

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

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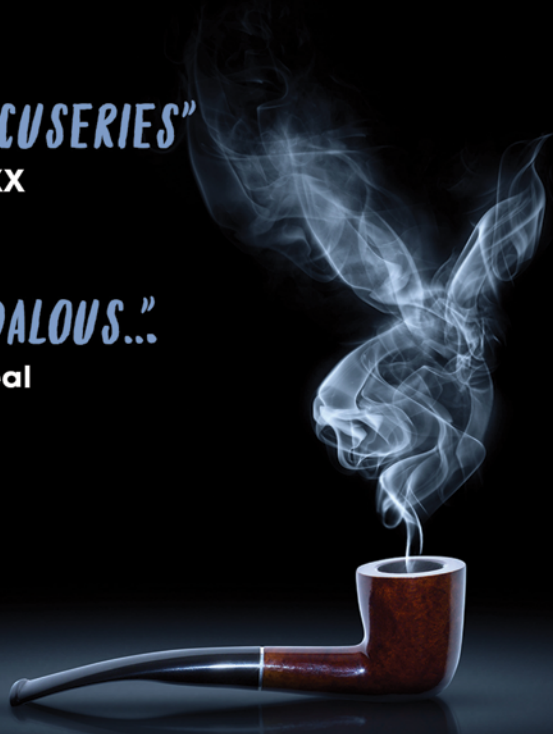
## #1 NON-FICTION PREMIERE OF THE YEAR

*"EXPLOSIVE DOCUSERIES"*  
- UPROXX

*"NO-HOLDS-BARRED..."*  
- The Daily Beast

*"VERY SCANDALOUS..."*  
- The Real

*"REVEALS SOME VERY UGLY TRUTHS..."*  
- New York Post



# SECRETS OF Playboy

AN A&E ORIGINAL DOCUMENTARY SERIES

NEW EPISODE  
MONDAY 9/8c



Source: Nielsen; Live+Same Day, Cable, Prime, TV season-date: 9/27/21-1/23/22, Total Viewers.

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WHAT THE INDUSTRY READS FIRST

## Building Bridges: BNC Chief Eyes Continued Growth

In the early months of the pandemic, **Black News Channel** President/CEO *Princell Hair* took on the challenge of leading a news outlet in its infant stage during a time of uncertainty. It wasn't orchestrated perfectly, but two years later, BNC has seen solid growth and has plans to keep that momentum going.

When Hair first arrived at BNC a few months after its February 2020 launch, he had two objectives: develop and set forth an entire programming lineup and improve distribution across the board. He wanted accessibility, which required carriage deals with cable and satellite operators. Now, BNC hosts a 17-hour block of live shows featuring Black journalists, experts and leaders, and reaches 50 million homes—with the desire to reach full distribution.

BNC has deals with **Comcast, Charter, Cox, Verizon Fios, DirecTV** and **DISH**, but Hair said there's still work to be done. **Altice USA** ranks high on the network's wish list, with a service footprint that matches up well with BNC's audience. Hair said BNC has had "several" conversations with Altice and he remains optimistic that the network will join its programming lineup in 2022. He specified the network wants to reach the Northeast region, and that once the deal with Altice USA is secured, the focus will turn to smaller cable operators.

"We've been trying to get the team at Altice inspired about our mission, and how we can complement their offerings for a very low cost," Hair said in an interview with **CFX**. "BNC

represents a value that really extends beyond just a channel or content provider. We can partner with them in ways that help bring their diversity, equity and inclusion goals to life."

Across OTT platforms, BNC reaches more than 250 million devices through services like **Amazon Fire TV** and **Xumo**. But like the situation with cable providers, Hair wants to see the channel on vMVPDs like **Hulu + Live TV** or **YouTube TV**.

Reaching deals with distributors isn't the only way BNC is trying to grow. The channel recently launched its "March to 2 Million" campaign, encouraging viewers to spend 15 minutes watching the channel and interacting with the network's social media pages. This is to expand BNC's exposure after conducting a study with consulting firm **SmithGeiger** that found "millions of people have been yearning for a network like BNC."

Those millions aren't just in the U.S. While Hair wants to see the channel become more visible for Black and brown communities in America, there's interest from English-speaking countries in Africa, the Caribbean, the U.K. and across Europe.

"We've actually had some conversations with some distributors in the UK, and a distributor, in particular, in Nigeria, about distribution of BNC," Hair said. "It's a slightly different way of doing business, we are learning a lot right now, and trying to really just educate ourselves on how business is done overseas."

While the channel seeks to swell its distribution, it's also had roadblocks. In early January, 13 current and former female employees filed a lawsuit alleging gender discrimination.

## 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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Questions: Kate Schaeffer at [kschaeffer@accessintel.com](mailto:kschaeffer@accessintel.com)

Hair said the company takes the claims seriously, and that investigations from internal and outside counsel showed no evidence signaling unfair treatment.

**CALIFORNIA NET NEUTRALITY APPEAL**

The only thing certain about California's net neutrality law is that the court wrangling is still going. Last month, the **9th Circuit** reaffirmed a district court decision to deny a preliminary injunction request from **ACA Connects**, **NCTA** and **USTelecom** that would have barred enforcement of the law. The trio of ISP associations aren't giving up, telling the court they plan to file a petition today for rehearing of the appeal en banc. No sign of it at our press time, but we have no doubt—as with anything involving net neutrality—the appeal is coming.

**REPORT: NBCU TAKING PROGRAMS OFF HULU**

**NBCUniversal** is planning on pulling some of its most iconic programming off of **Hulu** and onto **Peacock** later this year, according to a **WSJ report**. The shift would affect some of **NBC's** largest shows, including "The Voice" and "Saturday Night Live." NBCU CEO **Jeff Shell** expressed during **Comcast's** 4Q21 earnings call in January the company's desire to bring content onto its own streaming service, presumably to drive viewership and active user numbers. He wouldn't offer any details on the company's discussions with Hulu at the time.

**YOUTUBE TV PLANS UI REDESIGN**

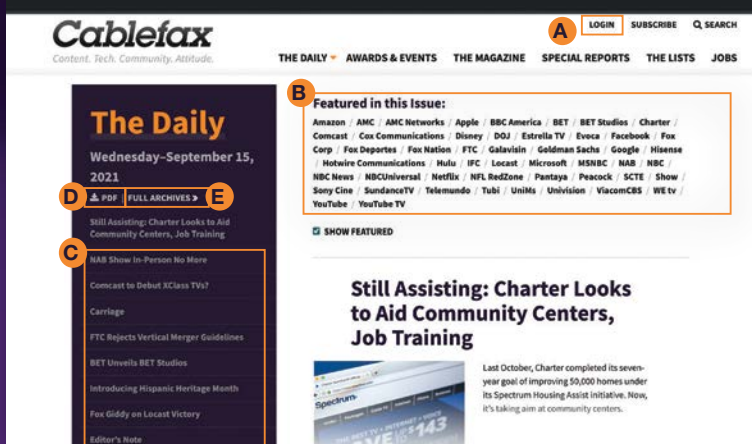
**YouTube TV** is bringing a new look to its service in the new year, transforming the user interface to provide a more streamlined experience for its users. The vMVPD is primarily planning updates to the Library section, which houses content on the user's DVR, and the Live portion of the service. YouTube Chief Product

Officer **Neal Mohan** said in a company blog post the revamp will "give our viewers more control over how they organize and watch their favorite content with an even smoother experience."

**DZS SEE RECORD REVENUE**

With providers gearing up for 10G and 5G, it's a good time to be **DZS**. The broadband connectivity and communications software solutions provider reported record 4Q revenue of \$98 million—an 11% increase from the prior year. DZS saw record orders in the quarter, with a 47% jump YOY to \$134 million. The multigigabit broadband upgrade cycle is expected to last 7-10 years, DZS CEO **Charlie Vogt** said during the company's earnings call Friday. For the quarter, broadband connectivity revenue increased 12% to \$72 million. One of DZS's goals has been to increase its foothold in North America, and it's seeing progress. Revenue for the Americas region, which is dominated by North America, was up 52% YOY to \$28 million, though 4Q21 rev was up just 1% sequentially. Most of DZS' rev is made up of Tier 2 and Tier 3 operators. "There's a pretty significant emergence of what we see as the next generation alternative providers in the category—utilities, municipalities, fiber overbuilders. The traditional wireless internet service providers are emerging into fiber-to-the-home service providers, so we're seeing a great opportunity to participate in those smaller, non-traditional ILEC service providers," Vogt said. In November, **Jennifer Yohe** joined DZS as COO. She's well known in the industry for her supply chain work at **Comcast**, **Time Warner Cable** and **Ericsson/MediaKind** and is a past recipient of **SCTE**, **The WICT Network** and **Cablefax's** Women in Technology Award.

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**SATELLITE DRAFT BILL**

**House Commerce** leaders on Friday released bipartisan discussion draft legislation aimed at modernizing the **FCC's** satellite licensing rules and authorities under the Communications Act. Click [here](#) to read the Satellite And Telecommunications Streamlining Act draft, and [here](#) to read the Secure Space Act draft

**RATINGS**

**Lifetime** scored 5.1 million total viewers across linear and digital for film “Single Black Female,” making it the #1 original movie of 2022 year-to-date. With 1.8 million total viewers in L+3 and 730,000 25-54s, it’s Lifetime’s best movie premiere since last year’s “Wendy Williams: The Movie” debut. – The debut of **Starz** original “Power Book IV: Force” on Sunday was the most-watched premiere in the network’s history, garnering 3.3 million multiplatform views in the U.S. according to early reporting. Between the Power Book IV: Force premiere and the Season Two finale of “Power Book II: Ghost,” Sunday was the most-watched day on the Starz app.

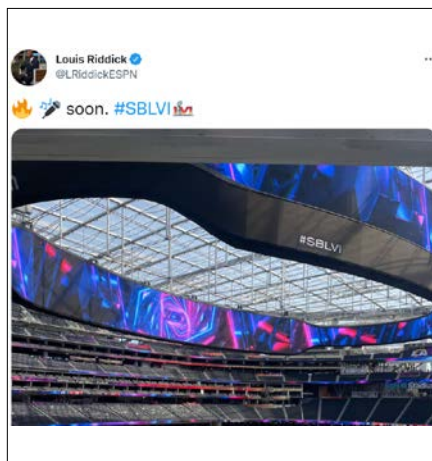
**PROGRAMMING**

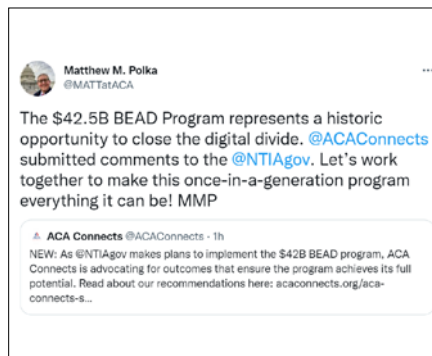
**GAC Family** is taking its own spin on the “Kitten Bowl,” previously a **Hallmark Channel** tradition. “Great American Rescue Bowl” will arrive on the network on Feb. 12, 2023. The event will showcase puppies and dogs available for adoption across the U.S. in addition to its usual cats and kittens. It will be presented in association with North Shore Animal League America. – **Tubi** signed a deal with animation producer and distributor **GKIDS** and will begin rolling out feature films such as “Ernest & Celestine” and “A Cat in Paris” later this month. – **MAVTV** and **MAVTV Plus** will be the exclusive home of the Lucas Oil Pro Motocross Championship series, marking the first season they’re airing the full 12-round Pro MX series, including most practices. – **Nickelodeon** airs a “Nick News” special tackling the mental health crisis among kids on Wednesday at 7:30pm. U.S. Surgeon General *Dr. Vivek Murthy* will join a group of middle schoolers for an open roundtable discussion.

**CABLEFAX DASHBOARD**

**Twitter Hits**







**Research**

(Source: [Hub's Video Redefined Annual Study](#))

- > TV and movies account for 48% of all the time consumers say they spend with screen-based entertainment, down five points from last year.
- > Replacing TV and movie time is time spent watching online videos, gaming and browsing social media, up five points from a year ago.
- > As people age, they spend more time on TVs and movies. Those aged 13-24 say those forms of entertainment only account for one-fourth of their screen-based entertainment time while those aged 35+ spend 60% of their time with TV and movies.

**Up Ahead**

- FEB 4-20:** [Beijing Winter Olympics](#)
- FEB 15:** [Media Institute Luncheon Series](#), Virtual
- FEB 16:** [House Commerce NTIA Oversight Hearing](#)
- FEB 28-MARCH 3:** [Mobile World Congress Barcelona](#)
- MARCH 11:** [The FAXIES 2022 Entry Deadline](#)

**Quotable**

*“We maintain that we offer an extraordinary price/value relationship around the world for Disney+. Obviously, the last few years, pretty much the entirety of the launch of Disney+ has been plagued by COVID-related production interruptions plus, in all fairness, our own recognition that we needed to essentially double our production output. You put those two things together and we certainly have less content than we want... that will rectify itself in the second half of this year... one of the goals was to go ahead and ensure that we had a new title every week and we’ve achieved that. But by ‘23, we want to get to a steady state which is even higher than we have right now.”*  
 – **Disney CEO Bob Chapek** talking the flow of content and pricing strategies for Disney+ on the company's 1Q22 earnings call