

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

April's Agenda: Satellite Set to Headline FCC Open Meeting

Internet providers have kept their eyes on the growth of satellite for years, but the technology has been hindered by subpar speed offerings and concerns with capacity limits. That could change soon as satellite gears up to be a headliner at the FCC's upcoming open meeting. The agency is slated to consider an order that would rework its satellite spectrum-sharing rules, and judging by Chairman *Brendan Carr's* X feed, the odds of an update appear likely.

It's something **SpaceX** has been yearning for since August 2024, when the **Starlink** owner filed a petition requesting the FCC to take a look at the spectrum-sharing rules framework between geostationary and non-geostationary satellite systems that function in the 10.7-12.7, 17.3-18.6 and 19.7-20.2 GHz bands and are subject to equivalent power-flux density (EPFD) limits. The proceeding would collect feedback on how satellite technology and operations have evolved since those EPFD restrictions were originally adopted during the 1997 **World Radiocommunication Conference**, what short- and long-term protection criteria are needed today and the potential for improved information sharing among operators to enhance spectrum sharing.

If adopted, the FCC would replace the EPFD framework with a modernized, performance-based protection criteria and pave the way for better speeds and relaxed capacity constraints. That's [according to](#) Carr, who fellow Republican Commissioner

Olivia Trusty typically follows on FCC meeting votes. That'd already give the FCC a 2-1 lead to move forward, but lone Democratic Commissioner *Anna Gomez* has been vocal about prioritizing internet affordability and expanding connectivity, so we'll see where she lands with this latest measure.

"By discarding last century's satellite regulations, we could see billions of dollars in benefits for the American economy and broadband speeds many times faster than what is available today. This overdue rethinking of space spectrum sharing rules will bring greater competition to the broadband marketplace and reduce the number of satellites needed to serve a given area," Carr said in a statement.

Though it could be a win for LEO providers like Starlink, it could be an additional competitive dent for cable operators that have maintained they're in a secure competitive position against fixed wireless companies. It's been just over a week since SpaceX's plan to become one of the largest IPOs ever in June [emerged](#). **Amazon's** Project Leo stands to benefit from a spectrum rules review as well, but it's [faced criticism](#) from Carr regarding the pace of satellite deployments.

Five other items made the tentative agenda for when the FCC meets April 30. It's considering an order to create a competitive bidding portal for the E-Rate program in addition to streamlining procedures for applicants and service providers. The FCC is also reviewing a Notice of Proposed Rulemaking that would exclude entities that are on the agency's Covered List from providing interstate telecom

T. HOWARD FOUNDATION

Annual Awards Dinner

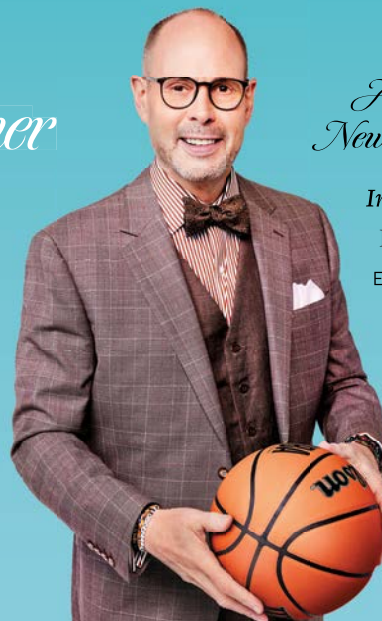
Opening Doors
Unlocking Possibility

Tuesday, May 5, 2026

Cipriani Wall Street | 55 Wall Street, New York
Cocktail Reception 6pm | Dinner & Program 7pm

Business Attire

For information regarding reservations or digital ads,
visit www.t-howard.org.



*Announcing Our
Newest 2026 Honoree*

Impact Icon Award

Ernie Johnson Jr.

Emmy Award-Winning
Host, TNT Sports

MEDIA
ENTERTAINMENT
TECHNOLOGY
T. HOWARD
FOUNDATION
ADVANCING
OPPORTUNITY

services and create a fast-track review process for applicants in Trusted Test Labs. In a separate proposal, the FCC will consider prohibiting the recognition of test labs and certification bodies in foreign countries that don't recognize the U.S.' labs and agencies. Additionally, the FCC is set to continue its fight to mitigate robocalls and potentially make changes to the audible crawl rule.

NFL ON DOJ HOT SEAT

The scrutiny continues over the number of **NFL** exclusive games being given to subscription streaming services, with the *Wall Street Journal* [breaking the news](#) that the **Department of Justice** opened an investigation into whether the league has engaged in anticompetitive practices that result in increased costs for consumers. Citing people familiar with the situation, the report noted that the nature and scope of the probe aren't yet known. It's taking place as the **FCC** reviews the state of sports broadcasting, which has [drawn support](#) from **Brendan Carr**, **NAB**, **Sinclair** and **Fox Corp.** as they push for broadcast to remain a primary port of live sports distribution. That group thinks the NFL's antitrust protection—given through the 1961 Sports Broadcasting Act—should potentially be removed, meaning it'd no longer be able to collectively negotiate rights deals on behalf of the league. It's also taking place at the same time the NFL begins to renegotiate its media rights package, which is scheduled to expire after the 2033-34 season but has an opt-out clause after the 2029-30 campaign. Currently, the NFL has deals with the four broadcast nets, but also has distribution on streaming platforms such as **Peacock**, **Paramount+**, **Netflix**, **Prime Video** and **YouTube**. The NFL defended itself Thursday and said its distribution was “the most fan and broadcaster-friendly in the entire sports and entertainment industry,” noting that 87% of its games are aired on broadcast TV and all games are aired over the air in markets of teams that are involved in telecasts. Sen. **Mike Lee** (R-UT), who heads the Subcommittee on Antitrust, Competition Policy and Consumer Rights, [welcomed](#) the investigation and said he's “glad” the DOJ is addressing the topic. “To the extent collectively licensed game packages are placed behind subscription paywalls, these arrangements may no longer align with the statutory concept of sponsored telecasting or the consumer-access rationale underlying the antitrust exemption,” Lee wrote on **X**. **ACA Connects** President/CEO **Grant Spellmeyer** also applauded the investigation, saying recent trends are “not only unfair to sports fans, but also to pay-TV subscribers everywhere who are forced to subsidize excessive league fees. ACA Connects supports a holistic DOJ investigation into sports programming costs—one that exam-

ines both league practices and the outrageous retransmission fees that broadcasters extract from consumers.”

WBD-PSKY LATEST

Paramount Skydance is making moves to refinance debt ahead of closing its \$110 billion **Warner Bros. Discovery** acquisition. The company confirmed in a new 8-K filing that it will syndicate the previously disclosed bridge facility, reducing its debt commitments from \$54 billion to \$49 billion. It also amended its existing senior unsecured revolving credit facility to increase committed liquidity from \$3.5 billion to \$5 billion in advance of the merger closing. The transaction is subject to regulatory approval, with the **DOJ** reportedly moving forward with its [probe](#) into how the combo could impact competition, including in the streaming ecosystem. WBD shareholders are also set to vote on the deal at a special meeting on April 23, but the transaction itself isn't the only thing up for a vote that day. Proxy shareholder advisory firm ISS is recommending WBD shareholders reject a motion that would enable CEO **David Zaslav** to receive an up to \$886 million “golden parachute” payout package as part of the merger. But the vote is advisory only, with the WBD board set to make the final decision. ISS recommends shareholders vote in favor of the merger with **PSKY**.

COMCAST UPGRADES XFINITY STREAMING BUNDLES

Comcast is adding **HBO Max** and the **Disney+**, **Hulu** bundle to its Xfinity StreamSaver offerings, joining **Peacock**, **Netflix** and **Apple TV**. The operator will now offer TV and internet customers eight ways to package these streamers, including a bundle packing all of these services for \$35/month, which represents savings of 39%. Users can get up to 45% savings if they choose the \$18/month Peacock Premium with Ads, Netflix Standard with Ads, Apple TV bundle. The Xfinity StreamStore is also getting new enhancements aimed at offering more flexibility for customers to upgrade one or all of their StreamSaver apps to ad-free tiers, transfer existing subscriptions or add more apps a la carte. The StreamStore, which is available on Xfinity.com as well as on Xfinity X1 and **Xumo** Stream Box, now offers over 450 streaming apps and channels.

FUBO UPDATES MOBILE APP

With younger generations and sports fans increasingly consuming content on mobile devices, **Fubo** made tweaks to its iOS and **Android** apps. The vMVPD updated its mobile app

to add features that lean on proprietary AI technology to create bite-sized, personalized content for viewers. What's new? When a user opens Fubo's mobile home screen, the carousel will feature live video instead of static images so they can discover content more quickly. Fubo's Team Channels feature—which takes DVR'd coverage of folks' favorite teams and creates bite-sized playlists—now offers more filters based on leagues. Plus, Team Channels will now appear in portrait mode to further align with the vertical mobile experience. Other app improvements include personalized game alerts that now notify fans of key plays (and give them the option to tap and view the stream), as well as breaking news alerts via text.

SPORTS DEALS

TNT Sports is getting more boxing fights after signing a deal with **DAZN**. The two are partnering to launch and promote monthly major events branded as "The Fight." Select fight nights will be aired across TNT Sports' portfolio of networks and streamed globally on DAZN. **truTV** will air additional live and shoulder programming, including event weigh-ins, press conferences, features and other original content. TNT Sports Chairman/CEO *Luis Silberwasser* said the agreement allows the company to tap into what it views as a "growing sport." For DAZN, it's a move to expand its presence in the U.S. Both TNT Sports and DAZN will work together on marketing and ad sales "[to create] a more streamlined way for brands to invest in boxing." The first event is set for the Fourth of July, with fighters, venues and broadcast schedules to be revealed at a later date. – **Major Series Lacrosse**, a seven-team box lacrosse league based in Ontario, signed a five-year exclusive media rights pact with **FloSports**. It's the first major media deal MSL has made in its nearly century-long history. FloSports will stream every MSL regular-season, postseason and championship game starting this upcoming season, which begins May 18.

GETTING MARRIED IN THE RING

How's this for experiential marketing: **ESPN** will help **WWE** superfan couples become "tag teams for life" on April 16 in Las Vegas ahead of "WrestleMania" 42 weekend. The

brand will host five WWE-themed weddings officiated by wrestler The Miz. Yes, the five lucky couples will get married inside a wrestling ring, of course. The nuptials will also include "championship-worthy" photo moments with title belts, WWE superstar cutouts and a "WWEdding" certificate. ESPN has set up a [registration page](#) where couples can apply for the experience. They will be selected on a first-come, first-served basis. *WrestleMania* airs on April 18-19 at 6pm on the ESPN App, with the first hour of each day also being simulcast on the linear network.

CARRIAGE

Comedian *Gabriel "Fluffy" Iglesias* is teaming up with **Fuse Media** to launch **Fluffy TV**, a FAST channel centered on feel-good comedy programming. Once it launches in June, Fluffy TV's lineup will offer comedy films, stand-up specials, sketches and original series, in addition to select premieres and exclusives. Fluffy TV will be available on major FAST platforms including **Xumo Play**, **Optimum Stream**, **Comcast's** Xfinity X1 and **The Roku Channel**.

PROGRAMMING

HBO renewed the comedy series "Rooster" for a second season. The show is pacing to be the most-watched debut HBO comedy in over a decade, with the first four episodes averaging 5.8 million U.S. viewers. – Four-time league champion *Sue Bird* will be part of **NBC Sports' WNBA** coverage as a studio analyst. Bird will host a series of feature segments throughout the season on **NBC** and **Peacock** in addition to her studio appearances. Although it's no longer direct siblings with NBC Sports, **USA Sports** added to its WNBA lineup as well with *Sophie Cunningham* joining as an athlete contributor. USA is preparing for its debut season as a league rights partner. Cunningham will be featured on studio programming throughout the regular season and playoffs, schedule permitting. She'll also contribute content on USA Sports' digital and social platforms. – *Rich Eisen* will start hosting the midnight edition of **ESPN's** "SportsCenter" on Monday. It'll be Eisen's second stint hosting the program, with his first one taking place primarily next to the late *Stuart Scott* from 1996-2003. Eisen will continue hosting "The Rich Eisen Show" as well.

BASIC CABLE		
P2+ PRIME RANKINGS*		
(03/30/26-04/05/26)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
FNC	0.846	2722
TBS	0.437	1406
ESPN	0.420	1352
MS NOW	0.383	1234
TNT	0.259	833
CNN	0.249	801
HGTV	0.198	637
HIST	0.160	516
FOOD	0.155	500
DISC	0.153	493
TLC	0.147	472
HALL	0.138	444
USA	0.121	390
TV LAND	0.121	390
INSP	0.109	351
GSN	0.108	349
A&E	0.098	316
ID	0.097	312
NAN	0.094	302
BRAVO	0.093	300
HALLMYS	0.091	292
FX	0.078	251
WETV	0.074	239
OXY	0.074	237
LIFE	0.073	234
COM	0.072	233
NWSMX	0.072	232
AMC	0.069	222
ESPN2	0.064	205
TRUTV	0.063	202
MLB	0.061	196
NWSNTN	0.060	193
NATGEO	0.056	179
ADSM	0.055	178
LMN	0.052	168
BET	0.052	167
SYFY	0.052	167
FRFM	0.051	163
E!	0.050	162
FETV	0.050	160
REELZ	0.048	154
FXX	0.046	150
PRMNT	0.046	148
MTV	0.044	143
TRAVEL	0.043	137
FS1	0.042	136
IFC TV	0.042	136

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