

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Exclusive: C2HR Details Pay Increases, Challenges During COVID-19

Those who work for connectivity providers were more likely to see stronger compensation increases in 2021, while content developers faced more challenges, according to data from the **Content & Connectivity Human Resources Association's** (C2HR) annual compensation surveys.

Content companies still awarded pay raises, but the post-COVID salary adjustment fell to an average of 2.6%, compared to a previous average of around 3%. C2HR's research, which was conducted by consulting firm **The Croner Company**, attributed the slow growth to employee turnover and general challenges in the industry, such as canceled events and the high cost of content. Connectivity providers, buoyed by strong broadband gains last year, rebounded in 2021 with a salary budget growing 3%, up from 2.9% in 2020 and 2019.

Growth in base pay for connectivity companies' middle management, hourly and sales positions grew 3.9%, 5.8% and 4.8%, respectively. While base salaries for executives only rose 2.8%, total direct compensation was up 16.5%. On the content side, middle management average a 2.3% base pay increase, while execs were up 1.5% and professional IC roles rose 3.1%. Bonuses followed a similar pattern. Content developers' average bonus compared to target was 97%, with 42% below target. Connectivity providers' average bonus compared to target was 115%, with 54% of bonus recipients

achieving awards greater than 115% of target, and only 8% of bonuses below target.

There's potential good news for those disappointed with 2021's paychecks. Salary budgets in 2022 are expected to increase, with survey participants projecting budgets of 3.3% (connectivity) and 2.9% (content developers). The Croner Company expects these numbers could increase even more.

C2HR's surveys included 54 total participants, representing nearly 1,300 positions and more than 156,000 employees. Like last year, there were 13 connectivity providers—including **Charter, Comcast** and **Cable One**. Content developers participating grew from 37 in 2020 to 41 in 2021. They range from large corporations such as **WarnerMedia** and **Fox Corp.**, to smaller programmers such as **INSP, TV One** and **C-SPAN**.

Of course, it's hard to make blanket statements about any one job type. For example, base salaries for installation and service technicians for connectivity providers vary depending on geographic location. While the West, Mountain and East parts of the country saw growth, the Southwest, Midwest and South each saw a decrease in base salaries. The survey also revealed an increase in installation/service and customer care positions, while programming, production, technical production and post-production positions also became more in-demand.

Diversity and inclusion continues to be the most pressing current issue facing those in content and connectivity alike.

## Guide to Your Online Cablefax Daily Issues

The screenshot shows the Cablefax website homepage. At the top, there are navigation links for 'THE DAILY', 'AWARDS & EVENTS', 'THE MAGAZINE', 'SPECIAL REPORTS', 'THE LISTS', and 'JOBS'. A search bar is located in the top right corner. The main content area features a 'Featured in this Issue' section with a list of companies including Amazon, AMC, AMC Networks, Apple, BBC America, BET, BET Studios, Charter, Comcast, Cox Communications, Disney, DOJ, Estrella TV, Evoca, Facebook, Fox Corp, Fox Deportes, Fox Nation, FTC, Galavision, Goldman Sachs, Google, Hisense, Hotwire Communications, Hulu, IFC, Locast, Microsoft, MSNBC, NAB, NBC, NBC News, NBCUniversal, Netflix, NFLRedZone, Pantaya, Peacock, SCTE, Show, Sony Cine, SundanceTV, Telemundo, Tubi, UniMás, Univision, ViacomCBS, and WE tv. Below this is a 'SHOW FEATURED' section with a featured article titled 'Still Assisting: Charter Looks to Aid Community Centers, Job Training'. The left sidebar contains a 'The Daily' section for Wednesday-September 15, 2021, with a 'FULL ARCHIVES' link and a 'PDF' icon. Callouts A through E point to the Login/Subscribe/Search bar, the Featured in this Issue list, the issue headlines, the PDF icon, and the Full Archives link, respectively.

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- B** Every issue includes a list of companies featured. Easily navigate to the stories by clicking on the company name.
- C** The issue headlines are featured on the left nav bar.
- D** Access the pdf version quickly from the website.
- E** Missed an issue or doing some research? Search Cablefax Daily archives

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Gender equity was just behind followed by flexible work policies and transparency in pay ranges. Content developers are also pushing for new ways to compete, with 68% seeking special practices to compete for digital talent.

It's no secret COVID is still affecting workplace environments, and while most companies surveyed have decided to embrace hybrid return-to-office policies, connectivity providers have committed more than their content counterparts. C2HR reported that 88% of connectivity providers and 79% of content developers will return to their respective offices in a hybrid format. Connectivity providers are also onboard with the idea of permanent remote work, with 75% agreeing to allow it, while only 38% of content developers have made a similar judgment.

**FCC SUITS UP FOR DIGITAL DISCRIMINATION FIGHT**

**FCC** Chair *Jessica Rosenworcel* is diving headfirst into the issue of digital discrimination, forming a cross-agency task force Tuesday. The goal will be to create rules and policies that support equal access to broadband in all communities regardless of location, income level, race, religion and more. *D'wana Terry*, Acting Director of the Office of Workplace Diversity, will lead the effort in collaboration with *Sanford Williams*, Deputy Managing Director in of the Office of the Managing Director, and *Alejandro Roark*, Chief of the Consumer and Governmental Affairs Bureau. The issue of digital discrimination is one Commissioner *Geoffrey Starks* has been passionate about during his time at the agency, and one the FCC must act on per the Infrastructure Investment and Jobs Act. It must adopt final rules to facilitate equal access to broadband by prohibiting

all types of deployment discrimination by November 2023. The effort was applauded by some consumer advocates, but **NCTA** is standing by its stance that cable networks are not built with discriminatory intent. In a September study, the association used reports from the FCC and Census Bureau to determine that cable providers offer gigabit service to 91% of urban households in low-income areas compared to 94% of all middle-income households and 90% for areas with high-income households.

**VERIZON BRINGS 2 GIG PLAN TO NYC**

**Verizon** is pushing its Fios network to new heights, offering two Gig connection plans to customers in select areas of New York City. Starting Tuesday, customers can purchase a \$119.99/month plan for symmetrical speeds averaging between 1.5-2.3Gbps. Verizon is targeting the service towards heavy gamers and streamers. The service will expand to additional markets by the end of the year. Starting Friday, new Fios customers that take on a one or two gig plan or a new 5G Home or LTE internet plan will receive the **Disney Bundle** (Hulu, **ESPN+** and **Disney+**) for up to 12 months. Select plans also offer \$300 off the Verizon Stream TV sound bar.

**AMAZON UNVEILS THURSDAY NIGHT FOOTBALL LOGO**

**Amazon** unveiled a new logo to mark the beginning of its 11-year agreement with the **NFL** that makes it the national rights holder for "Thursday Night Football." The logo, created in partnership with design studio **Pentagram**, aims to combine the logos of the NFL and Prime Video with the iconic shape of a football. Prime Video will broadcast one preseason and 15 regular-season games per year. It will

# Mark Your Calendars!

## Cablefax 2022 Award Submission Deadlines

**The FAXIES Awards**

Deadline: March 11  
Final Deadline: March 18

**Top Ops Nominations**

Deadline: April 1

**The Diversity List Nominations**

Deadline: June 3  
Final Deadline: June 10

**Most Powerful Women Nominations**

Deadline: August 12  
Final Deadline: August 19

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also offer pregame, halftime and postgame shows and will include features like X-Ray and statistical analysis. Amazon is working with the NFL to develop additional exclusive content for viewers with more to be announced in the coming months. The first Thursday Night Football brand spot will debut during Super Bowl LVI this Sunday at 6:30pm ET.

#### IAB WARNS MEASUREMENT BLACKOUT IS COMING

**IAB** is worried about the state of data measurement, warning advertisers that a lack of direction in the industry could cause challenges in campaign measurement. Publishers and ad tech firms aren't working fast enough to pivot traditional strategies, and 66% aren't adjusting their measurement strategies at all, according to IAB's fifth annual State of Data report. Conversations about increasing the amount of first-party data across the marketplace is nothing new, but money talks as well and it is singing a different tune. Spending on third-party data has continued to grow, but nearly 60% of those surveyed are not increasing their investment in first-party data. IAB laid out three steps the industry needs to commit to if it wants to avoid a "measurement blackout." They include developing a common language and universal standards, crafting privacy-centric solutions for addressability and measurement and transforming existing tech standards to create a strong cross-channel approach. "If we don't diversify our approach to the market, soon we'll be operating by the equivalent of candlelight," IAB VP, Measurement and Attribution *Angelina Eng* said in a statement. "The industry risks losing \$10 billion in annual sales without a serious plan for what happens when everyone's in the dark."

#### WEEKLY RATINGS

**Fox News Channel** came out on top in primetime and total day last week, bringing in 2.523 million viewers and 1.517 million viewers, respectively. **USA** took the second slot with 1.397 million viewers for primetime while **MSNBC** followed with 1.252 million. Rounding out the top five were **HGTV** with 1.17 million and **ESPN** with 999,000. Those rankings were the same on the total day side. USA Network delivered 811,000 viewers followed by MSNBC's 690,000. HGTV and ESPN closed it out with 628,000 and 550,000 viewers, respectively.

#### DISH-TEGNA REDUX

**DISH** and **TEGNA** made nice with the signing of a new retransmission consent deal Friday, and we have confirmation the pair have also dropped their respective good faith complaints at the **FCC**. The two had been battling since October over the eventual agreement, with TEGNA arguing to the Commission that DISH spent more time crafting complaints than negotiating. The satellite provider insisted the broadcaster was asking for nearly \$1 billion in retransmission consent fees.

#### SCTE WELCOMING EXPO PAPER SUBMISSIONS

**SCTE** opened its [call for papers](#) Tuesday for Cable-Tec Expo 2022, a hybrid event taking over Philadelphia from September 19-22. It is looking for subject matter experts in 13 key categories to explore topics in everything from software development,

cloud and virtualization and smart cities. Three new categories are being introduced this year: software development, automation and tooling. The SCTE Cable-Tec Expo Program Committee will review all technical abstracts. The deadline to submit is April 1.

#### ECF RECEIVES ADDITIONAL \$126 MILLION IN SUPPORT

The **FCC** is committing just under \$126 million to the **Emergency Connectivity Fund** as part of its ninth wave of support for the program. The dollars will support more than 270,000 students and be distributed to 340 schools, 20 libraries and 6 consortia for the purchase of more than 330,000 connected devices and 39,000 broadband connections. More than \$4.5 billion have been directed to the program, which supports students and patrons of locations that support their communities with connected devices and broadband connections, since its June launch.

#### CARRIAGE

**Fox Weather's** AVOD service is now available on **YouTube TV, Amazon News, The Roku Channel, fuboTV** and **Xumo**. The full linear service will also be available on Fox Television Stations Diginet channels in 17 markets, including New York, Seattle and San Francisco, with plans to expand to the 14 remaining markets. Select simulcasts will also come to Fox Television Stations' 11 duopoly stations with one hour of content coming each weekday to the stations during the week and two hours on weekends.

#### PROGRAMMING

**Bally Sports South** and **Bally Sports Southeast** will showcase culture, traditions and the backbone of athletics at historically black colleges and universities in its series "Empowering Athletes: A Celebration of HBCUs." The series will follow Morehouse, North Carolina A&T, Savannah State and Tennessee State in brief episodes that will air from Feb. 12-28 during the network's coverage of the Carolina Hurricanes and Nashville Predators on Bally Sports South, and the Atlanta Hawks, Charlotte Hornets and Memphis Grizzlies on Bally Sports Southeast. – **HBO** announced docu-comedy series "How to with John Wilson" is coming back for a third season. HBO Max also revealed the renewal of comedy series "South Side" for a third season. – A new three-on-three professional hockey league called **3Ice** has agreed to an international multi-platform media rights agreement with **ESPN**. The league—containing six teams—will make nine stops across the U.S. and Canada, playing in bracket-format tournaments. All games will be available on ESPN and WatchESPN. – **VH1's** "Black Ink Crew" franchise is back. Airing Monday at 10pm, the special will include favorites from the "Black Ink Crew: New York" crew and cameos from former cast members.

#### PEOPLE

**TV5Monde** named *Patrice Courtaban* as EVP, Global Growth and Business Development, and promoted him to CEO of TV5 USA. In his new role, Courtaban is responsible for spotting growth and revenue opportunities and overseeing strategic partnerships, growth marketing and business development. He will continue to lead TV5 USA's linear and streaming offerings.