

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Aloha State: Operators Rush to Help Customers Hit by Maui Wildfires

The week has been marked by the devastation left behind by the Maui wildfires, and the rush to provide aid and support to the areas impacted has only quickened as the days have gone on.

President Biden approved a disaster declaration for the state on Thursday, ordering Federal aid to supplement state and local recovery efforts in the areas that have been impacted by the wildfires that have been raging since Tuesday. Damage assessments are continuing, but **AccuWeather** [estimated](#) Friday that the total damage and economic toll of the disaster is \$8-10 billion.

Providers are doing their best to keep those customers impacted connected, but many are experiencing challenges either with network damage or power outages. **Charter's** employees in the area affected by the fires are safe and accounted for, and it is providing extra resources and support to its teams and customers on Maui.

Free unlimited Spectrum WiFi at four community resource centers—War Memorial Gymnasium, Mayor Hannibal Tavares Community Center, War Memorial Stadium and Iron Maehara Stadium. Free WiFi has also been opened to all users on any provider network for Hawaiian customers.

Thus far, it has seen a significant impact to its network in Lahaina, and its local teams are on the ground and assessing the damage where it is safe to do so. Technicians

and engineers have begun repairs and service restoration efforts as well.

“We are in contact with local officials and power companies. In situations where poles and multiple lines are down, power restoration takes priority and power company officials determine when a worksite is safe for our technicians,” Charter told **CFX** in a statement. “We appreciate our customers’ patience as we make the necessary repairs to report service.”

AT&T's Network Disaster Recovery team and FirstNet Response Operations Group have deployed a portable cell site to Lahaina. As of Thursday night, the Satellite Cell on Light Truck was providing connectivity to first responders as well as wireless service for customers, as network capacity allowed. It is also preparing additional network assets to support public safety.

Hawaiian Telcom has been warning subscribers of outages of a number of its services due to the spread of the fires on its website. “Due to the ongoing fires, we’re experiencing phone and internet service outages impacting people in Lahaina, Napili, Kaanapali and Kapalua,” the operator said. “We’re actively working to restore services as quickly as possible in the affected communities. Thank you for your patience and understanding.”

Verizon said Thursday its network has areas of degraded service on Maui due to power and fiber damage caused by the fire. Those areas are concentrated in the same areas



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NOMINATE BEFORE SEPT. 8

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that Hawaiian Telcom is experiencing outages along the west side of the island. Its network team is coordinating with the Hawaii Emergency Management Agency and the Maui County Emergency Operations Center to prioritize network recovery while also making sure it is safe for Verizon employees.

"We are mobilizing emergency network assets, including mobile cell sites, to Maui. The team is deploying satellite-based mobile hotspots in evacuation centers," Verizon said. "Larger assets were transported by barge from Honolulu overnight and will be deployed in areas of greatest need."

Verizon is offering unlimited calling, texting and data for its prepaid and postpaid customers who live on Maui through August 23. That includes all prepaid and postpaid consumer and small business customers with Maui billing addresses. Customers of Verizon-owned prepaid brands with Maui zip codes that were reaching their month-end service from August 10-13 will also have their service extended by another week.

In a Wednesday update, **T-Mobile** said its Emergency Management Team was monitoring the fire and was prepared to deploy portable satellite and microwave solutions to restore service in impacted areas when it was safe to do so. Its cell sites were holding up well during the fires, but commercial power outages were impacting service for some customers.

"As soon as conditions allow, our priority is to deploy teams with portable generators that will bring temporary power back to our sites," T-Mobile said in an online blog post. "As an alternative, customers who still have a home WiFi connection may be able to use WiFi calling."

EVERPASS GETS PEACOCK'S COMMERCIAL RIGHTS

NBCUniversal signed a multi-year agreement with **EverPass Media** to distribute Peacock's exclusive sports content to restaurants, bars and other commercial businesses across the U.S. **Peacock's** live sports library this year includes the first-ever exclusively streamed **NFL** playoff game with the Wild Card contest on January 13, approximately 180 **Premier League** matches, Big Ten football and basketball and U.S. men's and women's national team matches (in English and Spanish). Additionally, EverPass struck a distribution agreement with the on-premise marketing and entertainment platform for branded TV network **UPshow**. UPshow will extend Peacock's exclusive sports programming to other commercial venues across the country.

WICT UNVEILS TWO NEXT BETSY MAGNESS CLASSES

The **WICT Network** revealed the members of Classes 48 and 49 of the 2023-24 Betsy Magness Leadership Institute. The Institute was formed in 1994 and serves as a leadership development program for women in senior leadership positions across media, entertainment and technology. The two cohorts will begin with a week of training at The Center for Creative Leadership's global HQ in Greensboro, North Carolina, and will finish in May 2024. A full list and bios for Class 48 can be found [here](#) and for Class 49 [here](#).

RATINGS

The ratings from the "Expedition Unknown" series continued to be a boost for **Discovery Channel** in July. "Expedition Unknown" was the top unscripted cable series among M25-54 on Wednesdays at 9pm, with the demo averaging a .70 L3 rating. The show's eight-episode season was its highest-rated in three years as it saw a 14% increase in viewership. The season premiere of "Expedition X" on August 2 at 9pm checked in as the No. 1 non-sports cable program among M25-54. The telecast notched a .62 L3 rating in that group, good for a 3% bump from the previous season's debut. -- The Barbie fever isn't just for theaters. **HGTV's** "Barbie Dreamhouse Challenge" grabbed a spot in the top-5 non-news/sports cable programs among A18-49 and W18-49 on Sunday nights. The show has garnered nearly 12 million viewers across HGTV, **discovery+** and **Max** since its July 16 premiere, which averaged a .54 L3 rating among A25-54 and .81 L3 rating among W25-54 (a 72% and 99% increase, respectively, over the prior six weeks). The season finale Sunday was the season's best ratings performance with a .56 L3 rating among A25-54 and .81 L3 rating for W25-54.

CARRIAGE

LG's free streaming service **LG Channels** is bulking up its lineup this month. New channels coming to U.S. users are **Cosmos TV**, **FIFA+**, **HerSphere by Lionsgate**, **Laff More**, **Maximum Effort Channel** and **The Nashville Channel**. LG is also adding six movies that are available on demand: "The Da Vinci Code," "Angels & Demons," "The Big Lebowski," "Blue Crush," "Fast Times at Ridgemont High" and "XXX."

– Family programming company **Wild-Brain** signed a distribution deal with **Roku** that will see “Tata & Kuma” and “Princess Mirror-Belle” launch on **The Roku Channel** in the U.S. within the fourth quarter. A number of other Wild-Brain shows already call the service home, including “Summer Memories” and “Dorg Van Dango.”

FIBER FRENZY

Construction on **TDS's** Englewood, Tennessee, fiber network project is now complete. Speeds of up to 8 Gigs are available to the more than 1,200 addresses in the build footprint. The project, entirely funded by TDS, also brings 10 Gig dedicated connections to area businesses. Work on the project, which required hanging and laying underground cable in easement areas and the upgrading of equipment cabinets, began last November.

PROGRAMMING

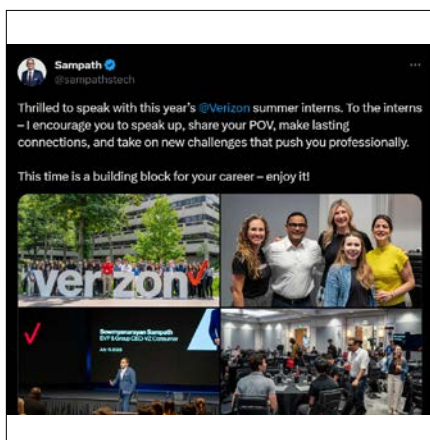
The **NBA's** first in-season tournament schedule will be unveiled Aug. 15 at 3pm on **ESPN's** “NBA Today.” – The Season 4 premiere of “The Real Housewives of Salt Lake City” will begin Sept. 5 at 9pm on **Bravo**. Episodes will be available to stream the next day on **Peacock**. – **HBO** ordered the comedy “The Franchise” to series.

PEOPLE

Andrew Georgiou has been upped to the head of **Warner Bros. Discovery's** media business in the U.K. and Ireland. He'll oversee the channel brands in the region as well as consumer products, home entertainment and the local Warner Bros. theatrical business. He'll also hold onto his position as President/Managing Director, WBD Sports Europe, which operates both **Eurosport** across Europe and **TNT Sports** in the U.K. and Ireland. Georgiou joined the company in 2019 from **Lagardère Sports and Entertainment** to become President of Eurosport.

CABLEFAX DASHBOARD

Social Media Hits



Research

(Source: [Hub's "TV Advertising: Fact vs. Fiction" Survey](#))

- When given a choice between paying a premium to avoid ads or accepting advertising to save \$4-5/month on a subscription, most consumers opt for ads.
- One-third of those who say they cannot tolerate them will accept ads if it means a lower cost subscription.
- Nearly four in ten would like providers to offer them a choice between a premium ad-free experience, and a lower-cost option with ads.

Up Ahead

AUGUST 20-23: [Fiber Connect 2023](#); Orlando

SEPT. 8: [2023 Cablefax Most Powerful Women Nomination Deadline](#)

SEPT 18-19: [The WICT Network Leadership Conference](#); NYC

SEPT 19-20: [NAMIC 37th Annual Conference](#); NYC

SEPT 20: [The Walter Kaitz Dinner](#); NYC

Quotable

“FCC spectrum auctions have fueled American growth for three decades. The agency has held 100 auctions and in the process raised more than \$233 billion for the United States Treasury. It's not just that these auctions are a good deal; they are a big reason why the United States leads the world in wireless innovation. They are also an essential part of our economic and national security. The current lapse in spectrum auction authority is unprecedented and it puts this leadership at risk. With the World Radio Conference now only months away, it is vital that this authority is reauthorized as soon as possible.”

– FCC Chair Jessica Rosenworcel speaking on the five month anniversary of the agency's spectrum auction authority running out