

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Carbon Footprint: Cable's on a Sustainability Mission

Wall Street is putting an increased emphasis on companies' sustainability and so are cable operators.

Comcast has announced a deal to purchase 250 megawatts of solar electricity from Constellation that will power approximately 12% of its U.S. operations and the vast majority of its Mid-Atlantic operations with clean, renewable energy. The agreement will support construction of the Blue Sky Solar Project, currently being developed by Scout Clean Energy in Illinois, creating local jobs and bringing additional clean electricity to the U.S. power grid.

Comcast has committed to being carbon neutral by 2035 for Scope 1 and 2 emissions, or the direct and indirect emissions it owns and controls, across its global operations. **Cox Enterprises'** Cox Conserves national sustainability program includes goals like sending zero waste to landfill by 2024, and to be carbon and water neutral by 2034. **Charter** has committed to becoming carbon neutral by 2035, with a focus on energy efficiency, renewable energy and fleet fuel efficiency.

"We've taken several concrete steps to reduce vehicle emissions—from systematically replacing older vehicles, to installing devices in those vehicles to connect and analyze driving data to better optimize crews," said *Vanessa Sinders*, SVP, Congressional and Administration Affairs at Charter. "We've also been conducting a study that looks at the feasibility of introducing electric vehicles into our fleet. And by the end of this year, we will have

launched a pilot utilizing a number of light duty electric vehicles."

Sinders made the comments Wednesday night at an event on Capitol Hill sponsored by **EarthxTV**, which is seeking linear distribution with cable and satellite operators. The channel is an offshoot from nonprofit environmental organization **EarthX**, founded by Texas philanthropist and businessman *Trammell S. Crow*. EarthX holds an annual Earth Day gathering in Dallas that has brought in more than 150,000 attendees in recent years. Crow was on hand for the event, as were several members of Congress and their staffers. The message of the evening was that protecting the planet is a non-partisan issue.

"I stand before you representing one of the most conservative districts in one of the most conservative states in the United States. I come from an area where people when you say the word climate, they break out in a cold sweat. But this I know, conservatives and Republicans care deeply about this earth," said Rep *John Curtis* (R-UT), who introduced the Conservative Climate Caucus last summer. It's up to 75 members.

House Communications subcommittee Chairman *Mike Doyle* also spoke, taking time to acknowledge the steps "that our friends in the cable industry" have taken to reduce their energy consumption by set-tops and their commitments to go carbon neutral.

"This is a good partnership when you think of it between EarthxTV and our cable providers. We know that there's so much more that needs to be done, but it starts with meetings like this, and it starts with the convention that Trammell holds in Dallas, Texas," Doyle said.

ANNOUNCING Cablefax's TOP OPS Nominations

The Top Ops categories recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement. Nominations are open to all operators.

Help Cablefax choose the MSO and Independent Operator of the Year!

Submit Today at: www.CablefaxTopOps.com

Questions: Contact Mary-Lou French at mfrench@accessintel.com or 301.354.1851.



It's free to enter – but you must submit your entries by April 1, 2022!

The Independent Operator of the Year Award (IOY) is presented in conjunction with ACA Connects and NCTC

CHARTER-SINCLAIR

All's quiet on the **Charter-Sinclair** front, with both sides continuing to talk. The two are negotiating retrans for the Sinclair broadcast stations as well as the **Bally Sports** RSNs. It's hard to predict how talks will go, but no news is often good news. The two already agreed to a month-long extension at the end of February that kept the channels up as negotiations continued. The deal has plenty of watchers as Sinclair is readying a soft launch of its DTC sports streaming app in the first half of this year.

CMG SELLS STATIONS TO INSP AFFILIATE

Cox Media Group will sell television stations in 12 markets to **INSP** affiliate **Imagicomm Communications**, the pair announced earlier this week. Upon close of the transaction, Imagicomm will acquire **KLAX** (Alexandria, LA), **WICZ** (Binghamton, NY), **KIEM/KVIQ-LD** (Eureka, CA), **WABG/WNBD/WXVT** (Greenwood, MS), **KPVI** (Idaho Falls, ID), **KMVU/KFBI-LD** (Medford, OR), **WHBQ** (Memphis, TN), **KAYU** (Spokane, WA), **WSYT** (Syracuse, NY), **KOKI/KMYT** (Tulsa, OK), **KCYU-LD/KFFX** (Yakima, WA) and **KYMA** (Yuma, AZ). The deal is expected to close in the second half of 2022.

AT THE COMMISSION

The **FCC's Wireline Competition Bureau** is seeking comment on a petition from the **Competitive Carriers Association** that would give providers an additional 60 days from April 15 to apply the Affordable Connectivity Program benefit to all plans. The group said that while its members have worked diligently to meet the April 15 deadline, more time is needed to make the necessary modifications to all their systems. "Some vendors rely on outside billing vendors that typically take months to make changes to providers' billing systems,"

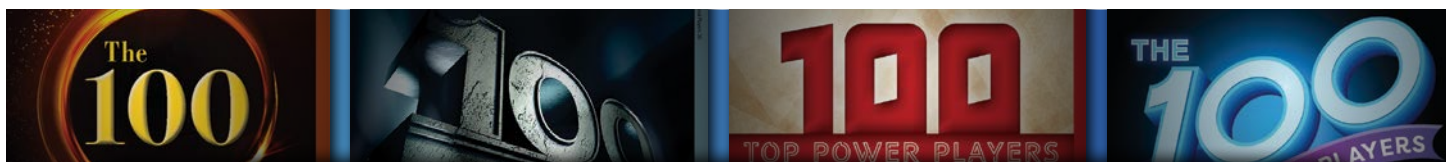
the petition said. Comments are due April 8.

CWA WORRIED ABOUT TEGNA ACQUISITION

The **NewsGuild-Communications Workers of America** is raising concerns about the acquisition of **TEGNA** by **Apollo Global** and **Standard General**. It wants the **FCC** and **DOJ** to investigate whether the deal is structured in a way that would allow Apollo to work around the Commission's broadcast ownership cap. "How do Apollo's major debt and equity investments totaling over \$1.7 billion not lead to shared ownership or control of Apollo's and TEGNA's stations, resulting in far more than 39% national coverage? Does the debt include rights to acquire TEGNA stations in the event of a default, which again would violate the 39% cap?" NewsGuild-CWA President *Jon Schleuss* said in a statement. Other questions he raised include why the parties are asking for a waiver of foreign ownership rules without offering a commitment to protect local journalism and whether the deal is structured in a way that will increase retrans consent fees charged by the stations to operators.

ADAPTIVE SPIRIT HITTING THE SLOPES

Adaptive Spirit is taking over Vail from April 7-10 with its annual networking gathering. Kicking off this year's event will be an educational panel sponsored by **Liberty Global** and **Liberty Latin America** titled "Tech Dependency Generation: Adapt and Leverage" with panelists including **Google's Chris Wallace** and **DISH's Christina Sasone**. Returning this year will be the Brain Trust Breakfast sponsored by **Juniper Networks** and **Crown Media**. Hosts include **NCTC's Lou Borelli**, **Charter's Eilisa Reid**, **Comcast's Brooke Pruter** and **Christina Sansone** and **Dave Mayo** from DISH. The non-profit's annual educational and networking event helps fund the US Paralympics Ski and Snowboard teams. More than



CONGRATULATE the **CABLEFAX 100** and **REACH** the Top Leaders in Cable, Broadband & Digital

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WWW.CABLEFAX100.COM **Magazine Publish Date: April 27**

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC | www.cablefax.com | 301.354.2101 | Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com | VP/Group Publisher, Cablefax and Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com | Managing Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com | Associate Editor: Noah Ziegler, 301.354.1704, nziegler@accessintel.com | Director of Business Development, Cablefax: Ellen Kamhi, 917.626.5574, ekamhi@accessintel.com | Dir of Marketing: Kate Schaeffer, kschaeffer@accessintel.com | Production Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com | Group Subs/Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,799.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

20,000 telecom execs and guests have participated over the years, with Adaptive Spirit (formerly SKiTAM) raising more than \$11 million for the US Paralympic Alpine, Nordic, Snowboard and Biathlon teams.

FINAL FOUR FRENZY

As we enter this year's Final Four, **CBS** and the **T-Nets** averaged 9.12 million viewers through the first two rounds of the men's NCAA Tournament—the highest in the last five years. However, viewership was down for each time frame in the Elite 8 compared to 2019. For the women's tournament, **ESPN** networks are averaging 465,000 viewers, and in the Elite 8 alone, the network averaged 1.533 million viewers. As teams settle in their respective Final Four locations in New Orleans and Minneapolis, **DirectTV** provided DirecTV Stream equipment and service in the four student-athlete and four family lounges in both cities.

TEeing UP FOR THE MASTERS

Golf's biggest tournament is on the horizon with the Masters teeing off Thursday. Television coverage is split with **ESPN** taking the first two rounds and **CBS** having the remaining rounds Saturday and Sunday. In addition to the main broadcasts, **ESPN+** will have two-hour practice round programs Tuesday at noon and Wednesday at 10am, as well as featured groups and holes throughout all four days. The big question is whether *Tiger Woods* will participate. Woods was in a car crash in February 2021 that nearly led to his right leg being amputated. Woods has made a gradual return to golf and played a practice round at Augusta National on Tuesday, fueling speculation on whether he'll play. He hasn't officially said and won't have to until next week, but in terms of what broadcasters will talk about, there's a lot hanging in the balance. "It changes everything. He's the singular player in the sport," van Pelt said in a media call. "If he plays, then that becomes its own lane of coverage. It's Tiger. We all know what he is and what he represents, and if he's going to try to play after what happened and the car accident ... It would be quite something from a coverage standpoint." From the production side, CBS and ESPN won't have major changes if Woods plays, but it could alter the featured groups.

CABLEFAX DASHBOARD

Twitter Hits

Tim Cook @tim_cook
Team CODA created a profoundly beautiful movie, a story of hope and heart that celebrates our differences. Congratulations to the producers, @SianHeder, @TroyKotsur, @MarleeMatlin, @EmiliaJonesy, @DanielNDurant, @EugenioDerbez, and all involved in these historic wins! #CODAFilm 🙌



NCAA March Madness @MarchMadnessMBB
Mascots are bringing the energy in NOLA 🤩
#MFinalFour 🇺🇸 #MarchMadness 📺



The mascots found each other in the hallway of the Final Four 🙌

Verizon Support @VerizonSupport
Check out the newest device from Verizon. Also, available in creme, lime green, and tan. Optional 12' cord available upon request. #AprilFools



Research

(Source: [Dell'Oro Group 4Q 2021 Data Center Physical Infrastructure Quarterly Report](#))

- > Despite ongoing supply chain constraints, data center physical infrastructure revenues rose 11% in 2021.
- > The fastest-growing data center physical infrastructure market segment in 2021 was thermal management. Revenue grew 14%, led by direct liquid and immersion cooling technologies.
- > For 2022, worldwide data center physical infrastructure revenues are forecast to grow 8% and exceed \$23 billion.

Up Ahead

- APRIL 4-6:** [MIPTV](#); Cannes, France
- APRIL 23-27:** [NAB Show](#), Las Vegas
- APRIL 24-26:** [NTCA Legislative + Policy Conference](#); Washington, DC
- APRIL 28:** [Interactive Case Competition Meet the Judges Webinar](#)
- MAY 6:** [Free State Foundation 14th Annual Policy Conference](#); Washington, DC

Quotable

"The Chairwoman, along with my colleagues, supported my proposal to seek comment on a Pilot Program to expand [ACP] participation by households that benefit from Federal Public Housing Assistance. More than 5 million households benefit from federal rental assistance programs, including public housing and the housing choice voucher program . There is a clear synergy between housing and connectivity... I've met with a number of Public Housing Authorities already to seek their expertise in closing the digital divide, and I'll never forget when I got to sit down with a single mother of three in Selma, Alabama who told me how free connectivity in her residence at the George Washington Carver Homes transformed her life. I know it can do the same for others." – **FCC Commissioner Geoffrey Starks detailing efforts to build Affordable Connectivity Program participation during a House Communications Subcommittee FCC oversight hearing**