

Cablefax Daily

WHAT THE INDUSTRY READS FIRST

Spectrum Wars: Cable Loses Some, Maybe Wins Some

Cable has some concerns over a 6G memorandum issued late Friday by the White House—chiefly, that it doesn't focus on WiFi.

"The Administration's statement regarding the lower 7 GHz band slows American innovation and risks missing the opportunity to deliver faster, better WiFi for consumers," **NCTA** said over the weekend. "We urge the Administration to move quickly to identify additional unlicensed spectrum to keep pace with surging consumer demand for WiFi, which currently carries nearly 90% of mobile traffic. If America wants to out-innovate China, we must adopt policies that strengthen, not hinder, the continued development of next-generation WiFi technology, which supports millions of jobs, contributes trillions to the U.S. economy, and helps give consumers more affordable mobile options."

The Presidential Memorandum calls for relocating federal systems using the 7.125-7.4 GHz band of spectrum for full-power commercial 6G use, with federal incumbents given 12 months to submit relocation plans. It also directs study of the 2.69-2.9 GHz and 4.4-4.94 GHz bands for potentially more spectrum for 6G. Cable's been pushing the government to open up 7125-7250 MHz in the 7 GHz band for unlicensed WiFi. "While there are many bands potentially available for mobile carriers, this is the only band uniquely situated to support WiFi's continued innovation in the near term," NCTA CEO Cory Gardner said at the **Americas Spectrum Management Conference** in October.

Lawmakers who wandered over to the D.C. Convention Center during **SCTE TechExpo25** in September saw how WiFi could deliver 10 Gbps speeds if the full 6 GHz band was combined with 125 MHz of spectrum in the 7 GHz band. The demo from **Charter** and **Broadcom** showed that this band of spectrum could enable speeds approaching 20 Gbps to WiFi devices like mobile phones, AR/VR devices, gaming systems and computers. Cable has been telling anyone who will listen that WiFi needs more spectrum to keep up with surging demand. Of course, the wireless industry says 6G networks will require up to [three times](#) more mid-band spectrum than is typically available today.

The Presidential memorandum isn't all bad news for cable. It doesn't say a thing about CBRS, the spectrum from 3550 MHz to 3700 MHz. **New Street Research's** *Blair Levin* believes the omission of the band could indicate protection for it. The fate of CBRS, which cable uses for wireless, has been murky as the One Big Beautiful Bill didn't carve out any specific protections for it.

"We had been told, and today's action appears to confirm, that Republican leadership had promised the cable industry and others that the Trump Administration would not force CBRS users to move," Levin wrote in a note Monday. "That is not a 100% guarantee, but it does provide some comfort to the CBRS community that its band is not on the priority roadmap for reallocation."

Maybe. Or the Presidential memorandum only touched on how agencies should manage the specific bands that were mentioned in the One Big Beautiful and CBRS is still at risk.

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Meanwhile, the wireless industry is ecstatic over the administration's move, with **CTIA** calling the 275 MHz marked for relocation "a critical down payment that will help create jobs, strengthen our economy and bolster America's global competitiveness."

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DISNEY NOTES SLING MARKETING AROUND YOUTUBE TV BLACKOUT

Disney filed an amended complaint in its dispute over **Dish's Sling TV** flexible packages, pointing to the vMVPD's actions when it was in a carriage dispute with **YouTube TV** that saw Disney networks dark on the provider for 16 days. The dispute began Oct. 31 and "Dish immediately launched a campaign to push its Day Pass offerings to those affected by the carriage dispute, often in tandem with advertisements for scheduled games appearing on licensor's networks," Disney said. "Given the timing of Disney's carriage dispute with YouTube TV, which lasted from October 30, 2025 to November 14, 2025, DISH did not pay license fees to OTT licensor for any Day Pass customers it attracted during the dispute." It also noted that Dish began running a [\\$1 Day Pass](#) promo after the court dismissed its request for a preliminary injunction. Disney said it's not getting license fees for the "vast majority" of Day Pass subscribers because the OTT license provides no mechanism to pay for access to networks on anything other than a monthly basis. "Dish is only able to set such artificially low pricing because it is not paying license fees for most Day Pass customers," said the redacted complaint, filed Friday in U.S. District Court for the Southern District of New York. Sling TV launched the short-term streaming subscriptions in August, offering 24-hour, weekend and 7-day passes to Sling Orange, which includes linear nets **ESPN, CNN, TNT, TBS, Disney Channel and Comedy Central**. Disney and **Warner Bros. Discovery** have sued over the offerings, claiming they breach their contracts.

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GOMEZ RAISES MORE FREEDOM OF PRESS CONCERN

The **FCC**'s lone Democrat commissioner is sounding the alarm over reports **CBS' "60 Minutes"** [abruptly pulled](#) a segment on Venezuelan deportations after the Trump administration declined to comment. Anna Gomez said the matter raises serious questions about whether editorial decisions are being influenced by external pressure rather than journalistic judgment. "When the FCC withheld approval of **Paramount's** transaction to extract sweeping concessions, I warned that allowing the government to wield regulatory leverage in news-

room decision-making would inevitably threaten independent journalism. We are now seeing the real-world consequences of blurring the line between regulatory authority and editorial independence," she said in a statement. "The public has the right to question how CBS will ensure the independence and integrity of its journalism going forward, concerns which are only compounded by the existence of a government-imposed media monitor at CBS, a deeply flawed and unprecedented form of government involvement in editorial affairs. In the days ahead, I hope CBS provides its viewers with a clear accounting of how this decision was made and demonstrates how it will safeguard the independence of its newsroom."

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FANDUEL SPORTS NETS, MAIN STREET IN HOT WATER

It's been nearly a year since **Diamond Sports** [emerged from bankruptcy](#), changed its name to **Main Street Sports** and set forth on a path toward revitalizing the RSN space. However, an **SBJ report** indicates that things aren't exactly going to plan after Main Street missed its December rights payment to the **MLB's** Cardinals. The news comes a week after **WSJ noted** that **DAZN** was in "advanced talks" to take a majority ownership stake in Main Street, and while those negotiations have continued, there's a chance it doesn't come to fruition. If a deal isn't finalized by January, Main Street will begin to close out its operations and dissolve upon the conclusion of the 2025-26 **NBA** and **NHL** regular seasons. That'd mean 30 franchises across the NBA, NHL and MLB would be without a local broadcast partner, setting the stage for a major shift in professional sports distribution.

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PARAMOUNT WON'T TAP OUT

John Cena, whose motto is "Never Give Up," finally tapped out on his last night as a professional wrestler earlier this month, but **Paramount Skydance** will do no such thing in its endless pursuit of **Warner Bros. Discovery**. This saga will continue into the new year, despite multiple rejections from the WBD board, which recommended just last week that shareholders decline a \$108.4 billion hostile bid from PSKY. Among the board's concerns was that *Larry Ellison*'s involvement in the offer was via a family trust, a concern that PSKY has now addressed in a new **SEC** filing Monday that includes an "irrevocable personal guarantee" from Ellison for \$40.4 billion of the equity financing for the offer and any damages claims against Paramount. Additionally, Ellison agreed not to revoke the trust or "adversely transfer its assets" while the

transaction is pending. PSKY also upped the breakup fee to \$5.8 billion, matching **Netflix**, if the deal doesn't close. The company extended the expiration date of the offer from Jan. 5 to Jan. 21. So set your clocks for a month from now. In the meantime, WBD is still full steam ahead with Netflix, which on Monday refinanced part of the \$59 billion bridge loan backing the cash portion of its \$82.7 billion offer, securing a \$5 billion revolving credit facility and two \$10 billion senior unsecured delayed-draw term loans, per an SEC filing.

NAD, AT&T SETTLE DISPUTE

The **National Advertising Division** and **AT&T** announced that their brief legal battle was "amicably resolved." In October, NAD issued a [fiery statement](#) about AT&T and its use of NAD findings to target **T-Mobile** in certain advertisements, claiming the advertising watchdog had asked T-Mobile to correct marketing claims 16 times over the last four years. NAD told AT&T to cease and desist the related press release and commercials, but the mobile provider insisted on its compliance and [filed](#) a complaint for declaratory relief. Now, NAD retracted its cease-and-desist letter and confirmed its rules "do not prohibit television networks from broadcasting AT&T's 'most challenged' commercial or any substantially similar advertisement." "As a result, the lawsuit filed by AT&T Mobility against **BBB National Programs** has been voluntarily dismissed," AT&T and NAD said in a joint statement.

C-SPAN 119TH CONGRESS SNAPSHOT

It's not exactly **Spotify Wrapped**, but **C-SPAN**'s year-end recap is almost as exciting for policy wonks. Some of the data points from C-SPAN's Congressional Chronicle: the Senate voted more this year than in the first year of Biden's term; House retirements are at an all-time high—33 announcements (19 Democrats and 24 Republicans) so far in 2025; and the number of public laws enacted by each body is at an all-time low. The title for having spoken the most from the House floor goes to Rep. Glenn Thompson (R-PA), who notched 91 days. Runner-up Don Davis (D-NC) spoke 86 days.

ON THE CIRCUIT

Verizon and **Frontier** are still seeking approval for their deal from the **California Public Utilities Commission**, which could [vote](#) as early as Jan. 15. On Friday, however, an Administrative Law Judge granted the **Center for Accessible Technology**'s request for an oral argument, scheduling the session for Jan. 12 at 1pm PT. Both parties will be able to address the proposed transaction, "but may address any matter in scope for this proceeding."

UPFRONTLY SPEAKING

With 2026 around the corner, it's not too early to think about

upfronts. **AMC Networks** Chief Commercial Officer Kim Kelleher sent a save-the-date for an April 29 content showcase. That follows a February tech and innovation event with EVP, Commercial Sales and Revenue Operations Evan Adlman.

RATINGS

The Seahawks' dramatic overtime win over the Rams averaged 15.36 million viewers on **Prime Video**. That lifts this season's overall Thursday Night Football mark to 14.96 million viewers, up 13% compared to last year's full-season average (13.2 million) and keeps the **Amazon**-owned streamer on pace to secure the most-watched season in TNF's 20-year history. Seahawks-Rams peaked at 17.2 million between 9:15-9:29pm.

DOING GOOD

Charter employees in California volunteered to work with the San Gabriel Valley Habitat for Humanity to help an Altadena family rebuild the home they lost in the Eaton Fire earlier this year. Many of the volunteers were the same field operations employees who restored Spectrum services across the community after the fire. Charter will also provide the family with a free year of 1 Gig Internet service and Advanced WiFi, along with complimentary installation. – **Sparklight** made a \$1,500 donation to The Salvation Army of Jasper and Newton Counties in Missouri to help the nonprofit org aid local residents in need this holiday season. The donation is the latest in Sparklight's ongoing effort to support local nonprofits as well as volunteer in the communities it serves.

CARRIAGE

Hemisphere Media Group launched the **Todo Novelas, Más Pasiones** channel on **Vizio's WatchFree+** FAST platform. The Spanish-language drama channel offers exclusive premieres and fan favorites from Latin America, Brazil, Turkey, Korea and more. The lineup also includes biblical epics.

PEOPLE

Discovery Global appointed Adrienne O'Hara as EVP, Chief Communications and Public Affairs Officer, effective Jan. 7. Reporting to President/CEO Gunnar Wiedenfels, O'Hara will lead all global comms and public affairs for the company as it prepares to spin off from **Warner Bros. Discovery**. O'Hara brings 20 years of comms strategy experience, most recently serving as SVP, Global Communications and Engagement at Gap Inc. – **ESPN** hired Talaya Gaines, a three-time Emmy Award-winning sports media exec, to serve as VP, Talent Relations and Development. Gaines, who previously spent 14 years at the Worldwide Leader in Sports, was most recently VP, Content Strategy and Original Programming at **MSG Networks**. She rejoins ESPN on Jan. 5.