

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Next Steps: Starry Talks Single Family Homes, Pricing on First Earnings Call

Starry is ready to take on rent and a mortgage, revealing at its first earnings call Thursday that it plans to offer its services to single-family homes as well as MDUs within the next few years. It will take some time to prepare for the expansion, so this won't be an overnight change. Ultimately, CEO *Chet Kanojia* said on the 1Q22 call this is a move that will ensure the fixed wireless broadband provider can keep growing its base a decade from now.

"Today, our sense is there is about 15 million households in multifamily of varying, different sizes in the licensed areas that we have. So in all standards, if the company did nothing else and just focused on that, we have a pretty bright future ahead of us," he said. "But being who we are, obviously beginning to expand to single family is important because a couple years from now, it's going to be an important element where we're going to be investing more heavily... think about it as setting our foundation for the next five years."

That doesn't mean that Starry is planning on straying far from its urban roots. It currently serves Boston; New York City; L.A.; D.C.; Denver and Columbus, Ohio. It will be launching an additional market later this year, and that's likely to be another major city. That's where Kanojia believes Starry can score the most customers in the most economic fashion, and it is also where his company has a better chance of standing out.

"Historically people have always talked about 'hey, why don't

you do rural?'" My view is always, 'look, I want to be where the customers are,'" he said. "Secondly, on the rural side, there is going to be a lot of competition given government subsidies, potential of the 5G-based solutions, utilities, electric co-ops. And on the urban side, we're pretty unique in that we're kind of the only name of the game from an overbuilding perspective that's attempting any meaningful scale."

Revenue increased 63% YOY to \$7.4 million thanks to net customer growth of 72%. Cost of revenue rose by 45% due to higher depreciation tied to the company's network expansion in addition to increased headcount and network service costs. Net subscriber additions for the quarter exceeded 8,000, and it now has more than 71,000 customers. It anticipates that it will exceed 100,000 subscribers by year end. If it meets that milestone, the company would have grown its subscriber count by at least 58% YOY.

Starry eventually hopes to exceed a 30% take rate within the buildings that it serves. There are plenty of reasons why leadership believes that number is the right goal, some of them competitive and some of them tied to how Starry wants to operate.

"There is a natural ceiling on Starry's customer take rate within a building, mainly because we don't offer a video product that is for a certain percentage of the population," Kanojia said. "We've strategically decided that's not for us. It's an impact on margin that I don't believe in and it's not a product that I think long-term is going to be sustaining itself."



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Starry does offer some promotions in its efforts to win over new customers, but rather than offering special pricing across a certain period of time, it offers new subscribers some sort of free period at the start of their service. Right now, it likes that model and Kanojia is committed to not raising Starry's price point unless it is forced to.

"We do think ultimately there is opportunity to serve the customer extra and get more revenue on a per customer basis based on product features, performance, speed and other things that you might be able to add in. Security and who knows what else," he said. "But ultimately, I think the raising rate mindset needs to go away because I don't think customers are going to be responsive to 5% rate increases on an annualized basis. That's just not going to be the case."

FEDS AGREE TO SHARE BROADBAND DATA

The **FCC, USDA, NTIA** and **Treasury Department** signed an interagency agreement Wednesday tied to the sharing of and collaboration on the collection and reporting of broadband deployment data. It'll be chalked up as a win for many across the industry who have described a need for such information sharing in light of the many broadband subsidy and grant programs that exist across the four departments. The leaders of the four agencies will consult with one another and share information tied to the FCC's programs, the USDA's Rural Utilities Service, NTIA's broadband programs and the Treasury's Coronavirus Capital Projects Fund and State and Local Fiscal Recovery Fund. The hope is that such dialogue will lower the risk of waste, fraud and abuse across those programs and prevent government-funded overbuilding from becoming a major problem.

YOUTUBE TV WIDENS ESPANOL OFFERINGS

YouTube TV has expanded its Spanish-language plan options with two aimed at new and existing subscribers. First up is the Spanish Plan, a subscription offering designed for viewers that are only interested in Spanish-language content. Those users will have access to more than 28 channels including **Discovery en Español, ESPN Deportes, Nat Geo Mundo, Univision** and **Cine Mexicano**. Subscribers do not need to sign up for the existing YouTube TV base plan to access the Spanish plan. For now, members that sign up will receive the plan at an initial rate of \$24.99/month for the first six months and will be charged \$34.99/month following the promotional period. The vMVPD is also introducing a Spanish Plus add-on for those YouTube TV base plan subscribers that also want to explore more Spanish-language content. Priced at \$14.99/month, Spanish Plus includes more than 25 Spanish-language channels including **Fox Deportes, beIN Sports Español, Sony Cine** and **Estrella TV**.

MIDCO NAMES PRESIDENT/COO

Midco has added the new position of President and COO, tapping longtime Chief Technology and Information Officer *Tom McAdaragh* for the role, which will focus on customer-facing activities. "Tom's education, extensive experience and strong performance position him well for this role," said Chairman/CEO *Pat McAdaragh*. "I have the utmost confidence in Tom, knowing he will continue to elevate our network, product engineering and information security." The two McAdaraghs are brothers. *Ben Dold*, who has been with Midco since 2010, was named SVP, Operations, leading field operations, construction, supply chain, business operations and customer care teams.

MORE DEPARTURES AT WARNER BROS. DISCOVERY

Warner Bros. Global Communications head *Johanna Fuentes* and *Tom Ascheim*, President of Warner Bros. Global Kids,

Cablefax Executive Round Up

We asked the **Cablefax 100**: What creative property do you hope NEVER gets adapted into a show, movie or remake?



Ayo Davis

President

Disney Branded Television

"As a horror movie buff, I have to say 'Empire of the Ants' is one that doesn't need a remake! It's based on a short story by H.G. Wells, so that tells you enough about the quality of the storytelling, and the film was just the right amount of campy and terror, I don't know if it's possible to do a remake without losing some of what made it so great the first time around."



Ken Johnson

SVP, Technology Services

Cable One

"I enjoy the grittiness and cinematography of the classic western. Often when remakes are done, they do too much with special effects and updated storylines. But when they do it right it works. I think 'True Grit' is a good example of a western remake that retained its roots while becoming a bit more current."



Howard Lee

President, TLC Streaming & Network Originals

Warner Bros. Discovery

"I strongly believe 'Succession' should never make it to Broadway, no matter how theatrical the theme song is."



Erin McPherson

Head of Content & Partnerships

Verizon

"'Sixteen Candles' and any John Hughes movies. They stay in my Gen X time capsule!"

Young Adults and Classic, are the latest to exit **Warner Bros. Discovery** post-merger. Both were relatively new to the **WarnerMedia** family, with Ascheim coming over in April 2020 from **Freeform**, where he served as President. Fuentes joined in May 2020 from **Showtime Networks**.

BENNET PROPOSES FEDERAL AGENCY FOR BIG TECH

Senator *Michael Bennet* (D-CO) proposed a different approach to regulating Big Tech Thursday, introducing a bill that would create a federal body designed to regulate digital platforms in a way that makes sense for the sector. Specifically, the Digital Platform Commission Act would create a Federal Digital Platform Commission that would have the jurisdiction and needed tools to develop rules and “guardrails” for Big Tech. “We don’t have to choose between letting digital platforms write their own rules, allowing competitors like China and the E.U. write those rules, or leaving it to politicians in Congress,” he said in a statement. “We should follow the long precedent in American history of empowering an expert body to protect the public interest through common sense rules and oversight for complex and powerful sectors of the economy.”

FIBER FRENZY

AT&T is bringing its fiber network to more than 4,000 customer locations in Boonville, Indiana. The \$4.4 million project is expected to complete 18 months after a final agreement—which is waiting for funding approval by the city—is signed.

XUMO'S TELLING YOU WHAT TO WATCH

Comcast and **Xumo** launched the Xfinity What to Watch channel on the Xumo app, bringing Xumo customers a 24/7 linear channel with entertainment recommendations from a team of movie and TV editors. The channel will also feature Xumo movies and shows. Comcast customers with Xfinity X1, Xfinity Flex or XClass TV have access to the channel.

BUNDLE UP ROKU

Beginning Sunday, **Roku** Ultra will include the Roku Voice Remote Pro. The rechargeable remote features hands-free voice controls, lost remote finder, private listening and more, adding to Roku Ultra’s 4K picture and WiFi. The new Roku Ultra bundle will be available for \$99.99 at Roku.com and at major retailers.

HULU, XBOX GAME TOGETHER

Eligible **Hulu** subscribers can get three free months of PC Game Pass starting today. The offer is available for redemption at hulu.com/pcgamepass through July 23, giving members access to over 100 games on Windows PC, including Minecraft and Microsoft Flight Simulator. The offer is valid in the U.S. for Hulu subscribers in good standing and new Xbox Game Pass members.

TELEMUNDO LAUNCHING NEWS STREAMER

Telemundo is launching 24-hour Spanish-language news channel **Noticias Telemundo Ahora**. The streaming offering is in partnership with NBC News NOW and will feature live reporting from all major U.S. cities. At its upfront Thursday, Telemundo also announced it is bringing back “La Reina del Sur” and “El Señor de Los Cielos” for their third and eighth seasons, respectively. The network also unveiled a slate of new dramas, including “La Mujer de Mi Vida, Culpable o Inocente” and “El Conde.” Telemundo is

expanding its Tplus **Peacock** originals with “The Story of Reggae-ton” and dramas “Keep This to Yourself,” “90 Minutes” and others. The programmer is gearing up for the 2022 World Cup in Qatar with coverage of all 64 matches with on-site and in-venue teams.

PROGRAMMING

ESPN will have first tee to last putt coverage of the first and second rounds of the 2022 PGA Championship. From 8am to 2pm on May 19-20, **ESPN+** will carry live action before ESPN takes over from 2pm-8pm. The network is introducing its golf version of “Manning Cast” hosted by *Joe Buck* and *Michael Collins* from 1pm-2pm on ESPN and 2pm-5pm on **ESPN2**. The network will air five hours of live play for the third and fourth rounds, starting on ESPN+ from 8am-10am then switching to ESPN from 10am-1pm – The filmed version of Off-Broadway production “Trevor: The Musical” will debut June 24 on **Disney+**. It is based on the short film “Trevor,” which inspired The Trevor Project. – **Disney’s Onyx** collective greenlit four-part docuseries “Gigante,” which chronicles the political and cultural impact of “Sabado Gigante.” – **discovery+** ordered “We Bought a Funeral Home.” The first season will have six hour-long episodes that highlight the journey of a family trading city life for the renovation of a 12,000-sq. ft. funeral home. – **Hallmark Channel** greenlit “The Way Home,” a drama following a family with a time-travel twist. The show will premiere in 2023.

PEOPLE

Katherine Nelson is joining the mouse house. She has been named VP, Corporate Communications for **Disney Branded Television**. She most recently called **NBCU** home, heading corporate communications and more for **USA, Syfy** and **Universal Content Productions**. – *Suzette Ramirez-Carr* was named Chief HR Officer at **WWE**, reporting to Chairman & CEO *Vince McMahon*. Ramirez-Carr has nearly 30 years of executive experience, holding positions at United Talent Agency, Beautycounter and Oaktree Capital Management. – **ESPN** named *Michael Thompson Jr.* as VP, Programming & Acquisitions. He’ll be the point of contact for ESPN’s business with the Southeastern Conference and be responsible for **SEC Network’s** programming strategy, content acquisitions, live event scheduling and long-term strategy. He’ll also oversee programming strategy for **Longhorn Network**.

DOING GOOD

Cable One awarded \$30,000 to 10 schools and organizations across its footprint (\$3,000 to each) to fund science, technology, engineering or math projects. Cable One has awarded more than \$80,000 in the past three years to fund STEM initiatives as part of its “Dream Bigger” campaign. – **Comcast** is providing \$5 million in grants to eligible small businesses owned by people of color in Atlanta, Detroit, Pittsburg, Philadelphia and the Twin Cities as part of its Comcast RISE Investment Fund. Starting June 1 and going through June 14, businesses can apply for a \$10,000 grant at www.ComcastRISE.com. The grants come in the form of a TV campaign, production of a TV commercial or consulting services from **Effectv** or computer equipment, internet, voice or cybersecurity from Comcast Business. The winners will be announced in July.

PROGRAMMER'S PAGE

MSNBC Highlights Short Squeeze of the Century

"We like the stock," proclaimed many determined, hopeful and often anxious traders who hail from the Reddit community r/WallStreetBets. The subreddit is known for its role in fueling the Gamestop stock saga over a year ago, and that David vs. Goliath boxing match is revisited in **MSNBC's** "Diamond Hands: The Legend of WallStreetBets," premiering Sunday at 10pm. While the mystique of Reddit is the anonymity it provides users, some make their faces known in this documentary to tell their Gamestop stories, but others don a knight helmet to stay in the dark. The hectic and manic aura of WallStreetBets helped guide how directors and producers *Zack Canepari* and *Drea Cooper* wanted to portray the film, which has its share of flashy montages and up-tempo music. "Creatively, the thing we were most excited about right from the jump, was trying to make something into the voice of the subreddit," Canepari told **CFX**. "What did it feel like to be these guys, how are they communicating, what does the internet feel like? I think that was something we worked really, really hard to try to create. As a result, the film has that feeling too." Investment firms saw an opportunity to short sell Gamestock in January 2021, and that's when the ringers of WallStreetBets teamed up and took to stock trading app Robinhood to buy Gamestop stock. The movement to short squeeze Gamestock had people from all backgrounds. Their efforts caught the nation by storm in what some labeled as a battle between the common person vs. the elite. "When these moments happen that are really big, we don't fully understand. It's really great when a story can educate you in a way so that we actually get it," *Amanda Spain*, VP, Longform Acquisitions at MSNBC, said to **CFX**. "When I first saw the whole thing laid out in front of me, it hit me how important this moment was ... It's not just some story that aired for a few nights." Ultimately—and controversially—many had varying results. When Robinhood decided to restrict users from buying more Gamestop stock, it sent traders and Reddit users into a spiral. Some made money, some didn't. It's the way of Wall Street, but that didn't deter the group of underdogs who disrupted the financial capital of the world. – *Noah Ziegler*

REVIEWS

"The Talk's Amazing Camping Trip," streaming from Friday, **Paramount+**. In addition to streaming, this special ep of long-running series "The Talk" goes live on **CBS** on Friday (2pm ET). It has its moments, though it's skippable save for those obsessed with Talk and "The Amazing Race," whose host *Phil Keoghan* turns up unannounced. He goads Talkers *Akbar Gbajabamila*, *Amanda Kloots*, *Natalie Morales*, *Jerry O'Connell* and *Sheryl Underwood* into a camping trip and competition. It's played mostly for laughs as the talent is nearly talentless in the wild, though they're good natured about it. – "Operation Mincemeat," **Netflix**. Also running in theaters, this film, based on *Ben Macintyre's* terrific book, reveals the story of English spying during WWII worthy of James Bond. And speaking of 007, his creator *Ian Fleming* is part of this film, whose plot features 'floating' a scheme so incredible you might not believe it's true. The stellar cast features actors well known on the small screen, such as *Matthew Macfadyen* ("Succession"), *Jason Isaacs* ("Nip/Tuck") and *Penelope Wilton* ("Downton Abbey"). A movie star, *Colin Firth* is fine here, but, at the moment, he's also doing great work on cable, in **HBO Max's** "The Staircase." Another film star with a distinguished cable pedigree is the always-excellent *Kelly Macdonald*, vital to this film, but known for "Boardwalk Empire" too. – *Seth Arenstein*

BASIC CABLE		
P2+ PRIME RANKINGS*		
(05/02/22-05/08/22)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
TNT	0.846	2636
FNC	0.722	2250
ESPN	0.421	1312
HGTV	0.320	998
MSNBC	0.320	996
INSP	0.265	826
HALL	0.255	794
HIST	0.252	783
TLC	0.243	756
DSC	0.230	715
FOOD	0.219	683
USA	0.199	619
CNN	0.193	601
TBSC	0.168	523
TVLAND	0.166	517
ID	0.163	509
FX	0.145	452
A&E	0.135	419
WETV	0.134	416
LIFE	0.133	414
AMC	0.132	411
GSN	0.115	359
HMM	0.111	347
NETGEO	0.100	311
BRAVO	0.097	303
NAN	0.095	296
APL	0.095	295
TRAVEL	0.091	283
COM	0.090	279
OXY	0.089	278
SYFY	0.088	274
PRMNT	0.087	271
BET	0.081	252
OWN	0.079	246
ADSM	0.076	236
MTV	0.075	235
FXX	0.075	233
LMN	0.074	229
FETV	0.073	227
IFCTV	0.071	220
FRFM	0.071	220

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



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Deadline: Friday, June 3 to submit three entries for free. www.CablefaxDiversity.com