopOps.com](http://www.CablefaxTopOps.com).



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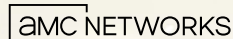
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**COMCAST, CHARTER WORKING TOGETHER ON CBRS**

We talk a lot about the state of competition in the cable industry, but sometimes the best things happen when some of its biggest players start working together. At an investor conference this week, **Comcast** chairman/CEO *Brian Roberts* and **Charter** chairman/CEO *Tom Rutledge* discussed in their respective sessions how their companies are working jointly to deploy CBRS spectrum across their regional footprints. The partnership will give both of them a leg up as they try to elevate their mobile businesses in a wireless space dominated by national carriers. "We used our relationship to create a synthetic national opportunity by creating a CBRS business and we had a meeting of the minds on how that could work, how we could offload traffic, and how both companies could benefit their customer bases by having this offload process," Rutledge said Thursday. "It's a good testament to how companies who are in a certain kind of environment can work together to create real value, and we did, in that case." Last year, Comcast paid more than \$464 million for 830 CBRS licenses while Charter traded \$458 million for 210 licenses of its own. Cox also bid in the auction, winning 470 licenses with its \$212 million in bids, but hasn't entered into the mobile space like some of its competitors. That could soon change, with outgoing president *Pat Esser* recently telling **Cablefax** that the company should have something to announce on the subject very soon.

**AYO DAVIS TO REPLACE GARY MARSH**

*Ayo Davis*' star is rising once again, with the announcement Thursday of her promotion to president, **Disney Branded Television**. She'll take over for *Gary Marsh*, who after a transitional period will be leaving the company at year-end to

launch a production firm. Davis will report to Disney General Entertainment chairman *Peter Rice* and guide programming and content creation efforts for Disney's linear networks as well as streaming service **Disney+**. This is the second promotion in less than a year for her, the last slotting her in the newly-created position of evp, creative development and strategy for Disney Branded Television.

**DISH TOPS J.D. POWER'S LATEST SURVEY**

**DISH** reigned supreme in **J.D. Power's** 2021 U.S. Residential Television Service Provider Satisfaction Study, earning a national customer satisfaction score of 751 on a 1,000-point scale. This marks its fourth straight year holding a piece of that slot (it shared last year's throne with **DirectTV**). Coming in second was **DirectTV** (731) and **Comcast** (723) snagged the third spot. **DISH** also came first in the North Central segment (746) and the West segment (744). It was followed in North Central by **AT&T** (735) and **Comcast** (717), and in the West by **AT&T** (734) and **DirectTV** (721). **AT&T** took the top of the podium in the South segment (762) with **DISH** earning second (760) and **DirectTV** taking third (742). **Verizon** scored its only top-three finish in the East segment, where its 750 was enough to beat **DISH** (747) and **DirectTV** (742) for the top slot.

**PROGRAMMING**

"**AEW: Dynamite**" is moving to **TBS** on January 5. Until then, new episodes of the show will continue to air Wednesdays on **TNT** at 8pm. "**AEW: Rampage**" will continue to air Fridays on **TNT** into 2022. **TBS** is also bringing back "**Full Frontal with Samantha Bee**" for a seventh season. The late-night talker will move to Thursday nights in January.




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# PROGRAMMER'S PAGE

## A Different Take on the 'Nuclear Family'

What do you see when you picture a nuclear family? Director *Ry Russo-Young's* unit looked a little different from the rest of those living on her street, and that ultimately led to one of the most pivotal events of her childhood. It is examined in "Nuclear Family," a three-part docuseries arriving on **HBO Max** Sunday. Russo-Young was born in 1981 to two mothers, *Sandy Russo* and *Robin Young*, who conceived with help from a sperm donor, *Thomas Steel*. When Russo-Young was nine, Steel sued her mothers for standing as her father and visitation rights. He lost the initial case, but succeeded on appeal at the New York Supreme Court. Steel never actually exercised his rights, only seeing his biological daughter once before his passing, but the case made headlines across the nation because of its implications for LGBTQ+ families. Russo-Young originally wanted to use her story as the backbone for a fictional film, but the project quickly transformed into a non-fiction piece as she began gathering information and revisiting her memories of the case. "Part of that was because I felt that a documentary could get me closer to the truth of understanding my own feelings, but I could also hear Tom's side of the story and I could go to people that knew him and loved him, and I could hear directly from them," she said during a panel at the **TCA** summer tour. Her previous credits include episodes of "Cloak & Dagger" and "Panic" as well as films like "Before I Fall" and "The Sun Is Also a Star." That background allowed her to separate from her feelings when necessary to craft a work she would be proud to call hers. "To make something great, to craft a story, you have to both feel those emotions and also be able to step back and see it as a story that you are building, and I think Ry's scripted background helped her understand these real people as characters in a story," producer *Dan Cogan* said. — *Sara Winegardner*

### REVIEWS

"Savage x Fenty Show Vol. 3," streaming from Friday, **Amazon Prime Video**. The concept of product placement seems passé now that celebs like *Rihanna* can feature her new lingerie collection in what amounts to an extended music video on Amazon Prime Video. And then, right after the show debuts, shoppers can buy what they've seen at Savage X Fenty and, of, course, Amazon Fashion. Chances are they'll be, er, primed to purchase. The show is a smorgasbord of music and dance numbers. In the version we viewed, there were no breaks or introductions. So, the viewer needs to recognize *Cindy Crawford*, an unannounced guest, sashaying in a green, satin gown. She looks excellent. Less easy for your reviewer to spot was *Madonna's* daughter, model *Lourdes Leon*. And was that *Gigi Hadid* and *Irina Shayk* in the panoply of bodies of several shapes and sizes, writhing during musical performances from *BIA*, *Ricky Martin*, *Nas* and *Normani*, among others? Despite not always knowing who's performing, it's an entertaining spectacle. — "American Rust," 10pm, Sunday, **Showtime**. There are few roles that *Jeff Daniels* doesn't kill. Here, as police chief Del Harris of a dilapidated small town in PA, he's judge and jury. And his personal life bleeds into his profession. Sound familiar? It's very close to **HBO's** recent hit "Mare of Easttown." Both are well worth watching. — *Seth Arenstein*

### BASIC CABLE

#### P2+ PRIME RANKINGS\*

(09/13/21-09/19/21)

MON-SUN	MC US AA%	MC US AA (000)
<b>FNC</b>	<b>0.843</b>	<b>2625</b>
<b>ESPN</b>	<b>0.584</b>	<b>1819</b>
<b>MSNBC</b>	<b>0.433</b>	<b>1350</b>
<b>NFL</b>	<b>0.411</b>	<b>1282</b>
<b>HGTV</b>	<b>0.341</b>	<b>1064</b>
<b>HALL</b>	<b>0.281</b>	<b>875</b>
<b>TLC</b>	<b>0.278</b>	<b>865</b>
<b>CNN</b>	<b>0.254</b>	<b>793</b>
<b>INSP</b>	<b>0.248</b>	<b>773</b>
<b>FOOD</b>	<b>0.214</b>	<b>667</b>
<b>USA</b>	<b>0.214</b>	<b>667</b>
<b>TBSC</b>	<b>0.213</b>	<b>663</b>
<b>DISC</b>	<b>0.211</b>	<b>658</b>
<b>HIST</b>	<b>0.196</b>	<b>610</b>
<b>ID</b>	<b>0.180</b>	<b>562</b>
<b>LIFE</b>	<b>0.169</b>	<b>527</b>
<b>TNT</b>	<b>0.163</b>	<b>508</b>
<b>HMM</b>	<b>0.157</b>	<b>490</b>
<b>WETV</b>	<b>0.146</b>	<b>455</b>
<b>AMC</b>	<b>0.146</b>	<b>454</b>
<b>TVLAND</b>	<b>0.143</b>	<b>447</b>
<b>A&amp;E</b>	<b>0.135</b>	<b>419</b>
<b>GSN</b>	<b>0.126</b>	<b>392</b>
<b>FX</b>	<b>0.124</b>	<b>387</b>
<b>BRAVO</b>	<b>0.124</b>	<b>387</b>
<b>NATGEO</b>	<b>0.114</b>	<b>354</b>
<b>BET</b>	<b>0.113</b>	<b>352</b>
<b>FRFM</b>	<b>0.112</b>	<b>350</b>
<b>NAN</b>	<b>0.112</b>	<b>350</b>
<b>ADSM</b>	<b>0.109</b>	<b>338</b>
<b>SYFY</b>	<b>0.108</b>	<b>335</b>
<b>FS1</b>	<b>0.101</b>	<b>313</b>
<b>APL</b>	<b>0.092</b>	<b>287</b>
<b>TRAVEL</b>	<b>0.090</b>	<b>282</b>

\*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.

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