

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Exclusive: Industry Sees Merit Raises Cool Off Per C2HR Surveys

Which segment of the industry saw the biggest pay increases last year? Content developer executives were rewarded with an average 8.9% in total direct compensation to help offset a 2023 that saw only a 2.6% rise in their salaries. That figure is according to the **Content & Connectivity Human Resources (C2HR) Association's** Annual Compensation Surveys, which CFX received an advance peek at. Execs working in legal/business affairs, market/audience research, media relations and broadcast operations saw some of the most substantial pay hikes at content companies.

The connectivity side of the industry—which includes MSOs, satellite operators and security companies—saw more moderate compensation growth, with base salary increases smaller than last year across the board. However, bonuses and long-term incentives pushed total compensation higher for management and salaried employees, with the segments averaging a 4.5% uptick in total direct compensation. Customer care reps claimed the top spot on the high-demand talent list, as did construction positions and senior marketing jobs.

Overall, 2024 merit increases fell to 3.3% from 3.8% in 2023 for connectivity companies and to 3.2% from 3.3% for content developers. Budgets were slightly below the national average of 3.4%, but higher than inflation at 2.9%. C2HR data forecasts that 2025 industry merit increases will remain at 3.4% for connectivity participants and fall to 3% for content creators, versus the projected 3.4% national average. These rates are consistent with pre-pandemic budgets, which trended about 3%.

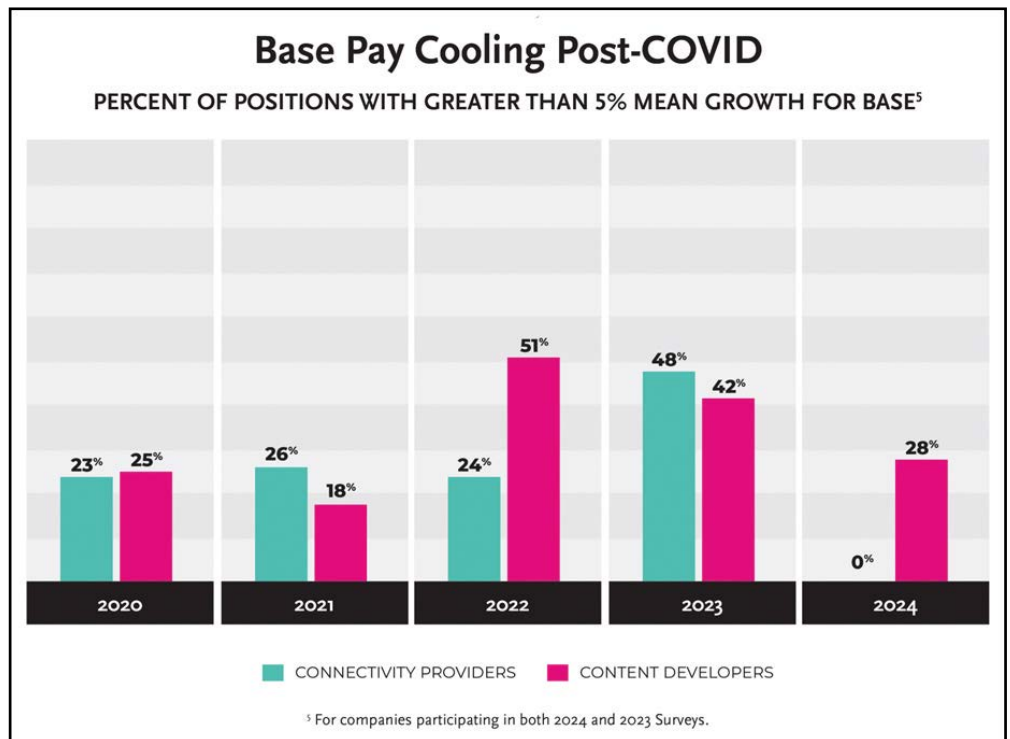
“When it comes to base pay, there’s a correction occurring,” *Hali Croner*, President/CEO of **The Croner Company**, the research and compensation consulting firm that conducts the surveys for C2HR, said in a statement. “During the pandemic, participants raised salaries to attract candidates, but pay growth is slowing down now. Today, it is an employers’ market.”

Eleven connectivity companies with 623 positions participated in C2HR’s

2024 Compensation Surveys. Together, they represent 98,487 employees. Thirty-eight content developers participated in the surveys. They employ 39,357 workers, with 889 positions and representing a mix of cable programmers; television, satellite and radio broadcasters; and digital content creators. The C2HR surveys have provided compensation and benchmarking metrics for 28 years.

The industry is a long way from the bonus boom of 2022, which saw connectivity providers on average deliver bonus awards 16% above target and content developers 21% above target. Connectivity companies averaged 4% above target in 2024, while content developer bonuses were 7% below target. However, the industry tends to be extremely inclusive with bonus programs, with 91% of connectivity providers offering short-term cash awards and 89% of content developers. And those bonuses are available to 70% of connectivity support employees and 47% of content support workers.

When it comes to hot jobs, content companies paid broadcast engineers 25% more than last year, followed by 18% for broadcast coordinator and 8% for director of broadcast operations. Another high-demand job area for content creators included legal/business affairs, which includes execs who negotiate streaming deals, review M&A and monitor regulatory happenings. Manager of legal/BA saw a 14% increase; followed by senior director, legal/BA at 7%; senior manager, legal/BA at 7%; and director, legal/BA at



6%—all increases above the national average.

“From an HR compliance perspective, the impact of pay transparency laws, evolving leave regulations, the FTC’s [Federal Trade Commission’s] proposed non-compete ban, and recent FLSA [Fair Labor Standards Act] changes underscore the critical role these teams play,” said Rebecca Zambrana, VP, HR at INSP. “With multiple jurisdictions enacting new laws each year, legal and business affairs teams’ expertise is invaluable in ensuring compliance—a value clearly reflected in the survey.”

On the connectivity side, construction topped the list of high-demand roles—not surprising given the push for network expansion and fiber buildouts. Construction technician 2 received on average 12% more for the role; manager of construction followed with a 5% increase; and senior director of construction received a 4% bump in base salary. Marketing positions also saw more pay movement. Senior marketing specialist pay rose 4%; senior marketing manager 4%; and senior director of marketing 6%. Customer care continues to be hot, with both lead customer care technical support rep and manager of customer care technical support climbing 5% in 2024.

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PARAMOUNT, YOUTUBE TV AVOID LONG-TERM BLACKOUT

For as much commotion a potential **Paramount-YouTube TV** carriage dispute generated last week, the fireworks never sparked. After a [short-term extension](#) kept the Paramount nets live on the vMVPD while the two companies negotiated into the weekend, a full agreement was announced Saturday night that keeps Paramount’s 23 linear nets and **CBS** local stations

on YouTube TV. **Paramount+ with Showtime** and **BET+** will remain available on YouTube Primetime channels, but **Google** will now be able to make Paramount+ available to qualifying YouTube TV customers. “We are pleased to announce a renewed Paramount-Google agreement for the continued carriage of Paramount’s leading portfolio of entertainment, news and sports networks across YouTube TV’s platform,” a Paramount spokesperson said in a statement provided to **CFX**. “We look forward to extending our long-standing partnership and giving audiences greater access to their favorite programming.” YouTube TV thanked customers in its update but didn’t disclose additional details on the future availability of Paramount+ to vMVPD customers. “With this agreement, YouTube TV will continue to offer 100+ channels, while enabling more user choice in the future. Thank you again for your patience, and as always, we appreciate your membership,” the [post](#) said.

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SNY TO STREAM METS GAMES

MLB continues to lay the groundwork to get franchises to grow their streaming presence. The league is partnering with **SNY** to create a DTC offering that packs both network programming and live, non-nationally televised games for \$24.99/month, \$124.99/season or \$149.99/year. Fans can also bundle it with **MLB.TV** for \$44.99/month or \$219.99/season. It’s homed on the MLB app and is already available for fans to purchase, with SNY planning on discontinuing its own app at the end of March. Those in SNY’s coverage territory can authenticate via their pay TV provider to stream at no extra cost. The MLB app can be found on platforms and devices

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including **Amazon Fire TV**, **Roku**, **Apple TV** and **Samsung** CTVs.

THINKING OF THE BLUEGRASS STATE

The **FCC** has activated the Disaster Information Reporting System and the Mandatory Disaster Response Initiative for areas impacted by the flooding in Eastern Kentucky. As of 10am ET Tuesday, cable and wireline companies reported 7,247 subscribers out of service in the disaster area, according to FCC data. This includes the loss of telephone, television, and/or internet services. **Broadlinc**, headquartered in Owenton, KY, had one employee who was stranded with his family until sometime over the weekend, according to GM *TJ Scott*. “Their road has close to 10 feet of water over it and there’s water all around his home. Fortunately, their living space is well above water so they are safe and dry, and the river crested yesterday. He commented that ‘I have power still here, and thanks to our service at Broadlinc I still have internet so I can keep working from home,’” said Scott. Among the areas hit by flooding is Hindman, KY, home to TVS Cable, the first **NCTC** member to launch mobile service through its MVNO. Hindman was also among the towns hit hard by the historic flooding of 2022. On Tuesday, Kentucky Governor *Andy Beshear* said 14 have died across the state due to the recent severe weather. Some of the towns with flooding are expected to receive several inches of snow tonight.

SPECTRUM REACH CONTINUES TO PAY IT FORWARD

Spectrum Reach is investing more than \$3.8 million in free advertising for 255 small businesses. The giving is in honor of the fifth anniversary of the business’s Pay It Forward initiative which has invested more than \$50 million in small business owners over the program’s lifetime. Local entrepreneurs [selected](#) will receive a free advertising campaign worth up to \$15,000 including live and streaming TV, a custom-produced 30-second commercial, marketing consultation services and mentoring and educational resources. Participants will also have the chance to participate in Spectrum Reach-sponsored marketing events held across the country with other entrepreneurs and potential partners.

SUPPORT FOR ROTH ROLLS IN AS SHE AWAITS CONFIRMATION

A coalition of groups sent a letter to Senate leadership Tuesday urging them to move quickly to confirm *Arielle Roth* to serve as **NTIA**’s next administrator. Among those signing on were **Free State Foundation** Senior Fellow *Michael O’Rielly*, **Foundation for American Innovation** Senior Fellow *Evan Swartztrauber* and **Digital Liberty** Executive Director *James Erwin*. They celebrated her record as Senior Counsel to **Senate Commerce**, saying she has shown leadership in tackling major policy issues like ubiquitous broadband deployment and 5G investment while also maximizing the value for taxpayers. “Her deep understanding of emerging technology

and broadband policy, her embrace of creative solutions, and her affinity for good policy across the political spectrum—coupled with her ability to navigate complex regulatory landscapes—makes her uniquely suited for this position,” the letter read.

CABLE HALL OF FAME DEBUTS NEW HONOR

As part of this year’s **Cable Hall of Fame** celebrations, the **Syndeo Institute at the Cable Center** is debuting a new honor. The Innovation and Intrapreneurship Award for Excellence will recognize individuals and/or teams who are pushing boundaries and driving meaningful change within their organizations. The inaugural recipient of the award will be announced next week.

A CONNECTED PHILLY CELEBRATION

As Eagles fans descended upon Philadelphia to celebrate the team’s Super Bowl parade, **Comcast**’s Xfinity Mobile WiFi network in the city saw a 51% increase in usage compared to its normal daily traffic. Nearly 18,000 hotspots were used along the parade route as the network had a 61% increase in download traffic (6,000 GB) and a 325% spike in upload traffic (2,800 GB). The peak hour came from noon-1pm when download traffic went up 504% and reached 508 GB, however, that was surpassed by upload traffic, which had a nearly 1,500% uptick to 532 GB. Nearly 9,000 GB of data traveled over the Xfinity Mobile Network from the parade’s start to the end of the celebration at the Art Museum.

RATINGS

“The White Lotus” got off to a hot start with its third season. Sunday’s Season 3 premiere recorded 2.4 million cross-platform U.S. viewers across **HBO** and **Max** on debut night, up from the 1.5 million who tuned in to Season 2’s opening night and 944,000 who watched the series opener. Viewership grew by 90% since Sunday to bring the total to 4.6 million after 36 hours.

PEOPLE

Monumental Sports & Entertainment is on the search for a new CFO after it revealed *Peter Biché* is transitioning to a Senior Advisor role for the company. Biché will also advise MSE Chairman/Managing Partner/CEO *Ted Leonsis* and President, Media & New Enterprises *Zach Leonsis* as part of his new gig, but he’ll remain as CFO until a new hire is made and the transition process is completed later this year. Additionally, Biché will oversee the strategic execution of MSE’s priority initiatives. – **Nexstar** named *Samantha Osborne Reynolds* VP, Political Sales. Osborne Reynolds, who will be based in D.C., most recently served as VP, Political, Advocacy and Automation for **Scripps**. She has also participated in several political campaigns, acting as National Deputy Digital Field Director for Romney for President in 2012 and becoming Chief Digital Officer of the Republican National Committee in 2017.

INSIDE SOURCE

ACA Connects' Message to Washington: Let's Build

The ACA Connects Summit is right around the corner. Our Members will come together in Washington, D.C., on March 4-6 with a clear agenda to connect America. Let's build!



**Grant
Spellmeyer**

Today, our Members—the small and medium-sized independent operators in all 50 states—are offering connectivity to nearly 30 million households. In the past 5 years, we've expanded coverage by 64%, representing an estimated 11.2 million households passed. The untold stories behind these numbers are the new businesses on Main Street, better health care in rural communities, booming tech industries in mid-size cities, new tools for precision agriculture

and so much more. Our Members are looking to the future and excited for opportunities to invest more in our communities.

ACA Connects - America's Communications Association is hard at work being the voice of our industry in the policymaking world. On the heels of our major court victory that stopped the government's unwarranted internet takeover, Summit 2025 marks a critical opportunity to advocate for long-term and high-impact solutions to ensure our Members have certainty to innovate and invest for decades to come.

At the top of our priority list is speeding up the deployment of broadband.

Last year, some of the last bills passed by the House of Representatives were bipartisan ideas to increase agency coordination and expedite federal reviews to the permitting process. ACA Connects' message to lawmakers was this — keep going, and let's do more to empower American businesses who are eager to build.

For lasting and long-term investments, we will advocate for permitting solutions that help ensure every dollar our Members

spend is used to connect more people to high-speed internet, not comply with unnecessary red tape.

To send a clear signal for American providers to keep investing in their networks, we also need to put an end to the whiplash created by a constant threat of rate regulations. Our Members have a strong record of providing affordable broadband and keeping our communities connected. Tying our hands with government-imposed rates will hurt our ability to deliver the high-quality service our customers rely on.

We also support fixing BEAD and putting the program back on track.

ACA Connects raised the alarm last year that harmful mandates, like rate regulations and prevailing wage obligations, are jeopardizing BEAD's success. This historic program was designed to empower states to close the digital divide in the hardest-to-reach places. No one knows these underserved and unserved areas better than ACA Connects Members. We are on the ground with deep roots in our communities and ready to invest federal dollars wisely to get the job done.

ACA Connects looks forward to discussing these priorities and more with policymakers, lawmakers, and industry experts from both sides of the aisle. We want shovels in the ground in the immediate future but there is even more at stake. These solutions will support America's communications and economic leadership for decades to come. We won't let this historic moment go to waste. See you at the Summit!

- Grant Spellmeyer is President and CEO of ACA Connects - America's Communications Association, which advocates for more than 500 companies, including fiber-to-the-home providers, cable operators and municipalities.



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