

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Brake Check: AT&T Rethinking Investment Numbers Due to Inflation

Inflationary pressures are becoming a daily talking point for executives in every business, and while **AT&T** CEO *John Stankey* has lived through economic downturns, the additional microeconomic factors coloring the U.S. economy are keeping him up at night.

“We have to be mindful of the fact that inflation levels are really problematic... my concern is there’s an awful lot of other structural issues to be dealt with right now that maybe in the past cycles of looking through inflationary dynamics weren’t as prevalent,” Stankey said during a keynote address at the J.P. Morgan Global Technology, Media and Communications Conference Monday. “We’ve got energy-related issues. We have unparalleled supply chain-related issues. We have labor components that have been thrown out of skew because of some of the incentive structures coming out of the pandemic. All those things make it even harder than normal to move through this.”

Should these macroeconomic issues last for a meaningful period of time, AT&T may have to rethink or soften its investment plans for 2023. The company has set a goal of doubling its fiber passings to more than 30 million by 2025, and Stankey doesn’t think it is time to shift the timeline on that milestone.

“I don’t want to stop investing in areas where I think we can build a franchise that’s sustainable, but certainly we have

parts of our business that are driven by customer activity and volume and growth, and I would expect that maybe some of that gets tempered a bit if we see that circumstance and need to be prepared given we’re in a fairly long lead time business,” he said.

AT&T Fiber has failed to score the penetration numbers of its cable and fiber competitors despite marketing products and speed tiers that should be competitive across much of its footprint. When asked why the business has struggled to achieve the success of its peers, Stankey blamed a lack of a long-term strategy combined with a rush to get into the marketplace.

“We did deployment that was largely out of expediency to try to meet regulatory commitments and get low hanging fruit, and it created a bit of a patchwork. And now, as we’re deploying, we’re going back in and filling in a lot of that patchwork, which means we can do things like advertise more broadly in a metropolitan area to create awareness,” he said.

There’s been plenty of revisionment done to the way AT&T enters a community, and Stankey is hoping that added personal touchpoints will really help the company’s penetration numbers. When AT&T fiber technicians finish an installation at one house, they leave door hangers on the five houses to the left and the five houses to the right of that home in an effort to drum up greater conversation about the service.

“We’ve gotten really good as we’re deploying... we have a machine on this right now, and it’s working far better than



CONGRATULATIONS to the 2022 Cablefax 100!

These exceptional leaders have grown their organizations through a pandemic, rising inflation, M&A, an influx of streaming services and general uncertainty without ever dropping the ball. Our annual must-read magazine highlighting the industry’s most powerful executives is bigger, splashier and mightier than ever.

Visit www.Cablefax100.com to enjoy the digital version, get the download on each of our honorees as well as their answers to the famous Cablefax 100 Q&A.

www.cablefax100.com

it ever has and allows for that far more rapid penetration,” Stankey said.

Of equal importance to Stankey is ensuring that AT&T has as clear a view as possible into the plans each state within its footprint is crafting for **NTIA**’s \$42 billion BEAD program. As other CEOs in the cable and telecom sector have noted in recent days, each state is taking a different approach to the distribution of the federal grants for broadband buildouts, and AT&T’s C-Suite is doing its best to craft a plan that will help it win as much of its desired funding as possible.

“I’ve been out making the tour of the various large states that we have longer-term and stronger relationships with and I’m going to be honest with you, California is going to come up with a slightly different twist on how they want to build and deploy on this federal money than what Texas chooses to do,” Stankey said. “But we’re going to be prepared and we’re actively working with both and we have the opportunity to think about a model that works for both.”

T-MOBILE DIVING HEADFIRST INTO 5G ENTERPRISE

T-Mobile has revealed its 5G Advanced Network Solutions business, and it has brought on some heavy-hitting partners to support its solutions. **Ericsson**’s RAN and Core equipment will power the suite of network options, and **Dell Technologies** is onboard to work with the wireless operator to develop tools that will make it easier for enterprise and government customers to get the full benefits of 5G. **Nokia** has also signed a partnership for the development of 5G private mobile networks and hybrid mobile networks. The program is part of a big push from the Uncarrier to

win more mindshare in the enterprise space and end their streak of playing third fiddle to **AT&T** and **Verizon**. “We as a consumer company at standalone T-Mobile and on the wireless side at standalone **Sprint**, it was largely true that we were way underpenetrated. Combined market share is 10-11% right now in the large corporate-liable, enterprise and government accounts,” T-Mobile President/CEO **Mike Sievert** said during an investor conference appearance Monday. “This is a huge growth factor for us as we think about a company that in the top 50 cities in this country with consumers, we’re number one... one of the things we need to do as a non-incumbent in the enterprise space is to win much more strategic relationships with the corner officer, the CIOs, the CEOs.”

WEATHER REVAMPS CTV APP, ADDS SUBSCRIPTION

The **Weather Channel** rolled out its revamped connected TV app which now includes a subscription-based live stream of the cable network. For \$2.99/month, app subscribers will be able to access the live stream, an on-demand library of original programming, local forecasts, around-the-clock weather alerts and real-time maps and radars. Those features will be available for free to those that receive The Weather Channel as part of their cable or satellite video packages and authenticate their accounts. For a limited time, new app subscribers will receive a 7-day free trial of the premium features. The Weather Channel CTV app is available on Amazon Fire TV and Android TV and will soon be launching on Roku, Samsung Smart TV, Vizio and Xfinity Flex.



After reading what dishes the Cablefax 100 can whip up, our bucket list includes a potluck with the industry’s finest.

STARTERS

Cheese & Crackers –
A+E Networks’ **Rob Sharenow**

Chicken & Sausage Gumbo –
Cox’s **Joiava Philpott**

Smoked Salmon –
Cable One’s **Mike Bowker**

Chipotle Black Bean Chili –
Warner Bros. Discovery’s **Channing Dungey**

Toast – Allen Media’s **Byron Allen**

MAIN COURSE

Linguini with White Clam Sauce –
Paramount’s **Bob Bakish**

Chicken & Dumplings –
Boycom’s **Patti Boyers**

Arroz Imperial con Tostones –
Disney’s **Rita Ferro**

Eggplant Parmigiana –
Cox’s **Sujata Gosalia**

Paella – Comcast’s **Marcien Jenckes**

DESSERT

Heath Bar Vanilla Custard –
FOX’s **Eric Shanks**

Lemon Cookies –
Altice USA’s **Kristin Malaspina**

**Check out the entire
Cablefax 100 issue at
www.cablefax100.com**

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

CABLE ONE BOARD OKAYS STOCK BUYBACK

Cable One's board gave the green light to a stock repurchase program of up to \$450 million of the company's common stock Monday. This funding will come in addition to the repurchase authorization approved by the board in July 2015, which had more than \$75 million remaining as of March 31. This authorization has no expiration date and the size and timing of any purchases will depend on factors including share price and general business and market conditions.

INDUSTRY EXECS MAKE MOST INFLUENTIAL LIST

Time released its list of the 100 Most Influential People of 2022, and a number of cable and media folks made the cut. **Warner Bros. Discovery** CEO *David Zaslav* was featured under the "Titans" category, with his excerpt being written by **Magnolia Network's** *Chip and Joanna Gaines*. "There's something about the feeling David imparts when he believes in you, that has the ability to change circumstances. To change the outcome. To change you and the world for the better," they wrote. "And now, as he takes on the role of CEO of Warner Bros. Discovery, that opportunity becomes even greater." **OWN** CEO *Oprah Winfrey* and "Squid Game" creator *Hwang Dong-hyuk* joined Zaslav in the Titans section, and **Netflix** Head of Global TV *Bela Bajaria* checked in as one of the influential innovators of the year. Other categories and the full list can be viewed [here](#).

AT THE COMMISSION

The **FCC** Media Bureau is seeking comment on a petition for rulemaking filed by **Fuse** requesting that the Commission create an annual content vendor diversity report. Under the conditions proposed by the petition, broadcast, cable, broadband and satellite services would be required to collect diversity data from the content partners they work with for traditional platforms as well as affiliated or commonly owned streaming video platforms. Comments are due July 22, and reply comments must be submitted to the agency on or before August 22.

AMC+ CELEBRATES PRIDE MONTH

AMC+ created "Stream with Pride," a destination within the streaming service with original series, specials and films from the company's portfolio highlighting the LG-BTQ+ community. Programming includes "Dispatches from Elsewhere," "Killing Eve," "Orphan Black" and "The Boulet Brothers' Dragula."

TRADING KEYBOARD FOR THE CAMERA

Scripps and **Google** are teaming up for a multi-year initiative to help print news journalists transition into a broadcast news career. Google made a financial commitment to underwrite the newly-created initiative called "Journalism Journey." Selected journalists will be hired into full-time career positions in Scripps local and national media newsrooms. Applications will be available in early summer and the program is expected to begin 4Q22.

PROGRAMMING

Warner Bros. Pictures' "Fantastic Beasts: The Secrets of Dumbledore" will be available to stream on **HBO Max** starting Monday. – **HBO Max** and **Cartoon Network** greenlit the first-ever Scooby-Doo preschool series "Scooby-Doo! And the Mystery Pups." The show will premiere in 2024 and join the Cartoonito preschool block. – Season 6 of **ID** and **People's** "People Magazine Investigates" begins with back-to-back episodes on June 6 at 9pm on ID and stream on **discovery+**. – **True Royalty TV** is releasing a U.S.-exclusive documentary "The Queen Unseen" on June 1. Produced by **ITV**, the film features footage and home movies shot by friends and members of the Royal Family to show the true personality of *Queen Elizabeth II*. – "Capital One's The Match" is going global with distribution through **Turner Sports** and **Warner Bros. Discovery Europe**. The June 1 golf event headlined by NFL quarterbacks *Tom Brady*, *Aaron Rodgers*, *Patrick Mahomes* and *Josh Allen* will simulcast on **TNT**, **truTV** and **HLN** in the U.S., while international viewers will have access via **discovery+**, the **Eurosport App**, **Eurosport 2** and **GOLFTV** powered by PGA TOUR. – **MSG Networks** will broadcast 36 hours of the 2022 French Open through May 30. Coverage includes four hours of live match play each weekday morning beginning at 7am and 8am on Saturday. Each day's coverage will re-air in primetime on **MSG+**. The live broadcasts will be produced by **Tennis Channel** as part of MSG Networks' programming partnership with **Sinclair**. – **Showtime** will debut documentary "Elizabeth: A Portrait In Part(s)" Friday at 9pm. The program will also be available on streaming and on demand ahead of the monarch's Platinum Jubilee in June. – **Food Network** is combining divorce court and the restaurant industry in "Me or the Menu." Premiering June 30 at 10pm and streaming on **discovery+**, the series highlights the challenges couples face when they open and run restaurants together."

PEOPLE

CuriosityStream named *Peter Westley* as CFO, reporting to President/CEO *Clint Stinchcomb*. Westley joins from **Blum Capital Partners**, where he focused on media and technology sectors and served as Partner and Managing Partner from 2012-2022. – **Diamond Sports Group** announced *Michael Schneider* as COO/GM of its new DTC sports division **Bally Sports+**. In the newly-created role, he'll have operational oversight over the Bally Sports+ platform offering access to programming from Bally RSNs. Schneider was VP of Brand and Content Marketing at **Hulu** and a founding member of the **PlayStation Vue** launch team. – **C-Span** tapped *D'Annette Roy* as director of legal affairs and business risk management, where she'll provide legal advice, risk mitigation strategies and project management guidance. Roy was last at **Black News Channel**, where she was manager of standards and practices. She was a policy advisor for the D.C. Office of Cable Television, Film, Music and Entertainment prior to that.