

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Full House: Operators Battle Over MDU Wins

Multi-dwelling units can be gold mines when it comes to customers and revenue opportunities for operators, but a shift in the regulatory tides and changing trends are making it tougher to compete than ever before.

And even when you are able to compete, what's the right mix of services to offer residents and property owners to make everybody happy? Well, it depends. "For the most part, a lot of startups that are focused just on MDU are going very clean and doing broadband-only because there's a lot of hair around these ancillary services," **Calix** Senior Director, Segment Marketing *Jeff Brown* said during a panel at the 2024 Pennsylvania Broadband Summit on Thursday. "However, residents increasingly are wanting a lot of cool features with their services, and property owners, obviously they're trying to attract residents. So they want things like WiFi in all common areas, they want to be able to monetize WiFi."

The cases are only getting more complex. Mixed-use buildings with some residential settings as well as businesses want to be served with one platform, and some property owners want to use smart home technology for leak detection and the like. Competition between providers for these MDUs is only rising, and **Breezeline** Senior Director, Broadband Engineering *Jeremy McMasters* said in some urban areas, four providers are fighting over the same community.

"It swaps to one provider, and then a couple years later, it

will get swapped to me. So really maintaining that relationship is important and customer service, having that always online mentality and making sure that network is upgraded," he said, quipping that the best property owners are the ones that providers don't hear from.

But the business case around MDUs could be changing once again, and soon, due to regulatory action. Of course, there is the impending shutdown of the Affordable Connectivity Program, which some lawmakers are still attempting to breathe new life into. Rep. *Yvette Clarke* (D-NY) filed a discharge petition Tuesday in an attempt to trigger a vote on bipartisan legislation, the Affordable Connectivity Program Extension Act, that would keep the program afloat, and she is working now to gather signatures. But time will tell whether or not her efforts will prove successful. On the other side of things is an impending **FCC** vote on an item that may ban bulk billing arrangements between ISPs and MDUs.

"In both instances, if one or both go away, it's going to make operators say OK, I'm going to have less revenue on the upside into these buildings. We have less take rate because I can't guarantee I'm going to get the whole building, and I'm going to have these people who were taking advantage of ACP who I may not be able to count on as subscribers because I'm going to have a higher rate," Brown said. "I have to come up with a model that costs less to get into the building and inside the building to be able to make money."



## Cablefax TOP OPS AWARDS

Cablefax's Top Ops Awards recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement. Give credit where credit is due—

Nominate the Top Operators of the year.

**NOMINATE NOW**

## T. HOWARD CELEBRATES DIVERSITY AWARDS DINNER

Another **T. Howard** Dinner is in the books, with a packed house turning out at Cipriani for the foundation's Diversity Awards Dinner celebrating industry leaders and companies committed to increasing diversity and inclusion in the media and entertainment industry. **BET** Media Group President & CEO *Scott Mills*, who received the Executive Leadership Award, addressed the current climate's "war on diversity." He offered up BET, which turns 45 next year, as a company that's flourishing. "We've been growing share, growing property, growing reach, generating double-digit revenue growth. And all of that is anchored in one thing," he said. "It's anchored in our focus on diversity—the diversity of our workforce, the diversity of our leadership team, the diversity of our partners, the diversity of our culture, the diversity of our community. Clear evidence of the economic value that can be created by prioritizing diversity." Mills also took a moment to thank the distributors in the room. "We love to be of service to our community. And we recognize that we can only be in our service our community because of the extraordinary partnership and support that we see from our distribution partners," he said. **Carlsen Resources** Founder & CEO *Ann Carlsen* was honored with T. Howard's Lifetime Achievement Award, with a video montage of leaders, including **Warner Bros. Discovery's** *David Zaslav* and **Starz's** *Sofia Chang*, celebrating her decades of placing executives in media roles. She quoted *Kahlil Gibran's* "Work is love made visible" as what has driven her over the years. "I love to be able to sit with somebody and help them turn the light on, hold the mirror up, ask the questions," Carlsen said. "Everybody needs that so make sure you have that person or persons that will put the mirror up and help you along in this in this journey." **Cablefax** Editorial Director *Amy Maclean* was the night's Diversity Advocate Award honoree. "Cablefax launched its annual Diversity and Women's magazines long before many companies even contemplated hiring a Chief Diversity Officer or crafting a DEI program. Our goal has always been to shine a light on what the industry is doing. And some of those early magazine issues—let's just say the page count was rather light," she said. "That's not a problem today. We receive hundreds of nominations for these issues and our daily newsletter features a range of voices and perspectives. Though we know there's always more work to be done."

## NTIA APPROVES ALL DIGITAL EQUITY PLANS

**NTIA** has officially accepted Digital Equity plans from all 50 states, D.C. and Puerto Rico, Administrator *Alan Davidson*

announced on X Thursday. Those plans included objectives on how to promote the availability and affordability of access to broadband, improve digital literacy, increase awareness of cybersecurity threats and more. All of those territories will now be able to apply to the agency's \$800 million Digital Equity State Capacity grant program, which will provide funding for the implementation of those plans.

## PARAMOUNT, SKYDANCE TO START DUE DILIGENCE NEXT WEEK

We're in the 30-day exclusive period for **Paramount** and **Skydance Media's** [proposed deal](#) that'd see Skydance acquire Paramount Global and **National Amusements**. Things are moving along as Skydance will meet with Paramount management to begin due diligence next week, according to a [CNBC](#) report citing sources. It won't be smooth sailing, though. People familiar with the situation told the Wall Street Journal that [four Paramount directors](#) on its board—*Dawn Ostroff*, *Nicole Seligman*, *Frederick Terrell* and *Rob Klieger*—are expected to depart their roles soon. Seligman, Ostroff and Terrell are on a special committee assigned to find the best possible deal for Paramount, and WSJ writes at least one of the departing directors expressed concerns about the possible deal with Skydance. National Amusements could still choose not to move forward with the Skydance proposal.

## FTC ISSUES REFUNDS TO FORMER AT&T CUSTOMERS

The **FTC** is sending nearly \$6.3 million in partial refunds to **AT&T** wireless customers who were subject to data throttling under the company's unlimited data plans. It stems from the FTC's \$60 million settlement with AT&T back in 2019. The settlement centered on allegations that AT&T failed to adequately disclose to customers with its unlimited data plan that if they reach a certain amount of data used in a given billing cycle, the provider would reduce their data speeds. AT&T already sent out a bill credit to current customers in 2020 and refund checks to former customers, which resulted in \$52 million returned. This round of refunds is for those who have not yet received a claim but filed one with the FTC.

## JASSY TALKS PRIME VIDEO

**Amazon** CEO *Andy Jassy* wrote his 2023 letter to shareholders this morning, and while it of course touched on factors like cost cutting and AI, there were a few mentions of **Prime Video**. He elaborated on a few points during an appearance

on **CNBC's** "Squawk Box" on Thursday morning, first noting Amazon's belief that Prime Video can be a "large and profitable business" on its own. "I think that when we started with Prime Video, it was very much about driving people to find value in our overall Prime offering. And we found that actually a lot of people would sign up for Prime because of our exclusive content, and then once they become Prime members, they would shop in our e-commerce offering," Jassy said. "It really drove our business downstream and that continues to very much be the case. But we now have conviction that apart from the value it drives for the rest of the business, it will be a good economic business on its own as well." Jassy doesn't see the company spinning off Prime Video because of that synergy with other Prime offerings. He was asked about Amazon's role in the upcoming NBA rights negotiations, to which he gave a simple "we'll see what happens" after praising the league and its Commissioner *Adam Silver*. But there are more sports to come with Prime Video including **NASCAR** and the **WNBA**, which will have Prime Video as its exclusive streaming partner for the upcoming 2024 and 2025 seasons.

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**YES NETWORK SPENDING AN EVENING WITH YANKEES LEGENDS**

Baseball is certainly back in full swing, and the **Paley Center for Media** is teaming up with **YES Network** for the latest PaleyLive program: "The Story of My Number: An Evening with New York Yankees Legends." It's centered around the original program "The Story of My Number" that will premiere on the YES App on May 9. However, the PaleyLive event will take place May 6 at 7:30pm from The Paley Museum, where the premiere will air followed by a conversation with former Yankees greats including *Aaron Boone*, *Tino Martinez* and *Nick Swisher*. The first episode will spotlight Boone, who currently manages the Yankees. The Story of My Number will also air on YES Network following the Astros vs Yankees postgame show on May 9.

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**DOING GOOD**

**Optimum Business** is partnering with the LIA Foundation, the charitable arm of the Long Island Association, to create the LOCAL Small Business Grants. The initiative will fund 50 small businesses in communities across Nassau and Suffolk Counties on New York's Long Island. Selected businesses will receive \$5,000 grants to support growth and long-term success. LIA will also offer a six-month and one-year complimentary membership to the LIA, respectively, for applicants and recipients who are new to the LIA.

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**PROGRAMMING**

**ESPN** penned a nine-year, multi-platform media rights extension with *Peyton Manning's* Omaha Productions. That means

the "Monday Night Football with Peyton and Eli" alternate cast will continue as well as "Peyton's Places" and "Eli's Places." – **Max** animated series "Velma" will return for its second season April 25. – This weekend is the Billie Jean King Cup qualifier between the U.S. and Belgium, and **Tennis Channel** will have live coverage starting Friday at 6pm. Saturday's festivities will begin at 2pm. Both days will have four hours of live competition. – Crime drama "My Life Is Murder" returns with a two-episode premiere June 17 on **Acorn TV** and **BBC America**.

**Cablefax Executive Round Up**

**The 2024 NAB Show is right around the corner. As thousands come together in Las Vegas to showcase a myriad of innovations, here's what executives in the industry are looking forward to discussing at the event.**



**Josh Arsenberg**  
CTO, Media & Entertainment  
**Verizon Business**

"As the Media & Entertainment industry shifts to IP, fast and reliable connectivity will be the star of the show. From advancements in 5G technology to the fortress of secure connections, I'm looking forward to exploring how cloud-native innovations are reshaping our industry landscape. Streaming tools will take center stage as we cement their role in transforming content delivery and consumption. There's going to be an exhilarating lineup here that is creating a path forward in all things connected media."



**Gilles Domartini**  
Founder/CEO  
**Cleeng**

"D2C providers struggle with churn, especially because it's easier than ever for consumers to subscribe and unsubscribe from SVOD services. They want flexible solutions that positively impact retention and revenue generation. From our new hybrid monetization capabilities to our ability to predict churn with up to 95% accuracy, our portfolio is constantly evolving to address these needs. At NAB, we will discuss how we help D2C companies future-proof retention strategies to grow their businesses."



**Rob Lewis**  
CEO  
**ROXi**

"At NAB this year, I'm looking forward to discussing how we can revolutionize broadcast TV to make it more relevant and attractive to the younger TikTok generation who grew up with YouTube in their pocket. We'll be showcasing the latest advances in Broadcast technology that will change the way millions of Americans watch, interact with, and enjoy Broadcast TV. We are going to show the future of broadcast TV in the US will be interactive."



**Julien Signes**  
EVP, Video Network  
**Synamedia**

"As fans shift to streaming to watch sports, they are continuing to demand high-quality viewing experiences—something that is difficult to execute at scale. When done right, streaming can deliver impeccable viewing experiences and captivating interactive applications. I'm excited to discuss the potential of sports streaming at NAB, and most importantly the solutions we offer content owners seeking to distribute their content at a lower cost, without compromising video quality."



# PROGRAMMER'S PAGE

## Space Shuttle Era Revisited in CNN Series

Tragedy. That's the everlasting word to describe NASA's Space Shuttle Columbia that disintegrated upon reentry into the planet, killing all seven members on board. It would cloud the Space Shuttle program's legacy as it hadn't endured a disaster of that magnitude since the 1986 Challenger explosion. However, the program still changed space travel and how NASA approaches it today. **CNN** studies that influence in "Space Shuttle Columbia: The Final Flight," which premiered Sunday with two episodes and will release the final two this upcoming Sunday at 9pm. It's a surreal recount with home videos, interviews and unseen footage that encapsulate the disbelief many felt when watching Columbia descend for what was supposed to be the mission's landing. Case in point: One of the 9-1-1 calls heard is a lady pleading to a suspicious operator "I'm telling you; something fell out of the sky." The series captures the confusion of residents in Texas who had come across the debris, but also the confusion from the entire world about what happened. Eventually, CNN brings in folks like NASA employees, family members of the crew and even video footage shot by the crew from inside the ship to paint the whole picture of what led up to the disaster. The proximity of these figures to the situation gives the series an intimate feel. It helps convey the context and feelings before, during and after the tragedy, something that helps viewers who are first learning about Columbia or space exploration in general. While it's been 21 years since Columbia's destruction and 13 since the space shuttle program's last flight, the intrigue of space exploration still resonates with viewers. "This chapter in the Space Shuttle Program captured the nation's attention and is equally as captivating in the retelling ... Our viewers have long been fascinated by stories of space exploration," *Amy Entelis*, EVP, Talent, CNN Originals, and Creative Development for CNN Worldwide, said. – *Noah Ziegler*

### REVIEWS

"We Were The Lucky Ones," **Hulu**. The Holocaust is such a large concept that it's difficult for people to see it as anything other than an historical experience, one of history's deadliest, of course, with 6 million Jews and an estimated 5 million other victims, including 3.3 million Soviet prisoners, 1.8 million non-Jewish Poles, Romanis, Serbs, the institutionalized, political and other prisoners, gay men and Black people in Germany. Yet for those who lived in Europe and the Soviet Union during the Holocaust, it was personal. It influenced and interrupted professional careers, and personal lives. In a way, the stories in this 8-part Hulu series are not exceptional. They include 5 young adults dealing with their aged parents. Other characters consider their careers, marriage and children. What "We Were ..." does is offer a glimpse at how people made these choices as the Nazi war machine moved across Europe and their lives. Based on Georgia Hunter's 2017 bestseller with the same name as the series, *We Were* follows a Polish family, the Kurcs, as their comfortable existence is slowly overturned as the Nazis gain power and, eventually, territory. While there are myriad characters, the story's main characters are Halina (a very effective *Joey King*) and Addy (*Logan Lerman*), who's living in France. Their struggles during the 1930 and 40s still resonate. – *Seth Arenstein*

BASIC CABLE P2+ PRIME RANKINGS* (04/01/24-04/07/24)		
MON-SUN	MC US AA%	MC US AA (000)
<b>ESPN</b>	<b>0.922</b>	<b>2907</b>
<b>FNC</b>	<b>0.592</b>	<b>1867</b>
<b>TNT</b>	<b>0.456</b>	<b>1438</b>
<b>TBSC</b>	<b>0.355</b>	<b>1119</b>
<b>MSNBC</b>	<b>0.339</b>	<b>1069</b>
<b>HGTV</b>	<b>0.239</b>	<b>754</b>
<b>HALL</b>	<b>0.236</b>	<b>743</b>
<b>HIST</b>	<b>0.196</b>	<b>619</b>
<b>USA</b>	<b>0.182</b>	<b>572</b>
<b>INSP</b>	<b>0.179</b>	<b>565</b>
<b>FOOD</b>	<b>0.167</b>	<b>527</b>
<b>TLC</b>	<b>0.159</b>	<b>501</b>
<b>CNN</b>	<b>0.156</b>	<b>492</b>
<b>DISC</b>	<b>0.150</b>	<b>474</b>
<b>TVLAND</b>	<b>0.137</b>	<b>431</b>
<b>ID</b>	<b>0.121</b>	<b>382</b>
<b>HALLMYS</b>	<b>0.118</b>	<b>373</b>
<b>GSN</b>	<b>0.108</b>	<b>342</b>
<b>FX</b>	<b>0.101</b>	<b>320</b>
<b>BRAVO</b>	<b>0.101</b>	<b>319</b>
<b>REELZ</b>	<b>0.099</b>	<b>314</b>
<b>OXY</b>	<b>0.090</b>	<b>283</b>
<b>AMC</b>	<b>0.087</b>	<b>275</b>
<b>WETV</b>	<b>0.087</b>	<b>274</b>
<b>A&amp;E</b>	<b>0.084</b>	<b>264</b>
<b>LIFE</b>	<b>0.073</b>	<b>230</b>
<b>NWSMX</b>	<b>0.073</b>	<b>229</b>
<b>NATGEO</b>	<b>0.071</b>	<b>225</b>
<b>ADSM</b>	<b>0.070</b>	<b>219</b>
<b>TRUTV</b>	<b>0.067</b>	<b>210</b>
<b>SYFY</b>	<b>0.066</b>	<b>210</b>
<b>COM</b>	<b>0.065</b>	<b>206</b>
<b>BET</b>	<b>0.065</b>	<b>205</b>
<b>PRMNT</b>	<b>0.064</b>	<b>202</b>
<b>TRAVEL</b>	<b>0.063</b>	<b>199</b>

\*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.



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