

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Back in Action: NTIA's Davidson Heads In-Person Media Institute Luncheon

NTIA Administrator *Alan Davidson* has a message for providers gearing up for the billions in broadband funding coming from government programs: submit your broadband availability data to the FCC ASAP. "The number one thing that we are asking everybody is to get that data into the **FCC** quickly... The faster they get the data, the faster they can plug it into the map and make sure the maps are as good as they can be to get that first draft of the map out in early fall so that folks can look at it and make sure it's a good map to do the work."

Davidson made the comments during a **Media Institute** luncheon Thursday—the first in-person event for the First Amendment and communications policy organization since March 2020. The gathering was a who's who of Washington communications policy execs, including **Wiley Rein** Managing Partner/former FCC Chair *Dick Wiley*, **Consumer Technology Association** CEO *Gary Shapiro*, **DISH** board member/former FCC Commish *Kathleen Abernathy*, and **Comcast NBCU** EVP, Federal Government *Mitch Rose*. The Media Institute plans to offer a hybrid of virtual and in-person events going forward. Next month's luncheon will be virtual and feature Verizon SVP, Public Policy and Government Affairs *Kathleen Grillo*.

With a number of ISPs facing supply chain concerns, they may be interested to hear that Davidson seems open

to waivers to the Buy America preference of the Infrastructure Act in certain circumstances. He said policy folks are looking at those provisions right now, adding that they are there because "it's not just about connectivity abilities, but this ability to promote jobs—good, paying, safe jobs for American workers." Waivers aren't a slam dunk though. Davidson noted that Commerce Secretary *Gina Raimondo* has made it clear these provisions will be enforced. "But there are waiver provisions. And we do know that there are times, and typically we see this in telecommunications networks, where waivers are needed..." he said. "I will say that this is an active area of conversation right now. We are going to be following the guidance that we get from the White House from home, whether it be about these waivers... The bar for these waivers will be high."

Davidson's appearance Thursday also touched on spectrum issues, given that NTIA is the spectrum coordinator of federal programs while also working to meet commercial spectrum needs. In January, the **FAA** raised concerns that **Verizon** and **AT&T's** plans to roll out their newly awarded C-band spectrum could interfere with flights. AT&T and Verizon both agreed on Jan. 18 to delay switching on about 500 5G C-band antennas near key airports until July 5. With that deadline approaching, what happens next?

The NTIA head said he doesn't have a lot to report right now, other than talks around C-band and aviation are happening. "We need to make sure that there's real aviation

THE FAXIES

RECOGNIZING EXCELLENCE IN PR & MARKETING

Awards Celebration:
Wednesday, June 29 at 4pm ET

Cablefax is PROUD to announce 2022 finalists for **The FAXIES**, the ultimate awards program in the b2b media space. The FAXIES honor 2022's marketing & PR campaigns as well as the executives and teams who brought them to life. Join us when the winners will be announced.

View the Finalists and RSVP for Event at
www.thefaxies.com



safety. Obviously, we can't ignore that. At the same time, we want to make sure we protect commercial uses and the integrity of the auction process," he said. "People spend billions of dollars. We need to be aware of that too."

NBCU SHARES TEST-AND-LEARN INSIGHTS

NBCUniversal believes advertisers should be embracing OTT platforms far more than they are today. The optimal mix of OTT in the plan of an advertiser or brand is in the 30-40% range, according to the results of a test-and-learn NBCU completed with **iSpot.tv**. Some 67 advertisers and 158 brands across 12 categories participated in the tests. On average, all participants across the ad categories were well below that optimal mix. For campaigns studied in the test period, 64% of impressions delivered on Peacock were to streaming-only audiences. NBCU is fully moving forward with its plans to embrace new currencies, and more than 40% of the company's upfront business will be conducted outside of traditional age and gender guarantees. Although NBCU and iSpot.tv are happy with the results of the test-and-learn, they don't expect the results announced Thursday to create a seismic shift in the amount of advertisers that are embracing alternate currencies. iSpot.tv CEO *Sean Muller* said he'll know more later this summer in terms of how many companies chose to transact with those currencies at this year's upfronts. "You're going to see some pioneers this year come out and transact on our new currencies, and it's going to probably be a smaller amount, just as you would expect," Muller said. "One thing there's no doubt about is that every advertiser understands that they have to be planning, measuring and ultimately transacting in this cross-screen world. It makes all the difference in the world to how well their own brands perform."

AMC NETWORKS, FREEWHEEL CRAFT AD SOLUTION

FreeWheel and **AMC Networks** are working together on a fully self-service linear addressable solution. The service gives programmers control of their inventory and includes real-time decisioning and optimization capabilities across ad supply to improve audience reach and monetization. It is also designed to make it easier to manage multi-screen campaigns. FreeWheel is currently working with **Canoe** to introduce the tool for AMC Networks. It will be made available to other programmers later this year.

VERIZON OFFERS BROADBAND DISCOUNT

Verizon is trying to convince more of its 5G Unlimited mobile customers to bundle in broadband, offering a \$25 discount on its home internet plans. That includes Verizon Fios, LTE Home and 5G Home service and the discount means Verizon's most affordable plans start at \$25/month

with autopay for 5G Unlimited mobile customers. Current Fios Gigabit customers are also eligible for a discount on 5G mobile service, and can save up to \$10/line each month for four lines when they switch to select 5G mobile plans with autopay. "The knee-jerk from some of our clients has been that this must be a negative for Verizon (they must be struggling in wireless to cut prices like this for Fios), and negative for Cable (broadband pricing umbrella is eroding). Our take is more nuanced," **New Street Research** said in a note. "Broadband pricing isn't changing much. The price increase in wireless will help Verizon's revenue and EBITDA in the near term, but it will also feed mobile share gains by **T-Mobile** and Cable."

T-MOBILE EXPANDS ACROSS THE SEA, IN THE AIR

Starting Tuesday, **T-Mobile** Magenta MAX and Business Unlimited Ultimate plan subscribers will receive 5GB of free high-speed data each month when they touch down

Cablefax Executive Round Up

How does your company recognize Juneteenth?



Megan Detz
SVP of HR
Cable One

"The Cable One family of brands is honored to commemorate Juneteenth, recognizing this date as a pivotal moment for freedom in our nation's history. These efforts include annual sponsorships of Juneteenth celebrations in the communities we serve, as well as videos featuring associates sharing the history of Juneteenth and what the holiday means to them. Additionally, we provide a guide for associates to find local celebrations in their area."



Karen Gray
CHRO & Chief Diversity Officer
A+E Networks

"A+E Networks celebrates the recent federal recognition of the Juneteenth holiday and closes our US offices in commemoration. Our Black at A+E ERG also hosts a number of company-wide town halls in honor of the holiday. We further commemorate the beginning of America's pivot to true liberty and justice for all by inviting employees across our global offices to participate in corporate days of service; leading with kindness, and giving back to our communities."



Cheryle Harrison
General Manager
Bounce TV

"Bounce is a meeting ground, an all-inclusive community, a place where Black people from all walks of life feel connected while creating a humane, respectful, and inclusive culture. On Juneteenth this year, we will be world premiering the 30th anniversary Bounce Trumpet Awards. Juneteenth is the perfect occasion upon which to honor and recognize the outstanding accomplishments of African Americans and those who have excelled against great odds and inspired success in others."

in any of more than 200 countries. Magenta customers as well as those on most business plans and equivalent Sprint plans will receive 5GB of data in 11 European countries—Austria, Croatia, Czech Republic, Germany, Greece, Hungary, Macedonia, Montenegro, Poland, Romania and Slovakia. T-Mobile is also working with airlines to introduce free Wifi and streaming on flights. **Delta, American and Alaska Airlines** will launch the solution on select flights on Tuesday. **United Airlines** will follow.

FUBOTV ADDING PICK'EM GAMES THIS WEEKEND

FuboTV is launching its first “pick'em” games Sunday in select markets, giving vMVPD subscribers the ability to predict the outcome of certain live sporting events from the platform's home screen. Pick'ems will be available before live sporting events each Sunday. Players will earn points and compete against other viewers to work their way up leaderboards. Prizes will be introduced at a later date. Additionally, in select markets, pick'em players will have access to Fubo Sportsbook by scanning a QR code to place wagers aligned with those picks. The pick'em games will be rolled out to more of the company's user base in the coming months.

GLO FIBER LIGHTING UP DELAWARE

Shentel plans to expand its **Glo Fiber** footprint by building a 100% fiber network in Sussex County, Delaware. Engineering and network design work is underway now with construction set to begin in early 2023. When all is said and done, more than 21,000 homes and businesses in the country will be connected to Glo Fiber's network.

CALL FOR NOMINATIONS

SCTE has opened nominations for industry honors in eight categories that will be presented at its annual Cable-Tec Expo this fall in Philadelphia. Awards that will be given away at the show include the [Innovators Award](#), the [Excellence in Learning & Development Award](#), the [Wilt J. Hildenbrand Jr. Award](#), the [Excellence in Standards Award](#), the [International Engineering Professional Award](#), [Member of the Year](#), [Senior Member](#) and entry to the organization's [Hall of Fame](#). The nomination deadline for all eight awards is July 1. Attendee and exhibitor registration for the show will open on June 22.

STORM TAKING ON THE GRACIES

ESPN SportsCenter Anchor *Hannah Storm* is hosting the 47th Annual Gracie Awards Luncheon on June 22 at Cipriani 42nd Street in NYC. Singer-songwriter *Hannah Ellis* will also be performing at the event. The Gracie Awards celebrate content created by, for and about women across media and entertainment.

SAN ANTONIO EMBRACES ATSC 3.0

Four television stations serving the San Antonio market began broadcasting ATSC 3.0. The launch includes KABB (Fox), WOAI-TV (NBC), KMYS (DABL) and KCWX (MyNet). All programming offered on the participating stations will continue to be available in the existing DTV format.

ON THE HILL

The House Appropriations Subcommittee on Homeland Security recommended \$40 million to upgrade and modernize public broadcasting's Next Generation Warning System infrastructure through FEMA in the FY23 Homeland Security Appropriations Bill. The measure now goes to the full House Appropriations Committee for consideration next week.

DOING GOOD

Disney General Entertainment is now accepting applications for its Directing Program. Established in 2001 as primarily a shadowing program, it evolved in 2021 to guarantee episodes to first-time television directors on major series including **ABC's** “black-ish,” **Disney Branded Television's** “Raven's Home” and **FX's** “Snowfall.”

PROGRAMMING

HGTV picked up 12 new one-hour eps of “Married to Real Estate,” starring *Egypt Sherrod* and her builder husband *Mike Jackson*. Season 1 picked up 19 million total viewers during its Thursday 9pm timeslot. – “Hacks” fans rejoice. **HBO Max** renewed the Emmy-winning comedy for a third season. – **ESPN's** Juneteenth celebration includes the premiere of “Omitted: The Black Cowboy,” which explores the largely unreported history of African American cowboys and the all-Black rodeo (Sunday, 2pm ET, ESPN2). – **Nickelodeon** is bringing Jamie Smart's comic book series “Superhero Bunny League” to life in the form of an adventure-comedy preschool series. Launching in 2024, “Super Duper Bunny League” centers on a group of bunny fries who must battle danger in their city. – “Say Yes to the Dress” is celebrating 15 years of appointments and fittings when it returns to **TLC** for its 20th season on July 9 at 8pm. – **Fox Nation** will debut docuseries “American Dynasty” on June 27. It will dive into the backstories of families of American aristocrats. – **Newsmax** is hosting a live debate for the New York Republican Primary on Tuesday at 8pm ET. The debate, which includes *Andrew Giuliani*, *Harry Wilson*, *Lee Zeldin* and *Rob Astorino*, will be broadcast live on Newsmax's linear channel and OTT streaming platforms. – “We Feed People,” a documentary about chef *Jose Andres* and nonprofit World Central Kitchen, is now available on **Hulu**. The film made its debut on **Disney+** on May 27 and will continue to be available for streaming on that platform as well.

PEOPLE

Viamedia upped *Rick Tarvin* to Chief Revenue Officer. He previously served as EVP, Sales. Tarvin started with Viamedia in 2006, previously spending time with **Trader Publishing Company**, **AT&T Media Services** and **Insight Media**. – *Kurt Fulepp* was promoted to President, Digital at **AccuWeather**, effective immediately. *Brian Baker* has been elevated to fill Fulepp's former role, Chief Product and Design Officer. Fulepp joined AccuWeather in 2017 after stints at **Time** and **AOL**. Baker came to the company in the same year, joining from **The Walt Disney Company**.

PROGRAMMER'S PAGE

'Becoming Elizabeth' Tackles Unspoken History


Grab a cup of tea, cozy up on the couch and prepare to head back to the 16th century. "Becoming Elizabeth," which debuted Sunday at 9pm on Starz, takes another look at one of England's most iconic queens at a particularly treacherous time in the nation's politics. When she first heard the pitch, Creator/Executive Producer *Anya Reiss* felt like the earlier years of Elizabeth I had been covered by a number of other shows and movies. Executive Producer *George Ormond* convinced her they could do something different by placing the spotlight on what happened to Elizabeth during the years following the death of Henry VIII when her brother Edward VI took the throne. "I never knew about this relationship she had with Thomas Seymour, which seemed to touch on such relevant things now such as consent, gender imbalance and power imbalance within relationships," Reiss said during a panel at the **TCA** winter tour. "Just the idea of people running around using children as shields and this family drama playing out in the center of government felt like really new territory to me." And while many other dramatizations of the period have centered on Elizabeth I, the figures surrounding the royal family and her relationships with family, close friends and enemies are often left on the cutting room floor. That's not the case in *Becoming Elizabeth*. "We really learn about the influence that these people had on Elizabeth in her early life and what made her incredibly iconic and what made her this extraordinary person," *Tom Cullen*, who plays Thomas Seymour, said. "I think that is genuinely one of the big strengths of the show, it shines a light on Edward, it shines a light on Mary and the complexity." – *Sara Winegardner*

REVIEWS

It's an unusual week beginning Sunday, with 2 holidays. As such, we offer a slew of Notable but not Reviewed picks. Loyal readers know we enjoy programming with a cleverly contrary view. Since June 13, **Investigation Discovery** at 8pm/7c has highlighted the opposite of one of Sunday's holidays with "Bad Dads Week," shows about criminal fathers. Accordingly, it's culminating the festival Sunday evening with the debut of a 3-part doc: "Murdaugh Murders: Deadly Dynasty" (9/8c, streaming on **Discovery+**). The Murdaugh saga is a sad, lengthy and, at times bizarre tale of a SC law enforcement family engulfed in a series of murders. – A lighter celebration of Father's Day is Shout! Factory TV's "Candid Camera" marathon (11am ET), offering eps of the practical-joke series (1948-2014). *Peter Funt*, creator *Alan Funt*'s son, introduces the eps. – In addition to Sunday being Father's Day, it's Juneteenth. Special programming promises an uplifting celebration of Black culture on this new federal holiday. **CNN** carries a gala Juneteenth concert, with pre-concert coverage at 7pm ET. Performers will include *Yolanda Adams*, *Chaka Khan*, *Ne-Yo*, *Earth, Wind & Fire* and many others. In addition, an all-Black symphony orchestra will perform. – **World Channel** is celebrating Juneteenth with a slate of documentaries, including 6 eps of "Eyes on the Prize" as well as "Muhammad Ali," from *Ken Burns*, *Sarah Burns* and *David McMahon*. – *Seth Arenstein*

BASIC CABLE P2+ PRIME RANKINGS* (06/06/22-06/12/22)		
MON-SUN	MC US AA%	MC US AA (000)
FNC	0.715	2226
ESPN	0.479	1493
MSNBC	0.464	1444
HGTV	0.316	985
INSP	0.293	911
CNN	0.266	827
TNT	0.265	824
DISC	0.252	784
HALL	0.240	748
TLC	0.235	733
HIST	0.221	690
FOOD	0.216	671
USA	0.209	651
TBSC	0.189	588
ID	0.182	567
FX	0.173	539
TVLAND	0.171	534
LIFE	0.162	505
HMM	0.151	470
ESPN2	0.138	430
A&E	0.135	421
WETV	0.124	386
AMC	0.118	368
SYFY	0.118	366
GSN	0.115	359
NATGEO	0.113	353
BRAVO	0.113	353
BET	0.113	353
TRAVEL	0.106	331
PRMNT	0.105	328
OXYGEN	0.104	323
NAN	0.102	319
FRFM	0.092	287
NICK	0.087	270

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



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