

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Chiming In: AAPI Network Launches on Charter Sunday

Lunar New Year will ring in Sunday with the launch of English-language Asian American Pacific Islander entertainment network **ChimeTV** on **Charter's** Spectrum TV Select package. Carriage across Spectrum's 41-state footprint is a noteworthy feat, but President **Bob Rose** hopes it's just the beginning.

Talks are already underway with other pay TV operators, including **Comcast** and **DirectTV**. "They pause, and they all completely agree that there's a hole in the landscape. There's no AAPI, general entertainment in English channel," Rose told CFX. "We check that box of something they don't have in their lineups. So, the next box is, what's the quality? Is it really good enough? And that's what I can't wait to show them."

Several hundred folks, including government officials and AAPI influencers, are expected to attend a ChimeTV launch party Saturday at the Japanese American National Museum in L.A. They'll get a glimpse of the programming and the execs behind the venture.

At launch, ChimeTV will have 1,500+ hours of content from AAPI countries, including 200+ hours of exclusive content. Approximately half of that was actually produced in English, with about 70% of it representing first-run TV in America. The net is taking a general entertainment approach, with primetime including dramas such as Singaporean series "Lion Moms" and telenovela "Kin," Friday nights features MMA action from "Legend Fight Championships" and others, and there's a host

of lifestyle programming, including the original "Iron Chef." ChimeTV CEO **Faith Bautista** will bring her **Spectrum News 1** talk show "Owning a Piece of America," to the network, interviewing influential leaders and highlighting compelling stories in the AAPI community. Bautista is President and CEO of **National Asian American Coalition** and is a member of Charter's External Diversity and Inclusion Council, a group of national civic and business leaders who help the company implement its DEI strategy.

In the age of FAST channels, ChimeTV is different in that it wants linear distribution with MVPDs. "I know people think linear is dying, etc, but do you know how many people are lined up right now in front of these MVPDs still to have a linear channel? To be bestowed with full distribution on Spectrum is an incredible opportunity," said Rose, who spent years in distribution at **CBS Sports Network** and **Court TV**. "Everyone can go out there and create an app or whatever; there's no gatekeeper. That's why so many of these creative people and producers are coming to us. Because they still believe in television, and they can't get it very easily."

There will be a DTC offering, with ChimeTV+ expected to launch in a few weeks at \$4.99/month. It will have library and on demand content, as well as programming that is not on the linear network. It will be available at the network's [website](#) initially, with apps to follow.

Rose said ChimeTV is funded, but still seeking money to complete its A round and has two serious investors circling.



Who Deserves to Rank Among Cablefax's Annual Top Power Players?

The Cablefax 100 salutes the most influential executives whose leadership continues to take the industry to new heights. We will rank the top professionals in the media, cable & broadband industry and publish the list in the June edition of Cablefax:The Magazine.

It's free to enter — but you must submit your entries by Jan. 21!



Nominate at www.Cablefax100.com | Questions: Kate Schaeffer at kschaeffer@accessintel.com

He declined to provide names. “As incremental investment dollars come in, it’s all going to marketing and programming,” he said. “I think the main goal is to make sure we promote through Spectrum cross channel because we have to get eyeballs on the network immediately. We’re not going to come in with a million dollars in television advertising, so we have to be guerrilla like, grassroots like. I know how to do that.”

Advertising on the network for now is in the form of direct response. Rose said there about two dozen advertisers, but he expects more to come. “There is way more focus on DEI when it comes to ad sales than there ever has been. And so there will be DEI money, there will be media money, there will be institutional money from premium partners. I’m very confident in where we’re headed,” he said.

MOBILE FOR MEDIACOM?

“Mediacom Mobile” were buzzwords Friday after **Wave7 Research** Principal *Jeff Moore* noticed the cable operator had filed a trademark for the term. The trademark was filed back in September, Moore noted in a research note this week that was spotted by [Fierce Wireless](#). Given **Comcast** and **Charter’s** success in mobile, it’s not surprising Mediacom would consider launching a mobile product. It could strike out on its own or as an **NCTC** member participate in a co-op MVNO deal that CEO *Lou Borrelli* told **CFX** should be [wrapped up](#) within weeks. He’d originally thought the deal would come last fall. “Junior cable will be a big story for 2023. Smaller cable companies are launching wireless MVNOs in an effort to lock down their customers,” Moore tweeted. **Cox Communications** wrapped 2022 by rolling out mobile to its entire footprint.

T-MOBILE REPORTS ANOTHER DATA BREACH

T-Mobile has another data breach on its hands. In an **SEC filing** Thursday, the mobile operator said it identified a bad actor on Jan. 5 that obtained data that may have included the names, billing addresses, emails, phone numbers, and/or birth dates of approximately 37 million customers. The bad actor was not able to breach or compromise the network or access customer payment information, social security numbers, driver’s license numbers or any other financial account data. “We currently believe that the bad actor first retrieved data through the impacted [Application Programming Interface] starting on or around November 25, 2022. We are continuing to diligently investigate the unauthorized activity,” T-Mobile said. “In addition, we have notified certain federal agencies about the incident, and we are concurrently working with law enforcement.” T-Mobile suffered a breach in August 2021 that saw the social security numbers, names and birth dates of more than 40 million former or prospective customers become compromised. Another 13 million T-Mobile postpaid customers that subscribed at that time saw their information become compromised. The company has started notifying customers whose information may have been obtained in this most recent incident. It also warned that there is a possibility it could incur significant expenses in connection to the incident, but that’s not expected at this point.

ACTIFAI’S AI SHOPPING TOOL

Actifai has introduced an end-to-end digital sales solution designed to use AI and machine learning to help shoppers choose the right package for them without the help of a

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customer service representative. The product, Actifai Digital, has customers submit data on their needs and interests before using AI to generate a recommendation for the services and plan that would best serve them. Actifai Digital was designed largely with rural providers in mind as a way for them to quickly set up a digital sales channel that can go head-to-head with those used by larger competitors.

CHALAMET'S APPLETV+ MESSAGE

Apple TV+ has started rolling out its new [brand campaign](#) featuring actor *Timothée Chalamet*. The spot follows Chalamet as he discovers the various programs available on Apple TV+, which prompts him to ponder his own career and ask why he isn't yet on the platform. He highlights shows like "Severance," pointing to the show's peculiarity, "CODA" and "Ted Lasso" before ending the ad by saying to the camera, "Hey Apple, call me?"

RATINGS

The premiere of "The Way Home" boosted **Hallmark Channel** to be the most-watched entertainment cable net of the week in prime among households, W18+ and total viewers. It was also at the top in the same category in total day among households and W18+ as the show reached 2.4 million unduplicated total viewers.

PROGRAMMING

The **HBO** comedy series "Insecure" will join **OWN's** Tuesday night programming block starting Feb. 7 at 9pm. It'll air back-to-back episodes at a time, starting with the show's Season 1 premiere.

PEOPLE

Ken Lowe is joining the board of directors at **Warner Bros. Discovery** effective April 2, replacing *Dob Bennett*, who will retire April 1. Lowe—who will also stand for election by company stockholders at the 2023 Annual Meeting of Stockholders—will serve as a Class I director. He was President/CEO of **E.W. Scripps** from 2000-08 before becoming President/CEO of **Scripps Networks Interactive** after it split with the E.W. Scripps Company. He held that position until 2018 when Scripps was purchased by **Discovery**.

CABLEFAX DASHBOARD

Twitter Hits



Research

(Source: Roku and Magna's "Beyond the :30 on Streaming TV" [Report](#))

- > 94% of respondents said they would avoid TV ads less often if there were changes in the types or amount of ads
- > Brands should focus on providing more entertainment in ads, said 60% of respondents. Only 42% said they would avoid TV ads less often if there were fewer ads overall.
- > Different ad formats, including themed vignettes and branded short-form content series hidden within films on ad-supported tiers, created more desire to learn about associated brands.

Up Ahead

- JANUARY 20:** [Cablefax 100 Entry Deadline](#)
- JANUARY 24-26:** [Content Americas](#), Miami
- FEBRUARY 7:** [Regional Fiber Connect](#); Raleigh, NC
- FEBRUARY 28-MARCH 3:** [ACA Connects Summit](#); DC
- MARCH 13-16:** [Satellite 2023](#); DC

Quotable

"We would estimate... roughly half of [Hulu's] membership is on the ad tier. It's a multi-billion-dollar business for them already, and that's a domestic business, U.S. only. So lower reach, lower engagement than us... But I just want to emphasize it's a multiyear path, so we're not going to be larger than Hulu in year one. But hopefully, over the next several years, we can be at least as large... We wouldn't get into a business like this if we didn't believe it could be bigger than at least 10% of our revenue and hopefully much more over time in that mix as we grow."

– Netflix CFO Spencer Neumann on the company's 4Q22 earnings call comparing the long-term goals for its ad-supported tier to Hulu's performance