

AHEAD THIS WEEK

C-SPAN will have live coverage of the memorial service for the late Sen. Lindsey Graham (R-SC) on Tuesday, starting at 12pm with the service at the Capitol on C-SPAN's website, the Now App and YouTube channel. The service at the National Cathedral will also stream on those platforms as well as air on linear C-SPAN at 2pm.

CABLE ONE CEO: TRY EVERYTHING

Cable One's new CEO didn't take **The Independent Show's** mainstage Monday pretending that he had all the answers. "Anybody's business plan going according to plan?" joked *Jim Holanda* as he took the stage for a fireside chat with **ACA Connects** CEO *Grant Spellmeyer*.

Holanda left **Astound Broadband** last year and joined Cable One at the beginning of this year. He inherited a company that has seen revenue falling in every segment as new competition arrives. Broadband subs declined by 13,500 in 1Q26, worse than the year ago loss of 10,400. But Holanda knew all this going in.

"Interestingly, the more I looked, the more excited I got about the opportunity," said Holanda, who spent more than a decade competing against **Comcast, Charter, AT&T** and **Verizon** through Astound and its predecessors—**RCN, Grande** and **Wave**. "Cable One was the most highly valued cable company because they basically were the only gigabit provider in rural America. What a wonderful business model that was for so many years. It served them very well. But as we all know, that world is changing with fixed wireless, with the LEOs, and **Starlink** in particular, all the fiber overbuilds that are going on."

Those are the same competitive stresses attendees at this year's gathering of small- and mid-size operators are facing. Holanda said he joined Cable One because he saw ways he could bring quickly, drawing on his experience as the third wire into homes for many years. And with Astound being built by integrating multiple companies, he has some other expertise to share.

"The other thing that was going on at Cable One that doesn't get talked about a whole lot is Cable One was an amalgamation of five different acquisitions over the last nine years," he said. "While all of the companies were rebranded as Sparklight, the backoffice consolidation and billing system consolidation didn't get done until the middle of '25, which prevented their ability to launch all of the great AI tools that a lot of us have been using now for 3-5 years, to launch mobile in a meaningful way, to segment your database and be able to use the Opensignal data to your advantage."

The Cable One role is Holanda's first time leading a publicly traded company. That's a separate story with CABO share having lost 98% of its value from its peak of about \$2,130 in 2020 to trading around \$37-\$40 today. We'll see what 2Q26 was like when the company reports earnings on Aug. 6.

Holanda actually got his start as a cable installer for Comcast in Southern California. A political science major, he somehow transitioned into accounting and found out he was pretty good at it. After building a career in finance, he went to Charter and worked with *Jerry Kent* because they promised him an operations role. Turned



This industry never stands still.

New tech, new competitors, new expectations—you don't have to figure it out alone.

Get strategic guidance. Stronger buying power. A supportive community. And resources to compete with larger providers. Spend less time catching up and more time moving **forward**.



**Explore what you
can do with NCTC.**



out that ended up being running St. Louis, which was Charter's HQ at the time.

"I'll never forget Jerry Kent sat me down and he said, 'You're going to build the best customer service organization in the business. I don't care how much it costs. I do not want to hear from my friends and neighbors. This is our home market,'" Holanda recalled. "We built great customer service and a funny thing started to happen. All of a sudden, we had the highest revenues in the company, the highest margins, the most satisfied customers. Wow, if you actually care about customer service and do something about it, it really pays off."

Ultimately, Holanda thinks the biggest question facing operators right now is what to do with their networks, complaining that Wall Street is writing off cable as the new DSL vs fiber, LEO and fixed wireless. With a seat on **Cable-Labs'** board, he has confidence that there are people figuring out what's best for the next 25 years and there are many options.

Cable One has "a ton" of fiber plant, some wireless and even some older technologies in MDUs. "When you look at the penetration characteristics and performance characteristics, you can make them all work really well on behalf of customers if you're doing your maintenance and you're sizing things correctly," he said. "There isn't really much difference between churn and ARPU's or anything like that based on the type of technology, so it's really a matter of how do we increase upstream speeds right in our network."

Holanda said there are plenty of choices, from DOCSIS 3.1 that can be used to get two gigs down and maybe 100-150 GHz in the upstream to DOCSIS 3.1e that has the promise of 8 Gbps down/1.5 Gbps up. Then there's DOCSIS 4.0 that's being deployed now with 8 Gbps by 8 Gbps networks or operators can opt for fiber.

He cast some shade at **Optimum** for building fiber out to 3 million homes, but not marketing it well. "They didn't give the industry conviction that any of us should go fiberize our network, but I know there are some smaller folks here in this room that are doing that," Holanda said, noting both Astound and Cable One also have upgraded to fiber in some markets.

His advice: try it all and use the show to find out what others have learned. "Let's go see what works and resonates with customers. Let's get some real-world experience. You don't have to build three million fiber homes passed. Let's build 3,000 and see what works and doesn't work. And let's build 4.0 and see if customers even notice or care or if it works every bit as good as any other network out there... It's going to be a different answer for all of our different members based on the specific needs of the communities that are served."

FCC'S TRUSTY READY TO LISTEN

As **ACA Connects** gets ready to ditch its annual Washington Summit next year for three fly-in events targeting lawmakers on the Hill, **FCC** Commissioner *Olivia Trusty* gave the organization its marching orders: tell us more.

CFX Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC.
cablefax.com

EDITORIAL

Editor

Noah Ziegler, 301.354.1704,
nziegler@accessintel.com

Senior Editor

John Saavedra, 908.477.1758
jsaavedra@accessintel.com

Editorial Director

Amy Maclean, 301.354.1760,
amaclean@accessintel.com

Editorial Director, Ad Tech & Convergent Media

Sarah Sluis, 212.621.4706,
ssluis@accessintel.com

ADVERTISING/BUSINESS

Chief Operating Officer

Jennifer Schwartz,
jschwartz@accessintel.com

Chief Revenue Officer

Dave Colford
dcolford@accessintel.com

Advertising and Sponsorship

Vernesa Merdanovic,
vmerdanovic@accessintel.com

MARKETING

Senior Marketing Director

Jessica Dombrowski,
jdombrowski@accessintel.com

PRODUCTION/CLIENT SERVICES

Sr Production Manager:

Joann Fato,
jfato@accessintel.com

Group Subs: Vernesa Merdanovic,

vmerdanovic@accessintel.com

Subscription Questions:

Client Services: 301.354.2101,
clientservices@accessintel.com |
Annual subscription price:
\$1,999.00/yr

Access Intelligence, LLC,

9211 Corporate Blvd., 4th Floor,
Rockville, MD 20850

She praised the operatory lobbying group for sharing some of the challenges its members face and encouraged it to go further. “What I mean by that is, what are general principles that govern when a provider might walk away from a deployment? Is it because of cost delays, deployment conditions, retail rate regulation or something else?” Trusty said during a discussion at **The Independent Show** on the FCC’s June vote approving a notice aimed at preventing excessive delays from permitting. “Or what are the spillover effects of not walking away when projects are held up mid-deployment? Is it tying up resources and is that preventing builds in other areas?” Trusty also has gotten the industry’s memo on [vandalism](#). One year in her job as Commissioner, she lists raising the visibility of infrastructure vandalism as one of the things she’s most proud of. The other is taking a leadership role in the FCC’s international engagement, particularly in the lead-up to next year’s **World Radio Communications Conference**.

PSKY-WBD LATEST: ELLISON STILL CONFIDENT

In a memo obtained by the trades Monday, **Paramount Skydance** CEO *David Ellison* wrote that leadership remains “highly confident” that the company’s \$110 billion merger with **Warner Bros. Discovery** “does not pose any legal issues, and we will complete it and bring these two companies together.” The letter comes just days after PSKY agreed to delay the transaction’s close to June 1, 2027, or until lawsuits brought by the states and the **Writers Guild of America** are resolved—whichever comes first. The parties are meeting this week to discuss potential trial dates and provide an update to the court on Aug. 7. “We believe this is the right path because the facts and the law are on our side, and a full hearing will demonstrate why the plaintiffs’ arguments should not prevail,” Ellison wrote. In the meantime, the CEO said, “it remains business as usual” at PSKY, which will have to pay WBD shareholders a “ticking fee” of \$650 million quarterly for every quarter the merger doesn’t close.

MEMO FROM LEGAL

With AI a prevalent theme at this week’s **NCTC** and **ACA Connects’ Independent Show**, general counsel had a few precautions to share at a breakout panel. Companies are creating cautions for internal use of data, but what about third parties? “Create a provision that you can start adding to your vendor agreements that says you cannot train or use our data for any other reason than specifically what you’re being allowed to use it for,” warned *Emilie Whitehead*, Deputy General Counsel at **Telapex**, which operates **C Spire**. Similarly, panelists said they have banned outside parties’ third-party AI agents from joining meetings since they don’t have control over them. Another warning: don’t rely on AI for legal advice. Telapex added specific language so that if an employee types something into their corporate Claude account that remotely resembles a legal question, the response is: “I’m sorry, I can’t provide you with legal assistance. You’ll need to contact someone in your legal department.” On balancing risk with innovation when employees want to use a new AI tool, Whitehead said her company insists on a thorough legal review. “And we tell everybody across the company, don’t expect that you’re going to submit something at 2 o’clock today, and expect to have an answer yay or nay by 5 o’clock today.”

AMAZON FILES FOR MORE SATELLITES IN D2D PUSH

It’s not just **Starlink** that’s making noise in the satellite broadband world. Over the weekend, **Amazon Leo** requested permission from the **FCC** to launch up to 5,105 LEO satellites that’d be used to operate a global direct-to-device (D2D) system. Amazon hopes to begin deploying the service in 2028. The planned constellation would operate alongside Leo’s first- and second-generation satellite broadband systems, in addition to **Globalstar**’s satellite constellations that Amazon [acquired](#) back in April for \$11.57 billion. Beyond offering connectivity to mobile devices, Amazon noted the D2D service can be used for disaster response, global fleet management, remote operations, IoT connectivity and emergency messaging when terrestrial networks are unavailable. Leo already has a deal with **Apple** to offer satellite services to compatible iPhone and Apple Watch devices.

YOUTUBE PREMIUM, PEACOCK BUNDLE UP

Google and **Comcast's NBCUniversal** are expanding their partnership, bundling ad-supported **Peacock** Premium with \$16/month **YouTube** Premium subscriptions in the U.S., while international YT users will be able to access Universal+ and Hayu in select markets. The integration, which kicks off in 2027, is an extension of the carriage deal signed after a dispute with YouTube TV last fall. The agreement also means that select live sports events will stream on **NBC Sports'** YouTube channel. This comes just days after Comcast reported that Peacock had reached 48 million subs and profitability for the first time. Bundling Peacock to YouTube Premium is expected to add millions of more subs to the NBCU streamer.

GAMING IN THE CLOUD

Hot on the heels of **Netflix** reporting [promising results](#) for its cloud gaming products, **Amazon** is integrating its own Luna game streaming service to the **Prime Video** app in the U.S. and U.K. The app now features a Games tab offering a library of games users can play with a controller or smartphone. Luna's library of games, which is available to Prime members at no additional cost, includes major hits such as "Hogwarts Legacy" and "EA Sports FC 26," all playable through the cloud with one click of a button. Notably, Amazon is following a similar playbook as Netflix in terms of releasing games that tie into their video franchises. Launching this week is the Luna-exclusive "Batman: Caped Crusader - Chronicles," along with the second season of the animated series, both accessible on a single platform. – Another update to note: Xbox is testing a free ad-supported game streaming tier. Until now, Xbox cloud gaming has been paywalled behind a Game Pass subscription, which ranges from \$10/month for the most basic tier to \$23/month for Ultimate, users can stream games for free for an hour by watching a two-minute ad roll before jumping into a session. The new offering comes as surging RAM prices continue to make gaming consoles and hardware more expensive for consumers. Xbox game streaming can be accessed via web browser, smartphones and select TVs.

RATINGS

With the **WNBA** All-Star break in the books, **USA Sports** said its telecasts are averaging 557,000 viewers through 28 games, up 33% against the league's average cable viewership last season. Ratings among P18-49 are also up 33%, and four games finished with an average viewership above 1 million. Most recently, Wednesday's Sun vs Fever game came in at 1.1 million viewers with a peak of 1.3 million. That helped the night's doubleheader (Wings vs Fire) end with 878,000 viewers. USA Sports will begin the second half of WNBA season coverage this Wednesday at 8pm with the Wings vs Dream.

PROGRAMMING

AMC+ used San Diego Comic-Con to give fans a first look at the contemporary mystery thriller "Yaga." Based on the play created by showrunner *Kat Sandler*, the eight-episode series will debut in October and feature *Noah Reid* ("Schitt's Creek" and "Franklin"), *Hudson Williams* ("Heated Rivalry") and *Carrie-Anne Moss*, who starred in "The Matrix" trilogy. -- A three-part limited docuseries exploring **NASCAR's** place in American society is coming to **USA** soon. "NASCAR Americana" will debut Aug. 9 at 7pm following coverage of the Iowa Corn 350. Episode 1 will travel back to the sport's birth in 1948, before the other two parts (Aug. 15 and 23) showcase drivers, teams, fans and the current state of NASCAR as a sport.

PEOPLE

Another executive appointment was revealed at **Mediacom** on Monday. *Jon Heleno* was named SVP and Corporate Controller following the retirement of *Julien Dancona*, who capped a 25-year run with the operator. Heleno has spent nearly three decades in various accounting and finance leadership positions, including six years as Deputy Controller for Columbia University and most recently serving as Associate Vice Chancellor of Financial Planning & Budgeting for Washington University in St. Louis. His new job will have him manage accounting operations, financial reporting, technical accounting, tax oversight, external audit and internal controls.