

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Happy Sails: Starlink Seaworthy After FCC Approvals

Satellite internet is coming to the high seas, for a pretty penny. **Starlink** has introduced its Maritime offering, promising download speeds of up to 350 Mbps to merchant vessels, oil rigs, yachts and the like.

The service's website also claims that the equipment can hold up against extreme weather events and even rocket engines. "Starlink is currently being used to get high-quality video of **SpaceX** rocket landings at sea, providing continuous coverage in the faces of engines capable of generating up to 190,000 lbs of force," the website said.

Starlink Maritime isn't for everyone, with a \$10,000 one-time hardware cost and a \$5,000/month cost for service for two of the company's high performance terminals. The hefty price tag drew some criticism from folks on **Twitter** who claimed that Starlink was taking the same service it offered on land and seriously upcharging it for sea-dwelling vessels. SpaceX CEO *Elon Musk* hopped on the social platform to fight back.

"It's dual, high performance terminals, which are important for maintaining the connection in choppy seas & heavy storms. Still obv premium pricing, but way cheaper & faster than alternatives. SpaceX was paying \$150K/month for a much worse connection to our ships!" Musk tweeted Thursday.

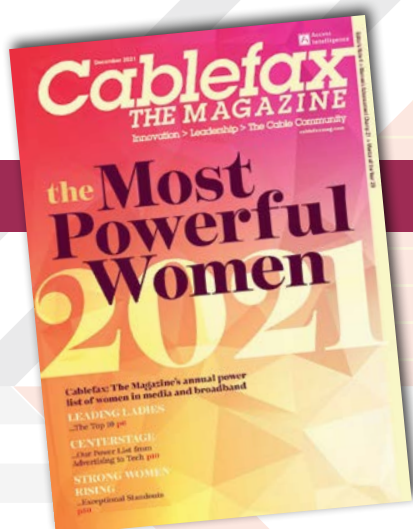
The announcement comes one week after the FCC approved the applications of SpaceX to operate consumer and enterprise Ku-band Earth Stations in Motion and the application of **Kepler**

Communications to operate unlimited Ku-band Earth Stations on Vessels in the territorial waters of the United States and on US-registered vessels in international waters. Both organizations proposed using spectrum in the 14.0-14.5 GHz band to transmit and the 10.7-12.7 GHz band to receive.

Starlink has been making plenty of noise at the Commission recently, asking its customers last week to [support](#) it in its ongoing fight against **DISH** over spectrum in the 12 GHz band. The two have long been arguing over whether DISH could use the spectrum to support its mobile service without disrupting Starlink services. Starlink sent an email to customers asking them to send letters or pre-written comments to the FCC or members of Congress. They've shown up, packing the FCC docket with more than 90,000 comments thus far.

The comments are coming from folks living in urban, suburban and rural areas. One commenter said that while he isn't yet a Starlink customer, he's been keeping a close eye on their offerings from his home in L.A., an area that should have good internet options but currently does not. "Starlink has barely started [its] rollout, and the connection speeds they offer are already competitive (on both speed and price) with the hardwired connections available to me," he said. "Having another (competitive) ISP option is a VERY GOOD THING, and the DISH proposal could seriously harm that option."

Another said she had only recently been able to move closer to family and work from home because of the availability of Starlink in her rural area. If she loses her service, she would be forced to



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move and find another way to work. “Allowing an entirely new use of this spectrum would significantly interfere with my broadband internet connection, which I have come to rely on,” she said. “The FCC should be focused on expanding connectivity to Americans, especially those without service or with poor service.”

NFL SUNDAY TICKET LIKELY MOVING TO STREAMING

NFL Commissioner *Roger Goodell* firmly believes that NFL Sunday Ticket rights will be moving to a streaming service. He revealed as much during an [interview](#) on **CNBC's** “Squawk on the Street” Friday, saying discussions have been ongoing for well over a year and the final decision is an important one for the league. “I think that’s best for the consumers at this stage, but we have so much interest right now and there’s so much innovation around that and how we’re going to be able to change how people watch football,” Goodell said. “We’ll probably have some decision by the fall.” **Apple, Amazon** and **ESPN** have been identified as bidders for Sunday Ticket rights. **DirectTV's** contract for the rights will end following the 2022 season.

AT THE COMMISSION

The **FCC** is officially going to be back in-person for its July open meeting. On July 14, the Commission will welcome press to its new L Street headquarters for the first time since the start of the COVID-19 pandemic. Press in attendance will be allowed to participate in press conferences to start shortly after the close of the Commission’s 10:30am meeting. – The FCC Enforcement Bureau proposed a penalty of \$100,000 against **Verizon** for failing to provide information tied to the accessibility of its Premium Visual Voicemail service. An individual with disabilities filed an informal complaint alleging the service was not acces-

sible. Verizon did not provide the Bureau with the information needed to determine whether the serve was accessible and the data it was required to provide per agency rules.

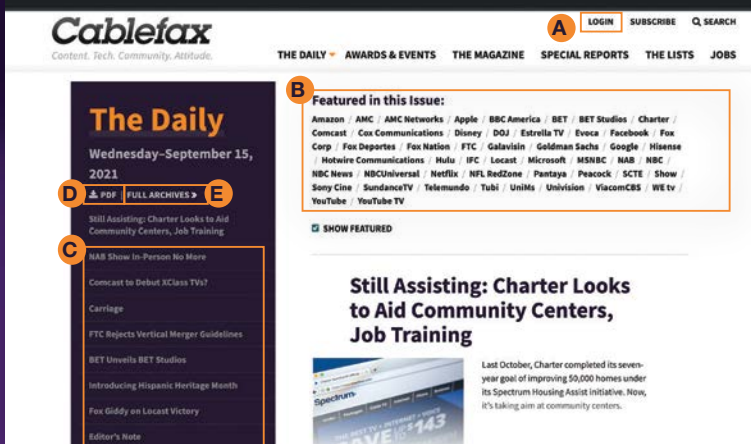
S&P LOOKS AT SPORTS VIEWERSHIP

An **S&P Global Market Intelligence** survey found 53% of U.S. households watched football in 2021 with a big gap ahead of second-ranked baseball at 33%. The report also found soccer remains king in six European countries—France, Germany, Italy, Poland, Sweden and the U.K.—with 54% of households tuning in, with tennis following at 24%. The U.S.’ mark for tennis was 13%, but S&P revealed tennis has one of the closer gender divides among major sports. In the U.S., men accounted for 53% and women 47% of viewership.

MARYLAND DOLES OUT BROADBAND BUCKS

Maryland’s statewide broadband office is awarding more than \$127.6 million in funding to local jurisdictions, ISPs, educational, and community organizations to increase broadband access and affordability. Connect Maryland said the money would help an estimated 15,000 households that are currently unserved or underserved. The grant awards include \$7.7 million for a **Comcast** broadband project in Baltimore, a \$10 million for **Shentel** in Frederick County, \$8.5 million to **Charter** in Somerset County and \$3.68 million to **Breezeline** to expand broadband internet availability in Cecil, St. Mary’s and Queen Anne’s Counties. Breezeline, in partnership with the St. Mary’s County Board of Education, has also been awarded a separate \$339,000 grant from the Maryland Emergency Education Relief grant program to help bring broadband to an additional 23 student households in Maryland that currently lack access to internet.

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KINETIC HITS THE GOLF COURSE

Kinetic Business is teaming with the PGA Tour's Barbasol Championship in Nicholasville, Kentucky, as the streaming and technology solutions partner. Kinetic will provide broadcast capabilities for the tournament and complimentary WiFi for tournament attendees. The company is currently undergoing a multi-year \$2 billion fiber investment across its footprint and will have fiber in every county it serves in Kentucky in the next couple of years.

CARRIAGE

Carnegie Hall's performing arts streaming service **Carnegie Hall+** is now available to **Spectrum** and **Verizon Fios** subscribers. Content includes concerts, operas, dance, documentaries, artist profiles and family programming.

AWARDS

SCTE, NAMIC and *Multichannel News* are calling for nominations for its Diversity in Technology Award. The honor will recognize a leader of color who's contributed to advancement in digital innovation, customer experience, connectedness, digital infrastructure, operations or intelligence in the media, entertainment and tech industries. The winner will be recognized at the NAMIC Conference in New York City on October 11-12. Nominations can be submitted [here](#), and the deadline is August 1.

RATINGS

As the **WNBA** enters its 2022 All-Star Weekend, games on **Disney** networks are up 5% YOY. July 3's contest between the Washington Mystics and Connecticut Sun was the most-viewed game on cable so far this season with an average of 392,000 viewers. July 2's Phoenix Mercury-Chicago Sky game averaged 305,000 viewers—a 16% increase from the 2021 regular-season average.

NICK AT COMIC-CON

Nickelodeon will have four panels, talent signings, exclusive products and more at Comic-Con in San Diego. The network will be based in a 1,800-square-foot booth that'll feature a 16-foot tall Bumblebee from "Transformers: EarthSpark" with photo and AR opportunities, an eight-foot long underwater TV from "The Patrick Star Show" and retail area with custom T-shirts.

CABLEFAX DASHBOARD

Twitter Hits

Ajit Pai @AJPai
 RIP, @AbeShinzo: he was the longest-serving and youngest postwar Prime Minister in Japanese history, the first to address the U.S. Congress (in which he called the Japan-U.S. bond the "Alliance of Hope"), the architect of "Abenomics" and the Quad, and a visionary leader.

The Weather Channel @weatherchannel
 Alex: Chris, have you ever heard my shelf cloud sound?
 @TWCCChrisBruin: Um... no.
 @TWCAlexWilson: 🌩️🌩️🌩️

Liberty Global @libertyglobal
 Last week, over 40 emerging leaders, from Liberty Global and our operating companies, attended Fast Forward - one of our longest running leadership development programs. The event marked a significant milestone as the first in-person session since the pandemic. #LifeatLiberty

Research

(Source: [Equinix 2022 Global Tech Trends Survey](#))

- > 72% of respondents indicated their organization is planning to expand in the next 12 months, into either a new city (31%), a new country (33%) or a new region (38%).
- > 59% said their business was plagued by global supply chain issues and shortages, while 58% specified the global microchip shortage as a threat to their business.
- > Nearly half (47%) said they plan to facilitate global expansion plans by deploying virtually via the cloud.

Up Ahead

- JULY 21-24:** [San Diego Comic-Con](#)
- JULY 24-27:** [NCTC and ACA Connects' Independent Show](#); Orlando
- AUGUST 9-11:** [C2HR CON 2022, Virtual](#)
- AUGUST 23:** [Fiber Broadband Association Copper Mountain Regional Fiber Connect](#); Frisco, Colorado
- SEPTEMBER 19-22:** [SCTE Cable-Tec Expo 2022](#); Philadelphia

Quotable

"We got here by foolishly letting our industrial capacity diminish and by naively thinking that we could safely put high-tech systems designed and controlled by our adversaries at the heart of our country's critical infrastructure. I hope that we've learned from our mistakes and that companies took the right message from the rip and replace program, which is that the government is now keenly focused on the security of devices originating from companies controlled by entities like the Chinese Communist Party, and that you should think twice before buying such devices... And I certainly hope people didn't learn the wrong lesson from the rip and replace program, which is that you should buy the cheapest device you can find, no matter the source, and that the U.S. government will bail you out if it turns out to have been a bad decision." - **FCC Commissioner Nathan Simington speaking about the Commission's Rip and Replace Program with the Rural Wireless Association**