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WHAT THE INDUSTRY READS FIRST

Ribbon Cutting: Mediacom Mobile Begins Welcoming Customers

Mediacom Mobile is finally open for business. The company is allowing existing customers to sign up ahead of a full launch on July 24 and it revealed **Verizon** as its MVNO partner for the service.

The announcement comes almost two months after the company officially [teased](#) the service's debut, advertising the service on the side of vehicles along with messaging around the "incredible savings" that come with the product. Employees have been able to test the network as well ahead of this launch, with roughly 170 employees signing up for 330 lines within the first month. That testing period has gone exceptionally well, according to Mediacom SVP, Operations, Product Strategy and Consumer Experience *Tapan Dandnaik*. During a conversation in late June, he told **CFX** it was important to drive employee awareness first to not only educate them on the product, but to also build excitement and their confidence in Mediacom Mobile's capabilities as they are speaking with potential customers.

"We've been porting numbers and trying to work through the process and our employees are super excited," he said. "It's around just features, trying to get all the features in, working with the OEMs and looking at devices. It's not straightforward, it's very, very complicated... and from a technology perspective, when you launch, you want to make sure everything is working."

Mediacom has teamed up with Verizon, following in the footsteps of **Charter** and **Comcast**, both of whom have contin-

ued to speak positively of the mobile operator deep into their business relationships. As for its MVNE partner, the provider previously revealed it was working with **Reach**, which touts a platform that allows for the rapid deployment and monetization of mobile services. Reach has also struck a preferred partnership agreement with the **NCTC**, of which Mediacom is a member, but Mediacom wanted to have the freedom to completely customize the service every step of the way. But going your own way can also complicate the process, and ensuring everything from the technology to the sales channels is ready to go.

"When you don't have something out of the box, you need a lot more conversation and making sure you're tested," Dandnaik said. "You want to make sure that we're comfortable internally before we get it out there, so that's really just working through the processes, checking all the boxes..." Mediacom also didn't want the announcement to get lost in the summer haze of the July 4th holiday.

Mediacom Mobile customers will be able to choose between two plans for now, an Unlimited Plan priced at \$40/month per line and a By the Gig Plan that is \$15/month per line per gigabyte. Customers must enroll in both autopay and paperless billing to purchase a plan. According to the product's website, a device store will be launching soon with a number of phone options, including the latest from Samsung and Google. Mediacom Mobile's website also features a savings calculator allowing customers to see how much they'd be able to save by switching.

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DOLAN NOT HAPPY ABOUT THE NBA'S NEW MEDIA DEAL

Not everyone is happy about the **NBA's** imminent \$74.6 billion media rights deal. *Jim Dolan*, Executive Chairman/CEO of **MSG Entertainment** and owner of the New York Knicks, wrote a fiery letter to the NBA's Board of Governors that put the league's plans for revenue dispersion under the new media deal. **ESPN** [obtained](#) that letter, which shows Dolan compare the NBA's deal to what the **NFL** has done with its broadcast strategy. "The NBA has made the move to an NFL model—de-emphasizing and depowering the local market," Dolan wrote via **ESPN**. "Soon, your only revenue concern will be the sale of tickets and what color next year's jersey will be. Don't worry, because due to revenue pooling, you are guaranteed to be neither a success nor a failure." Dolan also took aim at the NBA's plan to make more games available on national networks, going as far to say the league's new deal makes RSNs "unviable." "The increased number of exclusive and non-exclusive games means that national partners would have the ability to air nearly half of the regular season and all postseason games. This reduction in available games for RSNs risks rendering the entire RSN model unviable," wrote Dolan. **MSG Networks**, a RSN that features Knicks broadcasts, is part of **MSG Entertainment**.

WBD LAYOFFS COMING THIS WEEK

Another round of layoffs is set to hit **Warner Bros. Discovery** this week, a move that follows the [layoffs](#) that came at **CNN** just a week ago. *Deadline* was the first to report. Around 1,000 WBD employees across different areas of the company will be impacted, including folks at **Max** as well as some in finance, business affairs and production.

VERIZON EXPLORING TOWER SALE

Verizon is gauging interest on its tower portfolio, sources [told Bloomberg](#) Monday. Verizon is rumored to have hired advisers to explore who would be interested in purchasing approximately 5,000-6,000 of the company's towers. The reported asking price is around \$3 billion, but some believe that is an extremely low number and expect the final number to land far above that mark. "Based on recent transactions and market comps, we estimate the assets could sell for close to three times the rumored deal value. Our only caveat is we don't know what tenancy on Verizon's towers look like (if they are the only tenant on each tower—which is extremely unlikely—then the rumored deal value is fair)," **New Street Research** said in a note to clients. **Shentel**

sold its portfolio of 226 towers and operations to Vertical Bridge in March for \$310.3 million in cash.

AI ROBOCALLS, MISSING PERSON ALERT ON FCC AUGUST AGENDA

The **FCC** plans to vote on items at its August meeting that would target AI-generated robocalls and would create a new emergency alert code for missing and endangered persons. Chairwoman *Jessica Rosenworcel's* AI robocall Notice of Proposed Rulemaking proposes to define AI-generated calls and to adopt new rules that would require callers when obtaining prior express consent to disclose that the caller intends to use AI-generated calls. The other item would add a "MEP" event code to the nation's Emergency Alert System would help law enforcement agencies to galvanize public attention to missing and endangered people of all ages who do not qualify for AMBER Alerts. "Law enforcement agencies successfully use AMBER Alerts on TV and radio to help mobilize public attention and recover abducted children. Yet we do not have a similar code in the Emergency Alert System dedicated to sounding the alarm over other missing and endangered persons, particularly the thousands of missing native and indigenous women who have disappeared from their homes never to be seen again," Rosenworcel said in a statement.

HAWAII LATEST STATE TO EARN BEAD PLAN APPROVAL

The Aloha State is on **NTIA's** nice list with the agency accepting Hawaii's Initial Proposal for the BEAD program. The milestone allows Hawaii to request access to more than \$149 million in program funds to begin the implementation phase of the broadband deployment initiative.

STREAMERS OFFER DEEP AMAZON PRIME DAY DISCOUNTS

In what's come a bit of an **Amazon Prime Day** tradition, a slew of SVODs have [slashed](#) their subscription prices for Prime Video channels to 99 cents for two months. Streamers offering such promos this year include **Starz**, **MGM+**, **Hallmark Movies Now** (soon to become Hallmark+), **BET+**, **PBS Masterpiece**, **VIX Premium**, **Acorn TV**, **Britbox**, **Crunchyroll**, **Lifetime Movie Club** and **UP Faith & Family**. Some other services were offering less deep discounts for Prime Day. **AMC+** Ad Free is available for 50% off its normal \$8.99/month price for two months. **Paramount+** and **Discovery+** also were offering two months at 50% off, bringing the monthly price down during the promo to \$5.99 and \$4.49, respectively.

NBC SPORTS PARTNERS WITH CISCO FOR OLYMPICS PRODUCTION

NBC Sports is joining forces with **Cisco** for it to provide the networking technology for the all-IP production of the Paris Olympics and Paralympics. Cisco will use its IP Fabric for Media at the International Broadcast Center in Paris, which will enable a secure delivery of 4K and 8K content to viewers in the U.S. and allow for new mobility and wireless technologies. NBC Sports will also use Cisco's security and observability solutions that deliver a real-time unified view of NBC Sports' network, which helps prevent outages and streamline the digital broadcast experience.

BET LAUNCHES TYLER PERRY FAST CHANNELS

BET is rolling out a pair of FAST channels dedicated to *Tyler Perry*. **BET Tyler Perry Comedy** and **BET Tyler Perry Drama** will mark the first time the network's Tyler Perry series are available on FAST channels. Shows included on the two include "Tyler Perry's Sistas," "Tyler Perry's House of Payne," "All the Queens Men" and "Tyler Perry's Assisted Living." The two channels are available on **Roku**, **Pluto TV**, **Plex**, **TCL** and **Freevee** in addition to future platforms to be announced.

SLING TO OFFER MLB ALL-STAR GAME TELECAST IN 4K

Sling TV is swinging for the fences for the **MLB** All-Star Game tonight at 8pm. It'll offer **Fox Sports'** presentation of the Midsummer Classic in 4K on supporting **Roku** and **Amazon Fire TV** devices, making it the first time Sling subscribers can view a live event in 4K in certain markets. Sling will offer future events in 4K as well, including **NBCUniversal's** Paris Olympics coverage and college and **NFL** game broadcasts on **ESPN**, **Fox Sports 1** and others.

CARRIAGE

Sinclair's free local news streamer **NewsON** added eight stations to its lineup thanks to a partnership with News Press & Gazette: KION (Monterey, CA), KESQ (Palm Springs, CA), KEYT (Santa Barbara, CA), KRDO (Colorado Springs), KIFI (Idaho Falls), KMIZ (Columbia, MO), KTVZ (Bend, OR) and KVIA (El Paso). NewsON offers live and on-demand local newscasts, FAST channels and news clips from more than 23 TV broadcast groups for a total of 286 local TV stations.

GRACIES DAY OF GIVING

The **Alliance for Women in Media Foundation** is introducing a new fundraising event to help continue its mission of forging change in media. The first Gracies Day of Giving will take place July 26. Donations will be accepted [online](#) or via Venmo @ AWM-Foundation. The funding will also be used for the Graces

Leadership Awards Fellowship program and the event itself. This year's Awards will take place Nov. 19 in NYC.

FIBER FRENZY

Summit Broadband is celebrating its 30th anniversary by bringing 400 Gbps service to the Orlando-based entertainment company Falcon's Beyond. It's Summit's first 400 Gbps customer and helps Falcon's Beyond with its recently expanded company HQ by providing a low-latency network to power its data center. Summit provided two 400 Gbps circuits connecting the HQ to the data center. – **GoNetspeed** wrapped up construction of its \$5.8 million project in the town of Manchester, Connecticut, adding 10,800 customers to the company's footprint. Manchester joins the 30+ Connecticut communities that GoNetspeed is available in.

RATINGS

The news nets once again led the way for the cable ratings the week of July 8-14 as many tuned into coverage of former President *Donald Trump's* attempted assassination. **Fox News** led primetime with 3.89 million viewers P2+, with **MSNBC** following in second with 1.2 million and **CNN** third with 1.01 million. **Fox Sports 1** cracked the top five with 824,000 viewers thanks to its soccer coverage. This year's UEFA Euro tournament averaged 1.68 million viewers across FS1 and Fox, making it the most-watched Euro in U.S. English-language TV history while the Copa América averaged 1.42 million viewers across FS1, **FS2** and Fox—also an English-language TV record for the tournament. **Hallmark** checked in at No. 5 with 744,000. It was the same top three for the total-day rankings. Fox News led with 2.06 million as MSNBC and CNN followed with 691,000 and 563,000, respectively. ESPN came fourth with 483,000 and Hallmark fifth with 415,000.

PROGRAMMING

Investigation Discovery renewing the docuseries "Lost Women" and "Feds." The two programs are made in partnership with actress *Octavia Spencer*, her production company Orit Entertainment and October Films. The new chapter of Lost Women will look at the murders of two Alaskan women while *Feds* continues to highlight the FBI.

PEOPLE

Family Entertainment Television, which owns **FETV** and **Family Movie Classics**, named *Kyle Patten* as SVP, Performance Sales. He previously worked at **Turner**, **Discovery** and most recently, served as VP, Performance Sales at **Univision**. – **MyBundle** tapped *Michael Goldstein* to the newly created role of Chief Revenue Officer. Goldstein, who joins after a nearly 15-year stint with **Ting Internet**, will manage sales, marketing and partner success functions for MyBundle. He'll report to co-founder/CEO *Jason Cohen*.