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WHAT THE INDUSTRY READS FIRST

Honors Won: Tanamli, Wright, Yohe Headline WICT Awards

Every year, **The WICT Network** searches far and wide to bestow its highest individual honor and recognize the leaders in media, entertainment and technology who stand out from the pack. After a busy nomination and deliberation process, the association crowned **Optimum's Jennifer Yohe**, **Paramount Global's Elizabeth Wright** and **A+E Global Media's Susan Tanamli** as the 2025 Women of the Year.

Yohe, the winner of the award's Media category, holds the title of SVP and Chief Procurement Officer for Optimum. Being named one of the Women of the Year is something she set her sights on back in 2011 when then-**Bright House Networks** President **Nomi Bergman** was given the recognition. Yohe said it was the first time the award went to someone she knew well, and it sparked a dream that'd come to fruition years later.

"I got flowers delivered, there was a note and as I read the note, I just cried," Yohe said, recounting when she learned she was a Women of the Year honoree. "To have been years ago, watching people on the stage and saying 'Wow, that's something I aspire to be,' and then to be there, it's pretty incredible. It's still not really sunk in, to be honest."

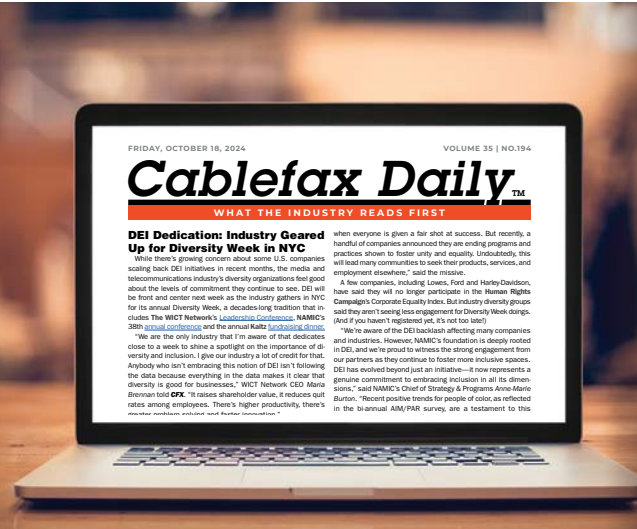
Yohe has been at the forefront of Optimum's turnaround efforts since joining the company in 2023. She's proud of the improvements made in customer retention as well as Optimum's fiber footprint, but also takes time to give back and mentor colleagues. Yohe is an executive sponsor of Optimum's

women's ERG. Outside of the office, she's spent a lot of time with the Susan G. Komen Breast Cancer Foundation, having completed 21 of the organization's 60-mile walks.

Yohe, Tanamli and Wright each have to juggle constant changes that impact their roles, but one thing that remains constant is their belief in WICT's mission to empower women leaders. Tanamli, the Women of the Year's Technology recipient, said the association is a beneficial resource in periods of large-scale transformation. The A+E CTO, EVP and Head of Global Technology and Media Operations is quite familiar with transitions, not only from her 20 years being involved with the company, but with her front-row seat to the growth of AI and its implementation into A+E's operations.

"Nothing compares to the rapidly evolving technology of AI in content creation. That, to me, is the most exciting thing that I've worked on," Tanamli said. "I like to look at this as constant evolution, and view this incredible period of media with a deeply positive mindset that there's always something new to learn and to understand."

Wright sits on the frontlines of a video evolution as she oversees the financial strategy for **Paramount+** and **Pluto TV**. She said her role evolves in lockstep with the media landscape, but a deep understanding of how the industry works keeps her ahead of the curve. Wright shares that knowledge through being an executive sponsor of Paramount's rotational analyst program, where she helps mentor analysts in the early stages of their careers as they go through a two-year



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journey at Paramount. In addition to company mentorship, she sits on the Executive Advisory Council for The City Tutors, an organization dedicated to expanding professional access for underrepresented communities in the New York City area.

“By cultivating that next generation of women leaders, I feel like WICT is helping shape the future of our industry,” Wright said. “At the end of the day, it’s about building great teams and driving smart strategy and really making a lasting impact on the organization.”

The three will be honored at the Signature Awards Luncheon on May 6 in L.A. They’ll be in the spotlight alongside this year’s Women to Watch recipients: **Spectrum News** SVP/General Manager *Alison Hellman* (Media); **Disney** SVP, Platform Distribution Sales *Lauren Morrissey* (Entertainment) and **Comcast NBCU** SVP, Technical Operations and Engineering *Rachel Solomon* (Technology).

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PROJECT KUIPER IN THE SKY

Houston, we have satellite broadband competition. **Amazon’s** mission to launch 27 **Project Kuiper** satellites into low-Earth orbit successfully got off the ground Monday at 7:01pm ET. “Nominal start to our KA-01 mission. We’ve already established contact with all 27 Kuiper satellites in orbit, and initial deployment and activation sequences are proceeding as planned,” Kuiper said in an [update](#) posted six hours after liftoff. The launch was originally scheduled to take place on April 9, but weather conditions forced it to be postponed. It’s the start of a full-scale deployment of the Kuiper constellation, which Amazon plans will eventually total 3,236 satellites. It’s also the symbolic beginning of Kuiper’s entrance into the satellite internet space and paves the way for the *Jeff Bezos*-owned company to go toe-to-toe with *Elon Musk* and **SpaceX’s Starlink**. Kuiper is expected to begin delivering service to customers later this year. Satellites are already being processed and shipped for Kuiper’s next mission KA-02. Over the next few years, Kuiper will have 45 launches on rockets built by United Launch Alliance, with an additional 30+ scheduled across other launch providers including Arianespace, Blue Origin and SpaceX.

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PAC-12 INKS FOOTBALL DEAL

There may still be only two schools left in the **Pac-12** (at least for now), but the rights for Oregon State and Washington State’s football games this upcoming season were still up for grabs. The conference sorted that out Tuesday after revealing agreements with **CBS**, **CW Network** and **ESPN**. The three will split up televising 13 home games across OSU and WSU. Two games will air on CBS and stream on **Paramount+**, and

ESPN will also broadcast a pair of contests. CW will take on nine games. Though the announcement is a step forward in the Pac-12’s rebirth, the conference continues to work with [media rights advisor Octagon](#) to finalize a deal starting in 2026. That’s when six schools (Boise State, Colorado State, Fresno State, Gonzaga, San Diego State and Utah State) are set to join OSU and WSU in re-launching the Pac-12, but tucked toward the end of the release was a note that the conference will add at least one more football-playing, all-sports member ahead of the 2026-27 season.

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GOMEZ ON CNN’S ‘THE LEAD’

Following Monday’s **FCC** April Open Meeting, Commissioner *Anna Gomez* made an appearance on **CNN’s** “The Lead” with *Jake Tapper* to further state her displeasure with some of the agency’s actions. Gomez reiterated her belief of a “campaign of censorship and control” stemming from the Trump administration. She and Tapper discussed that sentiment and how it could relate to the **Paramount Global-Skydance** merger, Trump’s Paramount lawsuit, the FCC’s “60 Minutes” complaint and investigations into DEI practices. Gomez couldn’t speak about the merger itself, but when it comes to the news distortion complaint, she continues to believe it’s another way to try and control editorial decisions. When asked about what the precedent would be if Paramount controlling shareholder *Shari Redstone* were to settle Trump’s lawsuit instead of fighting it, Gomez took a hopeful approach. “I think that the danger of any capitulation by any entity that capitulates to demands to censor or chill speech breeds further capitulation,” she said. “My sincere hope is actually that we’ll have courage and people will stand up and push back against this administration—because ... there is no case of news distortion here.”

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CHARTER ROLLS OUT STOCK PURCHASE PLAN FOR EMPLOYEES

Charter introduced an Employee Stock Purchase Plan that enables eligible personnel to buy its stock through payroll reductions and receive matching Restricted Stock Units based on the amount of time spent at the company. President/CEO *Chris Winfrey* said the opportunity to own stock was one of the most frequent topics brought up when meeting with employees. Eligible employees include all active, full-time workers who aren’t participants in Charter’s annual equity program. They can contribute up to 15% from each paycheck until reaching a maximum limit of \$5,000 per year. Charter will match the purchase with RSUs, which will fully vest after three years. Participating employees can adjust or withdraw contributions during each six-month purchase period.

COMCAST ADVERTISING GOES GLOBAL AFTER REVAMP

After undergoing an [organizational shakeup](#) earlier this month, **Comcast Advertising** is expanding its reach internationally to better address the needs of global clients and refine the media buying process for advertisers across its premium inventory. The company's new Media Solutions team will begin selling the products previously offered by AudienceXpress. They'll also work with premium publishers in the U.S., U.K. and Europe, including **NBCUniversal's** inventory across streaming, FAST and traditional TV platforms. *Thomas Bremond*, the previous SVP/Chief Revenue Officer, International for FreeWheel, will now oversee Comcast Advertising's growth beyond the U.S. under the title of Managing Director, International.

NAD SIDES WITH T-MOBILE

T-Mobile scored a win from its **National Advertising Division** challenge that targeted claims from **Boost Mobile** regarding the scope of its 5G coverage, comparative benefits and that its network is "new." Boost Mobile's wireless coverage spans 99% of the U.S. population through its own 5G network—which covers 80.08% of the population—and carrier roaming agreements with T-Mobile and **AT&T**. In some areas, though, Boost Mobile customers only get 4G or LTE coverage since its roaming partners' networks aren't entirely 5G. NAD concluded that the messaging conveyed by the challenged claims included that Boost Mobile's network encompasses 99% of Americans with 5G while offering comparative advantages over competitors' networks (i.e., T-Mobile). While Boost Mobile provided reasonable support for the 99% nationwide coverage claim, it failed to do so with its offer of 5G coverage to 99% of the U.S. NAD recommended that Boost Mobile discontinue the challenged claims or change them to avoid unsupported messages, also telling the **EchoStar** subsidiary to stop describing its network as "new" or "newest" as those claims exceed **FTC** guidelines limiting "new" claims to a six-month period. Boost Mobile said it disagrees with some of the recommendations, but permanently discontinued certain claims during the proceeding.

FIBER FRENZY

Multi-gig and symmetrical speeds are starting to be rolled out by **Mediacom** in the city of Des Moines, Iowa. The company is upgrading its fiber network on a neighborhood-by-neighborhood basis and expects to activate the entire city by August, though residents can stay up to date with an interactive mapping tool. Once upgraded, folks can choose from Internet 300 (300 Mbps/100 Mbps), Internet 1 Gig Symmetrical or Internet 2 Gig Unlimited (2 Gbps/1 Gbps). – **Metronet** announced a privately funded multi-million-dollar project to expand to Bloomfield Township, Michigan. Construction is slated to start this summer, and the first customers are expected to receive service by the fall. Metronet is also hiring for local positions to help

its Bloomfield Township project in addition to other expansion efforts across Michigan. – **Bluepeak** will soon go live in Cushing, Oklahoma. The company's \$5.2 million project will begin later this year, eventually offering up to 5 Gig speeds for residents and up to 10 Gig for businesses. – The first set of customers who are part of **GoNetspeed's** expansion in Springfield, Massachusetts, are now online. The \$8.3 million project will reach more than 17,400 homes and businesses once construction is fully complete. GoNetspeed anticipates Springfield's network to be wrapped up by the end of this year.

APRIL RATINGS

Fox News finished another month at the top of the primetime and total-day cable ratings leaderboard. In April, the news giant posted an average of 2.59 million viewers P2+ in prime, nearly double the average **ESPN** had in the No. 2 spot (1.39 million). **ESPN** wasn't far ahead of the neck-and-neck battle between **TNT** and **MSNBC** as they recorded 1.214 million and 1.207 million, respectively. **HGTV** finished April with 614,000 in prime, fueled by the April 21 season debut of "Rock the Block" garnering more than 3.1 million viewers across linear and streaming. That set HGTV's highest-rated premiere episode since March 2023. There was a larger gap in total day after Fox News' 1.62 million almost tripled news rival MSNBC's 656,000. **ESPN** trailed with 604,000 and **CNN** with 410,000, while **TNT** cracked the top five with 394,000. The business nets saw **CNBC** finish April with 228,000 total viewers during business day hours (9:30am-5pm). **Fox Business** followed with 225,000. Market hours (9am-4pm) also went to **CNBC** with 233,000 vs Fox Business' 214,000. Fox Business edged the win in weekday total day, finishing with 141,000 over **CNBC's** 140,000.

PROGRAMMING

RFD-TV, the network focused on covering issues impacting rural America, is expanding its daily news lineup this spring. "Cow Guy Close" will move to a full hour from 1:30-2:30pm during the week, detailing insights on market-close activity pertaining to the rural economy. "Market Day Report" is growing its coverage to include more segments such as Rural Health Matters and FFA Today. It'll stay put in its weekday 9am slot. Lastly, "Rural Evening News" will now air weeknights at 7pm as it wraps up agricultural headlines from the day. The network reaches more than 50 million households through RFD-TV, RFD-TV Now and Rural Radio on **SiriusXM**. – A new season of **HGTV's** "Ugliest House in America" will arrive June 2 at 9:30pm. The residence deemed the ugliest of them all will get a \$150,000 renovation project from network designer *Alison Victoria*. – A weekday news show was introduced to **Newsmax's** streaming platform **N2**. "National Update" debuted Wednesday and will air from 11am-noon, covering topics such as politics, economy, culture and global affairs.