

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Ask Away: Industry Groups Offer FCC Help on Receiver Guidelines

It has been two months since the **FCC** opened a proceeding to explore options for promoting improvements in radio frequency radio performance to improve spectrum efficiency. Now, industry groups are weighing in and offering their expertise and assistance to the Commission.

In its comments, the **WiFi Alliance** said that while the FCC should expect spectrum users to deploy high performance receivers that are up-to-date, it doesn't necessarily have the tools and resources right now to assess receiver performance, what criteria is achievable and in what timeframe improvements would be possible. It also argued that any Commission-led process would also be complicated because not all receivers can or should be held to the same standards.

"Receivers that serve different requirements and operate in different services may require the development of different, specialized performance criteria," the Alliance said. "Developing myriad standards—and then maintaining them as technologies change and evolve—would consume significant Commission resources."

Instead, the group said the Commission should rely on partnerships and industry-led efforts to both set and assess the performance criteria of the receivers. Those groups would be better equipped to determine the scope of products using a particular spectrum band, current levels of compliance with the desired performance criteria and to develop standards

that are attainable. The WiFi Alliance also said that because industry-led groups have a firm understanding of network deployment requirements and characteristics, they are also in a position to assess how to phase out legacy receivers in favor of newer or more efficient options.

**CommScope** weighed in on the issue, warning the Commission that because of the questions and the potential impact of the proceeding on the wireless industry, it could take several years to arrive at strategies and approaches that are broadly agreeable. It agreed with the WiFi Alliance that many industry associations and groups have already addressed or examined the issue of receiver performance, including the **Telecommunications Industry Association's** engineering committee, **3GPP** and the **Wireless Innovation Forum**.

"We also believe [Standards Development Organizations] and industry associations can generally develop actionable standards quicker than the Commission can develop rules and associated regulatory processes, especially considering the complex nature of this proceeding," CommScope said. "In addition, industry also has direct insights considering the potential economic impact of standards including how to address and protect intellectual property (IP) issues."

**NCTA** argued that before FCC brings any other opinions into the pool, the agency should start by adopting and issuing a policy statement that lays out the principles that will guide its decision making in individual spectrum-related proceedings as well as its expectations for receiver performance. It also

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suggested a number of ideas that could fit well into a policy statement, including that the objective of spectrum management is to find the right balance that maximizes the value of the range of usable bands and frequencies for everyone. NCTA also warned that too much worrying about incumbent systems could hurt the nation's spectrum resources just as much, if not more, than under-protection.

"When rules require over-protection of receivers, service deployment is constrained, and the spectrum is not fully utilized," it said. "This is particularly problematic as innovation enables new applications and uses of spectrum but is hamstrung by antiquated, substandard receivers that 'are not sufficiently resilient.' These receivers should not be permitted to restrain spectrum efficiency and innovation."

### FAXIES WINNERS SHINE AT CFX VIRTUAL EVENT

Congratulations to all of the 2022 FAXIES winners! If you missed this afternoon's virtual celebration, check out the just-released [issue](#) of **Cablefax: The Magazine** for a rundown of the industry's best PR and marketing campaigns, people and teams. Or watch a replay of the event right [here!](#) Winners include PR Executive of the *Chris Albert* of **National Geographic** and Disney. In accepting, Albert paraphrased Steve Jobs: "Great things in business are never done by one person. They're done by a team and that's why this award is so **special** to me. It's not just about me." That was a message repeated throughout the day, with Sales Executive of the Year *Lisa Barroso*, **Crown Media's** SVP of Content Distribution and Strategy, giving all the accolades to the company's distribution department. "Everybody knows distribution is a tough gig, and there is no way any of could achieve unless all of us were doing it together," she said. Crown Media's Communications team took home first place in the PR Team of the Year category, while **Ampersand** nabbed first in Sales Team of the Year. **Spectrum** took home top honors in several categories, including **Spectrum Reach** for Marketing Team of the Year and **Spectrum Enterprise** for Internal Communications. **ABC** took home the first place prize in PR Stunt for its transformation of a Hollywood gas station into a 1960s time capsule, complete with gas for 34 cents a gallon. **Pluto TV** scored the top win in Social Good Campaign for its initiative supporting independent theaters across the country as they re-opened following COVID lockdowns. Check out the full list of winners and our special FAXIES magazine at [TheFAXIES.com](#).

### STARLINK WARNS CUSTOMERS ABOUT DISH 5G

**Starlink** doesn't want **DISH** adding any more spectrum to its coffers. In an email to customers, SpaceX's satellite broadband service asked customers to support it in its ongoing fight against DISH over the 12GHz spectrum band. The two have been sparring at the **FCC** for some time over the agency's question of whether or not the band can be repurposed with-

## The WHO and the WHY

CFX's spotlight on recent new hires & promotions



KIA  
**Painter**  
EVP AND CHIEF PEOPLE OFFICER  
COX COMMUNICATIONS

### 3 THINGS TO KNOW

- Kia's entire 25-year career has been with Cox, and her climb up the ranks continued as she was promoted to EVP and Chief People Officer, effective January 1, 2023. She'll enter the company's senior leadership and report to President Mark Greatrex.
- She got into HR because she wanted to be a teacher, but also wanted to work in business. Her work over the years earned her a spot on the board of C2HR, and last year she received a Woman to Watch award from WICT Southeast for her approach to mentoring people. She told CFX that being recognized for her role in seeing other people grow—something she holds dear—was a milestone moment for her, especially during a tough time handling the COVID-19 pandemic.
- Kia is always looking to acquire knowledge to help her remain objective and see different viewpoints of things, something that fuels her ability as an HR leader. She said she's a bookworm and a fan of Deepak Chopra's "The Soul of Leadership" and is currently reading "Franklin and Winston: An Intimate Portrait of an Epic Friendship" and "Premonition." She's also a fan of theatre, and when she got married, she added sports to her list of hobbies.

out disrupting satellite services, with DISH wanting to utilize the spectrum to support its mobile service. That's the same spectrum that Starlink customers use to download content. "Despite technical studies dating back as far as 2016 that refute the basis of their claims, DISH has employed paid lobbyists who are attempting to mislead the FCC with faulty analysis in hopes of obscuring the trust," the email, which a customer posted on the Starlink Reddit page, said. "In reality, if DISH gets their way, Starlink customers will experience harmful interference more than 77% of the time and total outage of service 74% of the time, rendering Starlink unusable for most Americans." It also included a link to a [webpage](#) where customers could send a pre-written comment or letter to the FCC and members of Congress. "With Starlink, I enjoy high-speed, low-latency internet that was not previously available in my area and unlikely to be offered soon by another provider. Please ask the FCC not to jeopardize my continued use of broadband," the pre-written comment said.

**REPORT: NEXSTAR CLOSE TO CW DEAL**

The nation's largest broadcast station owner is close to acquiring majority control of the **CW Network** from co-owners **Warner Bros. Discovery** and **Paramount Global**, according to *The WSJ's Joe Flint*. Nexstar, which operates 24/7 cable network **NewsNation**, would acquire a 75% stake, while WBD and Paramount would each hold on to a 12.5% stake, according to the [report](#). CEO *Perry Sook* has suggested the company might be interested in adding more cable networks to its stable as well.

**CARRIAGE**

**Mediacom** renewed its carriage deal with **Paramount Global**. The agreement includes retransmission consent rights to **CBS** broadcast stations owned and operated by Paramount, as well as channels like **BET**, **CBS Sports Network**, **Nickelodeon** and **MTV**. The deal also sees Mediacom obtain rights to **Showtime** OTT. Financial terms were not disclosed. – **SiriusXM's** SXM App is now available to **Comcast** customers on Xfinity X1, Xfinity Flex and XClass TV. SXM offers over 425 SiriusXM channels that feature ad-free music, sports, entertainment and more. SiriusXM's video library will also be made available in the future. A free, three-month SiriusXM subscription is also available to eligible Comcast customers.

**LEARNING ALLIANCE LAUNCHES PROGRAM**

The **Learning Alliance Corporation** (LAC) began a two-week wireless integration program called Broadband Wireless Digital Installer. LAC partners with businesses and universities to help veterans and civilians better train for reliable career growth. The course goes over protocols, technical knowledge and techniques required to be a technician in the broadband wireless industry. Participants are first introduced to wireless antenna systems at small cell, distributed antenna and CBRS base levels. Eventually, students become knowledgeable on microcell sites and their components, as well as how data is transmitted from antennas to base stations to backhaul systems.

**AMAZON LEADS IOT CONNECTED DEVICES**

**Plume's** monthly insights reveal **Amazon** has the most connected devices globally, with 41.35% of households having one or more devices. **Apple** followed with 30.47% and **Google** was close behind at 29.51%. In the U.S., Amazon remains on top with 60.24%, with Google as No. 2 with 47.09% and Apple third with 37.93%.

**VIDEOAMP TO INTEGRATE WITH MEDIAOCEAN**

**VideoAmp** will integrate its cross-platform measurement as currency into **MediaOcean**, a platform for omnichannel advertising. VideoAmp will provide clients the ability to use currency transactions at scale with MediaOcean's workflow automation platforms. It'll also integrate with MediaOcean's Spectra and Prisma platforms to automate transactions and plan and measure against data that is scalable across the industry.

**RATINGS**

Sunday's 2022 **BET Awards** became the No. 1 cable award show this year among P18-49 after drawing 3.2 million total viewers P2+. The show aired across 10 **Paramount Global**

networks such as **BET Her**, **Comedy Central** and **MTV**, fueling a 34% ratings bump YOY. On BET alone, 2.1 million total viewers P2+ tuned in, and #BETAwards had over 103 million social views. – **Hallmark** finished 2Q22 as the most-watched entertainment cable network in weekend total day and was top in weekend primetime for June. The premiere of "Two Tickets to Paradise" on June 25 garnered 2.2 million total viewers and 235,000 W25-54, and four June original movie premiers had a combined unduplicated audience of 6.1 million total viewers.

**DIRECTV RE-UPS HOTEL DEALS**

**DirectTV** renewed its agreement with hotel chain **Hyatt**, with the distributor remaining Hyatt's preferred Free-To-Guest Entertainment provider within the U.S. The deal aims to expand DirectTV's presence within Hyatt's portfolio over the next several years. DirectTV announced the renewal at hospitality conference HITEC in Orlando this week. It also revealed an agreement with **Mariotti International** that continues to designate DirectTV Business Solutions as an approved vendor and gives franchisees the opportunity to streamline their in-room channel lineups, lowering costs over the previously-available options. DirectTV Business Solutions operates the Advanced Entertainment Platform, a customizable hospitality platform enabling linear and OTT content. The content is controlled via the cloud that provides TV service to hotel rooms across the U.S. DirectTV announced **Netflix** has been added to the platform, effective immediately.

**PROGRAMMING**

**HGTV** greenlit "Renovation Wild," its first African-based series. The eight-episode season will premiere summer 2023. – "Nikki Glaser: Good Clean Filth" will premiere July 16 at 10pm on **HBO** and stream on **HBO Max**. – **Peacock** released the full premiere date schedule for its scripted originals slate for the second half of 2022, starting with "Trigger Point" on July 8. "Everything I Know About Love" will debut August 25, and other programs like "Vampire Academy" and Season 4 of "Dragons Rescue Riders: Heroes of the Sky" will begin September 15 and 29, respectively. Season 2 of "The Capture" will premiere November 3 and "Pitch Perfect: Bumper in Berlin" starts November 23. – **Food Network's** "It's CompliPlated," a cooking show filled with various challenging requirements, will premiere August 11 at 10pm and be available to stream on discovery+. – "Nathan's Famous Hot Dog-Eating Contest" will air Monday from 10:45pm until the event's conclusion on **ESPN**.

**PEOPLE**

Following the retirement of **Viamedia** CTO *Randy Lykes*, the company promoted *Jim O'Neill* to SVP of Ad Operations and *Wendell Decker* to SVP of IT and Technical Services. O'Neill will oversee local and national traffic services, partner services and business intelligence services. Decker will manage IT, video and technical services departments. – The unscripted production group of **Walt Disney Television Alternative** made three VP hires. *Jill Chapman* joins as the new VP, Alternative Series and Content Planning, *Alicia Martino* is VP, Alternative Series and *Mike Rosen* is VP, Production. The three report to SVP, Unscripted and Alternative Entertainment *Tiffany Faigus*.

Think about that for a minute...

Fairness

Commentary by Steve Effros

I'm sure some of my broadcast, cable and lawyer friends, as well as the whole "tech" group, will get exercised over what I'm going to suggest we "think about" in this column. I haven't worked the whole thing out yet myself, but it seems to me we really ought to at least think about the idea of expanding and reintroducing the "fairness doctrine."

For those of you who are unfamiliar with it, the idea of requiring "fairness" in media is certainly not new. You wouldn't know that with all the angst now being expressed about the adverse effects of social media, warped algorithms and megaphone broadcasters. One could be excused for thinking this issue had never come up before. Wrong.

The original concept for requiring "fairness" in new, more powerful media came about in the Radio Act of 1927, which required that licensees provide service "in the public interest." In 1934 the Federal Communications Act was adopted, creating the FCC, and saying its responsibility was to "encourage the larger and more effective use of radio in the public interest." That, in turn, led to the Commission adopting, in 1949, a rule mandating that broadcasters maintain "a basic standard of fairness" which included assuring that opposing points of view had to be aired and had rules for "equal time" for political candidates and the right of those who had been somehow maligned to have the opportunity to respond.

The resulting so-called "fairness doctrine," which was linked to the Commission's granting of broadcast licenses, was forever after a hot topic, with many folks concerned that the government was impinging on First Amendment rights. But the Supreme Court in the "Red Lion" case in 1969 upheld the doctrine as Constitutional. It was, however, always a political football and by 1987 the FCC repealed the doctrine (not the equal time provisions, which Congress had enshrined in law) because of the potential for the "chilling" of free speech.

Granted, there's a lot more to this history, but for now, let's think about today. Of course, we don't have any idea of what the Supreme Court would decide on anything these days, and the FCC, at the moment, doesn't have jurisdiction over what we'll call the

"broadband media." But all that could change!

If there's one thing everyone seems to agree upon, it's that with the plethora, indeed the firehose of "free speech" now available, folks are able to sequester themselves in "information bubbles" that exclude any information they don't want to hear or believe. Thus we have Fox News spending the day attacking Anthony Fauci on the same day the other major networks all show a Congressional hearing on the Capitol riot. We're living in different realities, and that's brought about in major part because Tucker can harp on one thing while Rachel goes exclusively in a totally different direction. No "fairness."

What if the rules were changed? What if not only broadcasters, but cable channels and the "broadband media" folks (possibly defined as those who claim protection under Section 230 to avoid liability) were required to at the least assure that their platforms always feature information from all sides of a "controversial public issue," and always have a mechanism for those attacked or maligned to respond to the same audience, in the same time frame as when the original information was distributed?

Yes, I know, there are all sorts of pitfalls and difficulties with this idea. But right now Congress is considering rules to vet the algorithms used by Google, Facebook, Twitter, et. al., for the very same reason; a recognition that our communications media has been in part responsible for the bifurcation of "reality" in this country and the resultant poisonous atmosphere. Might this clear the air? Think about that, hopefully for more than a minute.



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(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

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