

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Go Time: NTIA Releases Notice of Funding Opportunity for BEAD

NTIA closed the week with a bang, releasing Notice of Funding Opportunities for three broadband programs funded by the Infrastructure Investment and Jobs Act.

Of course, the big kahuna is the BEAD program, which will distribute \$42.5 billion in grants to states, territories, D.C. and Puerto Rico for broadband deployment and accessibility. In the Notice of Funding Opportunity tied to that program, NTIA defined priority broadband projects as those that “will provision service via end-to-end fiber-optic facilities to each end-user premises.” The agency said fiber projects are the only ones that ensure that the network will be able to easily scale speeds over time and meet the connectivity needs of the future.

“End-to-end fiber networks can be updated by replacing equipment attached to the ends of the fiber-optic facilities, allowing for quick and relatively inexpensive network scaling as compared to other technologies,” NTIA said in the NOFO. “Moreover, new fiber deployments will facilitate the deployment and growth of 5G and other advanced wireless services, which rely extensively on fiber for essential backhaul.” States have to give the greatest weight to projects that will provide the most affordable total price to the consumer for gigabit service in the project area and that consider the cost to the program per location, among other criteria.

There are other broadband delivery methods that fit into NTIA’s “Reliable Broadband Service” category, including cable modem/hybrid fiber-coaxial technology, DSL or terrestrial fixed

wireless that is dependent entirely on licensed spectrum or a mix of licensed and unlicensed spectrum.

“For the purposes of the BEAD Program, locations served exclusively by satellite, services using entirely unlicensed spectrum, or a technology not specified by the [FCC] for purposes of the Broadband DATA Maps, do not meet the criteria for Reliable Broadband Service and so will be considered ‘unserved,’” NTIA said.

Each state is eligible to receive a minimum of \$100 million while each territory can receive a minimum of \$25 million. States can also receive up to \$5 million in initial planning funds. American Samoa, Guam, the U.S. Virgin Islands and the Commonwealth of the Northern Mariana Islands each are allowed to request up to 1.25 million for initial planning costs.

All completed letters of intent must be received by NTIA by 11:59pm ET on July 18. Any supplemental information should be submitted by 11:59 pm ET on Aug 15. Those applicants that receive access to initial planning funds must then submit a five-year action plan detailing how they will achieve the goal of connecting all of their residents to NTIA within 270 days of receipt of those funds. Those plans are also required to incorporate digital equity milestones. All future submission deadlines will be released following the FCC’s release of the updated broadband availability maps, which Chair *Jessica Rosenworcel* has promised will occur this fall.

In eligible entities’ initial proposals, they’ll also have to identify steps that they will take to reduce costs and barriers to deployment. That includes the promotion of the use of existing infrastructure, dig-once policies and the adoption of streamlined



## Nominate for The Diversity List.

Help Cablefax recognize the top multi-ethnic executives based on their influence and power within the industry plus this year, Cablefax introduces its inaugural Pride List, honoring top LGBTQ+ execs who are making their mark on the industry.

Other nomination categories include D&I Mentor of the Year, Public Affairs Campaign and Thrivers Under 30, the industry’s rising stars under 30.

**Deadline:** Friday, June 3 to submit three entries for free.

[www.CablefaxDiversity.com](http://www.CablefaxDiversity.com)

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permitting processes and cost-effective access to poles. That should ease some of the anxiety cable operators are feeling when it comes to meeting the ambitious buildout requirements tied to the program's grants.

NTIA's NOFO earned praise from many across the industry and on Capitol Hill. Many believe that the devil is in the details, but there was widespread agreement that the agency took a thoughtful approach to the program's creation and listened to the interests of various stakeholders.

"We are especially pleased that the Internet for All program promotes strong labor standards and reflects the priorities that we and other Democratic Committee members advocated for earlier this year," House Commerce Democrats Frank Pallone (D-NJ) and Mike Doyle (D-PA) said in a statement Friday. "NTIA's announcement prioritizes affordability, future-proof networks, digital inclusion and competition, all while bringing local communities together around these transformational broadband projects."

Folks shouldn't lose sight of the other two opportunities NTIA opened up today: the \$1 billion Enabling Middle Mile Broadband Infrastructure Program and the \$1.5 billion State Digital Equity Planning Grant Program. The former aims to increase local competition by supporting the construction, improvement or acquisition of middle mile infrastructure while the latter is the first in a series of programs tied to the Digital Equity Act. The program for states and territories funds an annual grant program for five years to support digital equity projects and the implementation of plans designed to ensure that all individuals and communities have the skills they need to benefit from digital tools.

PROVIDERS HELP WITH WILDFIRE RELIEF

Verizon and Comcast are extending help to those affected by the wildfires in northeast New Mexico. Verizon is providing unlimited calling, texting and data to customers who reside in the areas most impacted by the fires. It's also set up a Wireless Emergency Communication Center in Glorieta, New Mexico, that's available to the public from 8am-5pm. Verizon's Frontline Response Team has been assisting first responders with communications capabilities as well. Comcast's network hasn't been impacted by the fires, but some employees were in the evacuation areas and are currently being cared for. Comcast opened up Xfinity public WiFi hotspots in Santa Fe and Albuquerque May 3-10 and donated \$10,000 to the Las Vegas New Mexico Community Foundation Hermit's Peak Wildfire Relief Fund.

JENCKES HEADING COMCAST/CHARTER JV

We don't yet have a name for Comcast and Charter's streaming platform jv, but we do know who is leading the charge. Marcien Jenckes, who last served as President of Advertising for Comcast Cable, will develop the business as well as its monetization models. He's used to working across the two companies, guiding the launch of On Addressable with Charter and Cox. The initiative was designed to bring scale and momentum to addressable television advertising.

IF YOU DOUBLE DARE PARAMOUNT GLOBAL...

In March, the U.S. Trademark Trial and Appeal Board sided with Paramount Global's request to prevent producer Armstrong Interactive from using the name "Double Dare" for a new television program. This week, Armstrong, which produced children's show "Wonderama," filed a lawsuit over the name in federal court

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The advertisement includes a smaller image of the Cablefax Daily magazine cover. The cover features the headline "Deal Talk: RCN/Altice/Grande CEO" and "Dissect: \$6.1bn Stargate Deal". Other articles on the cover include "Verizon's New 5G Network", "Comcast's New 4K Content", and "Netflix's New 4K Content". The cover also includes a "Most Powerful Women" award announcement for December 4th.

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in California. Armstrong claims the board's decision is based on numerous errors of law and fact. Paramount has argued the Armstrong show would be confused with **Nickelodeon** children's game show "Double Dare," which first began airing in 1986. New episodes stopped airing in 2000. Armstrong claims Paramount let the trademark lapse between 2009-2018, raising objection when it announced the new show and then rebooting the show after it filed its request to use the name. In agreeing with Paramount's opposition, the board found that Double Dare hadn't lost its significance as a trademark and that there would likely be confusion with Viacom having priority for the mark. Armstrong contends it is seeking to create a new program, different and unconnected to Nick's "Double Dare," just as Paramount did when it adopted the mark in 1986. "Double Dare" was previously the name of a 1976 game show hosted by the late *Alex Trebeck*.

**PROGRAMMING**

**USA Network** is expanding sports and entertainment programming this year. New series include "Austin Dillon's Life in the Fast Lane," premiering June 23, "Snake in the Grass" which features contestants finding out which of their group is the "snake," "Race for the Championship" and more. USA is bringing back "Chucky" for a second season, "Miz & Mrs." for a fourth season June 6 and "Chrisley Knows Best" for its 10th season June 23. - **FX** has eight new and returning programs premiering this summer. New series "The Old Man" debuts June 16 and "The Bear" kicks off a week later on **Hulu**. "Welcome to Wrexham" and "Little Demon" premiere in August on FX and **FXX**, respectively. "What We Do in the Shadows," "American Horror Stories" and "Reservation Dogs" all return this summer as well.

**PEOPLE**

**Warner Bros. Discovery** Chief Brand Officer, Discovery & Factual *Nancy Daniels* is steering the **Turner Networks** after the departure of longtime leader *Brett Weitz*. Unscripted Programming Head *Corie Henson*, SVP of Original Content *Adrienne O'Riain*, Associate General Manager/SVP of Scripted Originals *Sam Linsky* and VP Production *Tammy Glover* will report to her.

**CABLEFAX DASHBOARD**

**Twitter Hits**

**CableLabs** @CableLabs

Yesterday, Curtis Knittle presented at 2022 WSTS 🙌 He discussed the "evolution of the cable network from the traditional hybrid-fiber coax solution to an architecture which will support the industry for years to come." Nice work, Curtis!  
[cablela.bs/3M4PUtC](https://cablela.bs/3M4PUtC)

**Kathryn de Wit** @km\_dowit

I was honored to attend today's event on the Affordable Connectivity Program, where the President and VP emphasized how this program will help ease the burden of paying for this essential service.

**Mitch Landrieu** @MitchLandrieu46

@SecRaimondo & @NTIAgov are launching major programs to ensure every American has access to affordable, reliable high-speed internet, all part of @POTUS Bipartisan Infrastructure Law. One more way we're #BuildingABetterAmerica.

**Research**

(Source: [Parks Associates](#))

- > 78% of those who subscribe to an OTT sports service have livestreamed, as opposed to just one-quarter of those who do not subscribe to an OTT sports service.
- > Consumers who livestream estimate that live online content comprises close to half of their total online video consumption.
- > Among heavy livestream viewers, on-demand content comprises just over one-quarter of their online video consumption.

**Up Ahead**

- MAY 16-19:** The WICT Network's [Betsy Magness Leadership Institute](#), Denver, Co. |
- MAY 23-25:** Media Financial Management Association's [Annual Conference](#); Tampa, FL
- JUNE 12:** Cablefax's Fiber Panels for Cable Operators, [Fiber Connect Pre-Conference](#); Nashville
- JUNE 27-30:** CTA's [CEO Summit](#), Santa Barbara
- JUNE 29:** Cablefax's [FAXIES Virtual](#)

**Quotable**

*"What we're concerned with is the Disney+ DTC strategy. If you remember, they changed their strategy from the first rollout... they have a bigger plan with more subs, more entertainment content, more sports and I'm not convinced that's the best idea for Disney. I wonder if they're rethinking their view to come out with such a huge idea. They want to above 30 million, 40 million subscribers, I'm not sure that's the best use of their capital. I think if they played to their superfans and maybe had a smaller targeted addressable market but with probably higher prices, that's a better outcome for shareholders."*

- **MoffettNathanson** founding partner **Michael Nathanson** on CNBC's "Squawk on the Street" [discussing](#) what it would take for him to move his "Hold" rating on the stock