

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Office Hours: Industry Still Weighing Broadband Label Must-Haves

The **FCC** has been busy with plenty of meetings this month, and a number of them have been focused on the broadband “nutrition labels” and the latest recommendations on how to make them most useful for consumers.

Representatives from **NCTA, Comcast, Cox Enterprises** and **Charter** held two meetings this week with the legal advisors to FCC Chair *Jessica Rosenworcel* and Commissioner *Brendan Carr* to discuss both their support for the labels and concerns about additions to the labels that would ultimately be distracting to consumers. NCTA asked the representatives to ignore calls to establish new and detailed performance metrics to be included on the label, saying the implementation of a new approach to measuring network performance would make the proceeding more complex and delay the launch of the labels.

“Instead, consistent with the Commission’s approach to other broadband disclosures, it should establish a safe harbor for providers that participate in the Measuring Broadband America (MBA) program that would enable such providers to rely on MBA results for all service tiers covered by the program,” they said in a notice of ex parte. “Additionally, to keep the labels as simple as possible, NCTA urged the Commission to reject requests to include esoteric performance metrics, such as packet loss and jitter, that would not be meaningful to the average consumer

in making purchasing decisions.”

SpaceX communicated a different message to members of the Commission’s **Consumer and Governmental Affairs Bureau** earlier this month, pushing the agency to adopt a standard definition of speed and latency like those the Commission uses in its high-cost universal service performance framework. That way, consumers would easily be able to compare one label from another and get a holistic view of the service being offered.

“Leveraging existing methodologies to quantify and communicate speed and latency metrics that are comprehensive and comparable would allow consumers to receive consistent and accurate information about what they are actually paying for,” SpaceX said in its ex parte. “This would in turn protect consumers from misleading advertised speeds and other metrics that overstate network performance.”

Representatives from **AT&T, Lumen, Verizon, Windstream** and **USTelecom** met with representatives from the office of Commissioner *Geoffrey Starks* on May 31, asking the agency not to prescribe requirements for the creation of maintenance of labels for grandfathered and legacy plans. They also had a number of concerns about how cumbersome it could be to include a copy of the label on every monthly bill. “For example, unlike bill inserts that go to all customers, labels are customer specific which would require extensive programming to provide consum-

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ers with information already on the bill,” the ex parte said. “The record simply does not establish that customers need or even want a copy of the label each month or that the burden and cost of requiring the label be appended to each monthly bill is justified.”

They did agree with a recommendation of the Consumer Advisory Committee that promotional offers be available via a hyperlink on the label, as did NCTA and the representatives from cable operators. The price displayed on the label would then be the month-to-month retail rate. The groups agreed that approach would make the most sense to “avoid consumer confusion about available offerings and the price after a promotion ends.”

WHITE HOUSE KICKS OFF WORKFORCE CHALLENGE

The Biden-Harris Administration kicked off a summer-long Talent Pipeline Challenge Friday designed to fill jobs across three critical infrastructure sectors: broadband, construction and electrification. As part of the program, employers can partner with national and regional training providers to build or support local training models to recruit, train and hire workers in their sector. State and local governments are also being encouraged to use federal funding to invest in workforce development efforts in those sectors. The Department of Labor also announced an additional \$50 million in Strengthening Community Colleges Training grants to support the development and expansion of workforce training programs at community colleges. The Fiber Broadband Association’s Optical Telecom Installation Certification Path was highlighted as one of the commit-

ments underway supporting the Talent Pipeline Challenge. “Our OpTIC Path program is developing the skilled workforce of fiber technicians that will be critical to support the significant increase in fiber network builds that are expected over the next five years,” FBA President/CEO Gary Bolton said in a statement.

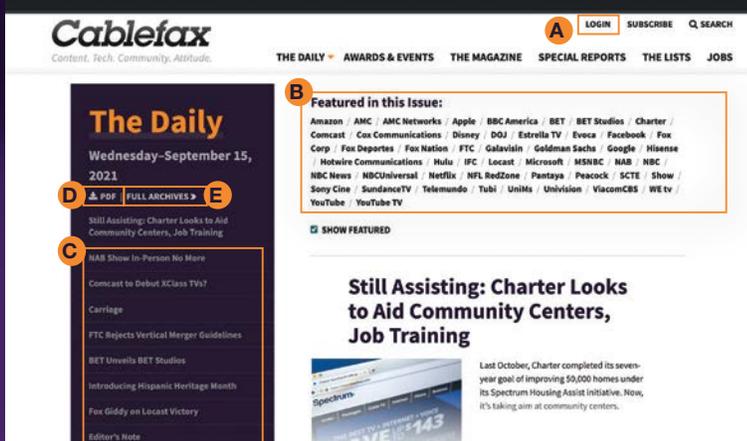
MCMAHON OUT (FOR NOW) AT WWE

Longtime **WWE** Chairman/CEO *Vince McMahon* has voluntarily stepped back from those responsibilities while a special board committee conducts an investigation into alleged misconduct of him and *John Laurinaitis*, the company’s head of talent relations. McMahon will continue to complete any responsibilities tied to WWE’s creative content. *Stephanie McMahon*, his daughter and WWE’s Chief Brand Officer, stepped away from the company last month to take a leave of absence and focus on her family. That leave has been cut short, and she’ll now return to the company as interim Chair/CEO. *WSJ* reported Wednesday that the board was looking into a \$3 million payment made to cover up what is believed to be a consensual affair between Vince McMahon and an employee who has since left the company. Other past claims of misconduct from women about McMahon and Laurinaitis are also being investigated.

NBCU, APPLE DOUBLE DOWN IN U.K.

NBCU is expanding its relationship with **Apple News**, becoming the exclusive advertising reseller for Apple News and **Apple Stocks** in the U.K. It has served in that role for Apple News and Stocks in the U.S. since 2017

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and has worked with more than 500 advertisers since the start of their partnership. Publishers in the U.S. and U.K. will have the option to be represented directly by NBCU, giving them the opportunity to use the company's ad sales capabilities. Publishers will be able to drive revenue through enhanced targeting from ad optimization and premium sponsorship ad products. NBCU will also offer direct inventory from its portfolio. More options will also be made available this year.

MARKEY ON CHARGER CHANGE
Senators Ed Markey (D-MA), Elizabeth Warren (D-MA) and Bernie Sanders (I-VT) sent a letter to Commerce Secretary Gina Raimondo Friday asking for the development of a plan that will address the lack of a common charger among mobile devices. According to the lawmakers, consumers own an average of three different charging devices, but 40% have been unable to locate a compatible charger to power their device on one or more occasion. Additionally, discarded and unused chargers generate more than 11,000 tons of e-waste annually. "We commend the Department of Commerce for the steps it has already taken to address these issues, and we urge you to follow the EU's lead by developing a comprehensive strategy to address unnecessary consumer costs, mitigate e-waste and restore sanity and certainty to the process of purchasing new electronics," the lawmakers wrote.

PROGRAMMING
Six-episode comedy series "The Rehearsal" debuts July 15 on **HBO** and **HBO Max**. - **Hallmark Channel** renewed "When Calls the Heart" for a tenth season. *Lindsay Sturman* ("Supergirl") will serve as showrunner for Season 10.

PEOPLE
Fiber provider **Surf Broadband** named **TruVista** Chairman *Brian Singleton* to the company's board. He has nearly four decades in the telecom industry, previously spending time at **BellSouth Corporation**, **Spirit Communications** and **Segra**.

CABLEFAX DASHBOARD

Twitter Hits

Adtran @Adtran
What an AMAZING event! @fiberbroadband #FiberConnect2022 was a hit. Thank you to all of our partners and customers who visited our booth. We can't wait to be back next year! #FiberConnect #FB22 #Fiber #Broadband #FiberConnect22 #Internet #Network



NCTC Nat'l Cable TV Coop @NCTCtweets
Our very own CEO Lou Borrelli was on the @TODAYshow this morning with his good friend @alroker, celebrating years of friendship! Cheers to good friends!
#goodfriendsmatter #NYC #reunion



Will Johnson @WorldWideWillJo
Great to hear @DavidsonNTIA speak to today to the @TheMediaInst. Broadband, spectrum, & privacy makes for a filling lunch!



Research

(Source: [MBLM Brand Intimacy 2022 Study](#))

- > Among Media & Entertainment brands, Disney scored first in brand intimacy with a 68.1. YouTube followed in second with a 64.4 and Netflix came in third with a 59.7.
- > Remaining brands making up the top 10, in order, are Amazon Prime, ESPN, HBO, Hulu, Peacock, Showtime and beIN Sports.
- > Media & Entertainment has an average Brand Intimacy Quotient score of 51.6, above the cross-industry average of 36.8.
- > The category has upped its Quotient score by 3% since MBLM's last study.

Up Ahead

- JUNE 27-30:** [CTA's CEO Summit](#), Santa Barbara
- JUNE 29:** [Cablefax's FAXIES Virtual Celebration](#)
- JULY 24-27:** [NCTC and ACA Connects' Independent Show](#); Orlando
- AUGUST 9-11:** [C2HR CON 2022](#), Virtual

Quotable

"Inflation is running at a faster clip than we anticipated. If you go back to last year's planning cycle that typically wraps up in late October, we held it open for a considerable period of time through December to really take a final look at our best sense of inflation. We built in a fairly healthy level of inflationary expectations into our budget. With that said, it's running harder than we thought and you saw one of the things we did recently was to raise prices in response to that... we're seeing inflation in labor, supplies, energy, transport. So we're keeping an eye on it and it continues. Candidly, as I sit here today, I expect it to continue for the foreseeable future. We're going to have to look at pricing again as a potential leverage to help offset that. - **AT&T CFO Pascal Desroches at Credit Suisse's 24th Annual Communications Conference**