

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Madame Chair: Senate Approves Rosenworcel to Chair FCC

No more questions over whether Jessica Rosenworcel will have to leave the **FCC** when her current term expires at the end of the year, with the Senate voting 68-31 Tuesday to approve her nomination for another five-year term. The White House has said she will serve as Chair of the agency, making her the first woman to hold that title. (Mignon Clyburn was the first female Acting Chair of the FCC).

The status of her fellow Democratic FCC nominee Gigi Sohn is less certain with some Republican senators suggesting they will try to stop her from being seated and may put a hold on her nomination. Without Sohn, Rosenworcel won't be able to do much with her mandate to bring back Title II broadband regulation. Still, her confirmation is huge because it keeps Dems from losing the majority at the FCC to Republicans. As for Title II, both Rosenworcel and Sohn said during their confirmation hearings that a rulemaking would need to take place versus a wholesale change by the FCC. That means a return to Title II will be at least a year in the making even before the expected litigation begins.

New Street Research analyst Blair Levin believe Sohn will likely be confirmed, but it could take some time. "Republicans may put a hold on her nomination, forcing Majority Leader [Chuck] Schumer to use valuable floor time to move the nomination over the finish line. Given the number of critical legislative efforts that are a higher priority, it is not clear that it will

be done in the near-term future," he wrote in a research note.

Meanwhile, there were plenty of kudos for Rosenworcel coming in from all corners of the telecom world. "Throughout her career in public service, Chairwoman Rosenworcel has proven herself a thoughtful leader and champion on behalf of consumers on the most pressing connectivity challenges such as closing the digital divide, eliminating the homework gap, improving public safety communications, increasing unlicensed spectrum for Wi-Fi, and encouraging innovative spectrum policies. We look forward to continuing to work together on these and other important issues that will drive American innovation and connectivity forward," said **Charter** Government Affairs EVP Catherine Bohigian.

Some of Rosenworcel's biggest accolades came from net neutrality advocate Ed Markey (D-MA), who called her a tireless advocate for consumer protection in today's digital landscape. "Now more than ever, the FCC needs a chair who understands the importance of net neutrality and critical protections for broadband users, and I know Chairwoman Rosenworcel is up for the task," the senator said. "She understands that broadband access is an essential utility to millions of small businesses, communities, and students, and has long partnered with me in addressing the 'homework gap' to ensure every student has internet connectivity to complete their homework at home."

Parents Television and Media Council president Tim Winter noted that she's not just the first woman to chair the



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agency, but she's the first mom to hold this policy-setting role. "Over the many years I've known and worked with Jessica, she has proven herself to be a stalwart advocate for America's children, and also for policies that help parents to be better parents," he said.

As for **NCTA**, President/CEO Michael Powell, he said the industry looks forward to working with Rosenworcel and her colleagues on expanding access to broadband. He managed to get in a small plug for what cable has already accomplished, by adding that the industry looks forward to "building on the successful policies that incent private sector investment, innovation and competition in America's telecommunications marketplace."

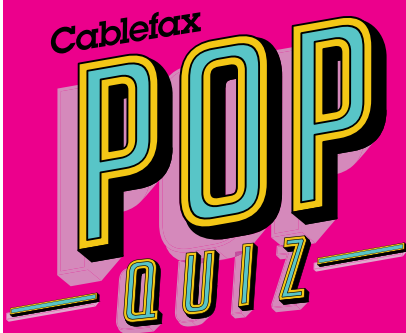
CABLEFAX'S MOST POWERFUL WOMEN

Congratulations to **Cablefax: The Magazine's** 2021 Most Powerful Women, who were celebrated at a luncheon at Edison Ballroom South in NYC Tuesday. For some, the gathering was the first in-person work event since the pandemic began—which meant there were a lot of catching up and hugging. Tonya Cornileus, VP of Development, Inclusion and Wellness for **ESPN**, accepted the award for Mentor of the Year, encouraging everyone in the crowd to take the time to mentor. "It's a gamechanger," she said. Cornileus has taken inspiration from retired NFL coach Tony Dungy, who wrote the book on mentorship and helped pave the way for others to coach in the league, including several people of color. Lisa Barroso, **Crown Media Family Networks'** SVP of Distribution & Partnership Marketing, was recognized as 2021's Women Advancement Champion. Barroso shared

how she previously was a professional ballerina and would regularly see a poster in the studio that said, "If you can see it, you can be it." She took those words to heart when she joined the cable industry and used them as a catalyst to lift other women leaders up and provide professional support. Our Most Powerful Women honorees shared some of the worst advice they ever received, which included sentiments such as "let the work speak for itself" and "dress less like a woman; act more like a man." "There has been so much bad advice over the last 40 years," quipped honoree Pat Kehoe, founder of **PK Network**. The bad advice she received was someone telling her that cable was a fad and would disappear. Retiring **Cable Center** CEO Jana Henthorn used the mic to announce that she will be taking a role at the University of Denver as an adjunct professor teaching inclusive leadership, drawing cheers from the crowd. Cablefax polled attendees on who they'd most like to meet for coffee, with People's Sexiest Man of the Year Paul Rudd edging out Vice President Kamala Harris for first place. The room overwhelmingly voted for "fewer Zoom calls; more coffee dates" as the industry's 2022 New Year's resolution with "bring back the Cable Show" a distant second. On a serious note, 55% of attendees said they know a woman who left the workforce as a result of the pandemic. Several of our MPWs offered up advice in our annual Q&A for those looking to re-enter the workforce. You can read their answers and the digital issue of the magazine at CablefaxWomen.com.

FUSE RETURNS TO COMCAST

Nearly three years after dropping **Fuse** and FM-Fuse



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

Last week's answer: "Sabado Gigante" is the longest-running variety show with 53 seasons.

Kudos to last week's winner: Jonathan Bullock, Hotwire Communications

What is the last name of anti-hero Dexter, star of Showtime's "Dexter"?

CLICK HERE TO ANSWER

Music, **Comcast** is bringing the channels back to its lineup and making the company's new streaming platform Fuse+ available on X1, Flex and XClass TVs. "Our networks serve Latino and multicultural audiences with authentic content that represents all aspects of their lives and culture, and provides them with genuine storytelling that entertains, inspires and reflects the world in which we live. We are pleased that Comcast shares our commitment and are excited to reintroduce our award-winning content to Comcast subscribers," Fuse CEO Mike Roggero said in a statement. Comcast said it's pleased to add the Latino-owned company's content as it seeks to serve an increasingly diverse subscriber audience.

COMCAST'S WATSON OFFERS FULL YEAR FORECAST

Comcast will have a total of 1.3 million broadband net additions for 2021, according to Comcast Cable CEO Dave Watson. At an investor conference appearance Tuesday, he noted a number of differences in the second half of the year that challenged the company's ability to perform as usual in 4Q21. "We started with a lot of similar activities from 2020, a lot of move activity. And then we saw a real shift in terms of move patterns, we looked at seasonal patterns that were different, and a little bit in the low-income constrained segment. There's a different pattern there in particular, influenced by the potential for government subsidies," he said. "So, when you look at all those things together, it was a different second half than the first half, for sure. But still a solid overall year." The broadband market continues to be extremely competitive, and 40% of Comcast's footprint now overbuilt. But Watson hasn't yet found reason to be alarmed by any fixed wireless or fiber competitors. Penetration across the company's footprint stands just above the 50% mark, and he highlighted Comcast's mix of products from Flex to Xfinity Mobile as key reasons why customers continue to sign up in areas where competition is high. "Where [overbuilders] added more homes, we've added 6 million broadband customers where they've added next to nothing. So, I understand it and we take it very seriously every step of the way... Our focus is how do we redefine the category," he said. "We are very focused competitively. The fixed wireless side we're looking at is still not a material issue at all from our perspective."

GLOBECAST SUPPORTING PLAYOUT OF HALLMARK NETS

Globecast has signed a five-year deal with **Crown Media Family Networks** to provide primary cloud playout services for Hallmark Channel, Hallmark Movies & Mysteries and Hallmark Drama. Globecast will manage the primary playout of both the linear and OTT feeds of the channels, terrestrial and satellite distribution to MVPDs and vMVPDs and the streaming of Hallmark's TV Everywhere to mobile devices.

PARAMOUNT+ LANDING IN SOUTH KOREA

Paramount+ is coming to South Korea in 2022 thanks to a

strategic partnership with Korean entertainment company **CJ ENM**. Paramount+ will be available as part of an exclusive bundle with TVING, CJ ENM's streaming service. Additionally, ViacomCBS and CJENM will co-develop and co-finance movies for theatrical and streaming releases with the goal of releasing one theatrical movie each year in various territories. Paramount+ will license Korean-language series from CJ ENM's library and Pluto TV will launch a dedicated CJ ENM branded channel on Dec. 14 in the U.S.

ROKU HEADS TO AMSTERDAM

Roku is investing in an office in Amsterdam in an effort to expand its existing presence in the Netherlands. The space will be located on Weteringschans and offers space for up to 150 employees. Roku's headquarters remain in Silicon Valley and it currently has European offices in Denmark, Ukraine and United Kingdom.

CARRIAGE

Next Level Sports & Entertainment and **NCTC** signed a new affiliate agreement that will make its full suite of programming and sports content available to the latter's members. That includes local and international basketball, elite men's and women's lacrosse and college football. NXT LVL programming is currently available to more than 20 million U.S. homes and more than 100 million global households.

PROGRAMMING

Giana De Laurentiis signed a new exclusive deal with **Food Network**. She'll continue to produce and host content for both the network and **discovery+**. Her latest endeavor, "Simply Giada," premieres Jan. 9 at 11:30am on Food Network. – **HBO Max** renewed "The Sex Lives of College Girls" for a second season. The series debuted Nov. 18. – **Shudder** renewed drag competition series "The Boulet Brothers' Dragula" for a fifth season. – **Univision** is partnering with Selena Gomez to produce Spanish-language series "Mi Vecino, El Cartel" ("The Cartel Among Us"). The true crime docuseries will be available exclusively on Univision's global streaming service, which plans to launch in 2022.

PEOPLE

John Zaccario has been upped to President of **GSN**, effective immediately. He succeeds Mark Feldman, who joined **Scopely** this week upon the sale of the GSN Games business to the company. Zaccario's responsibilities will include Game Show Network, the Game Show Enterprises production arm, **Sony Movies**, **Sony Cine** and the distribution of the Game Show Network and Sony libraries on FAST channels. Zaccario came to **Game Show Network** from **ESPN** in 2008 as its EVP, Game Show Network Advertising Sales. He also served as CMO in 2017. – **Disney** named Geoff Morrell to the newly-created role of Chief Corporate Affairs Officer. He'll oversee the company's corporate communications, global public policy, government relations and corporate social responsibility functions. Morell, who will join the company on Jan. 24, most recently served as the EVP, Communications and Advocacy.