CFX DAILY
WHAT THE INDUSTRY READS FIRST

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BY THE NUMBERS

Fifty-one percent of U.S. internet households prefer a live TV bundle combined with their favorite streaming services, per a new Parks Associates research paper. The firm also found that 68% of vMVPD subs find the idea of a skinny bundle appealing.

CHARTER BETS BIG ON ITS COMEBACK KID

Remember how we told you **Charter** couldn't wait for September? We're here. *Nick Jeffery* kicked off Day 1 as Charter's new COO with a **LinkedIn** post that declared, "The Great Comeback starts here."

He's got his work cut out for him with Charter still trading near the bottom of its 52-week range as the operator contends with the competitive pressures plaguing incumbent cable operators. But Jeffery has worked his magic before, turning bankrupt, copper-laden **Frontier Communications** into a fiber leader so attractive that **Verizon** snatched it up for $20 billion.

Charter's in much better shape than that, well into its infrastructure upgrade and having just closed its **Cox Communications** merger. "What drew me here is the scale of opportunity in front of us: continuing Spectrum's transformation with a sharper focus on customer experience, a more creative go-to-market approach and operational excellence that shows up in how things actually work for people, every day," Jeffery wrote.

Also helping Jeffery: 2Q26 was expected to be the low point of the year for Charter as it'll have more distance from some of the discontinued promotional offers from late last year as well as its 3Q25 rate adjustment.

Jeffery joins as Charter gears up to roll out the Spectrum brand and offers to customers in the newly acquired Cox markets. And as anyone who has run an integration can tell, you get one chance to introduce yourself as the new player in town. Charter's integration of **Time Warner Cable** back in 2016 had a few bumps in the road, including a lot of churn as the TWC customers rolled off of promotions that Charter viewed as overly aggressive. This time around, Charter's positioning the Spectrum flip as a greater value to Cox customers, offering a free mobile line for a year and streaming apps valued at $127/month as part of video packages. Charter also inherited TWC systems that were in desperate need of modernization, a problem it shouldn't have with Cox. CEO *Chris Winfrey* has said Cox is pretty far along with mid-split upgrades that can deliver 300+ Mbps upstream and sometimes higher, lauding Cox's investments in its infrastructure and people.

One of Charter's biggest hurdles may be in overcoming the connotation of cable. That's why it's a big deal having the guy who made Frontier synonymous with fiber (it even changed its stock ticker to FYBR). "Despite trying for years, cable's cNPS is nowhere near competitors. If cable didn't have this perception problem, we don't think the impact on their subscribers would have been as strong," **New Street Research** mused in a note Tuesday on CFO *Jessica Fischer*'s upcoming departure (she's joining **Blackstone** and **Google**'s AI infrastructure jv on Oct. 15). New Street recently shared stats that show satellite's 1Q26 Component Net Promoter Score (cNPS) was 30, with fiber at 27, fixed wireless at 25 and cable at 1.

Jeffery's turnaround at Frontier wasn't just about fiber. It came with a 60-point swing in customer NPS. No pressure, Jeffery… But if the Great Comeback is coming, it'll start with customer experience.

AT&T FILES ADVERTISING SUIT AGAINST CHARTER

AT&T sued **Charter** in federal court over claims that the cable giant is deceiving customers with its "Fiber-Powered Internet" branding for Spectrum services. Filed late last week, the complaint argues that the term misleads customers into believing they're receiving true FTTH connectivity when "the vast majority of Spectrum Internet runs over a hybrid fiber-coaxial" network. AT&T is seeking an injunction and damages under the 1946 Lanham Act. The wireless carrier also targeted Charter's recent acquisition of **Cox Communications**, which it alleged "also uses the misleading phrase 'Fiber-Powered Internet' to advertise its hybrid fiber-copper network. That acquisition positions Charter to amplify the extent of its deceptive campaign."

HOUSE PANEL ADVANCES SIX BIPARTISAN BILLS

The Proper Leadership to Align Networks (PLAN) for Broadband Act was one of six bipartisan bills that got the greenlight from **House Commerce**'s Communications Subcommittee Tuesday. The PLAN Act would have **NTIA** develop a government-wide strategy for closing the digital divide. "This bill implements a recommendation from a Government Accountability Office report that found the federal government has over 130 broadband programs spread across 15 agencies. A strategy will ensure these programs are better coordinated so we can efficiently close the digital divide," said subcommittee Chair *Richard Hudson* (R-NC). Other bills passed in the subcommittee markup include the AI for Secure Networks Act, which calls for a study the impact of artificial intelligence on the security of communications networks, and the Satellite and Telecommunications Streamlining Act that aims to modernize the **FCC**'s satellite licensing framework.

TDS CLOSES NEW HAMPSHIRE ACQUISITION

TDS completed its purchase of **Granite State Communications**' fiber optic and voice operations, expanding its New Hampshire footprint by more than 11,000 fiber service addresses adjacent to its existing service area. The deal was first announced in April.

DISH FILES PATENT LAWSUITS

Echostar's **Dish Technologies** and **Sling TV** have filed suit against **Blaze Media**, **Gaia** and the **Daily Burn**, claiming their streaming services infringe on its patented adaptive bitrate streaming technology. The three separate lawsuits were filed Aug. 20 in Delaware District Court for Blaze and Daily Burn and in Colorado District Court of Gaia.

TRUMP BACKS PRODUCTION TAX CREDIT

President *Trump* is urging legislators to install a new bipartisan federal tax incentive for TV and movie productions in the U.S. In a **Truth Social** post on Monday, Trump wrote that he met with U.S. Special Ambassador to Hollywood *Jon Voight* and discussed the state of the motion picture and TV industries, stating that Hollywood "is a Complete and Total Disaster" and that "There is

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no incentive to be there, and it is hurting California very badly." Trump noted that Voight and other leaders in the entertainment industry have pushed for a federal tax incentive to serve as a catalyst for growth. "I am going to suggest that Republicans and Democrats get together, and immediately craft Legislation to save the Movie, Television, and Entertainment Business in America. Congress should approve, immediately, a Federal Production Incentive to create Entertainment Jobs in America," Trump wrote. Sen. *Adam Schiff* (D-CA), a frequent critic of Trump, wrote on **X** that he was "in strong agreement with the President" and hopes Congress will pass something soon. **NCTA** also thanked Trump for backing a federal tax incentive and the potential benefits for bringing more jobs to the U.S. "NCTA's TV company members already support more than 350,000 American jobs and invest over $30 billion every year in the programming and productions that fuel our nation's economy. Strengthening our industry keeps America competitive, benefits local communities, and grows our economy," the association said in a statement.

STARS REPORTEDLY PONDER PRIME VIDEO MOVE

A bad run for **Victory+** might be getting worse soon. Multiple reports indicate that the **NHL**'s Dallas Stars are set to move away from the DTC streaming provider and begin a new regional partnership with **Prime Video**, starting with the upcoming 2026-27 season. It continues a string of Victory+ departures this summer, including fellow NHL franchise Anaheim Ducks, the MLB's Texas Rangers and a Sunday night package with the **NWSL**. It's unclear what (or if) the Stars have planned for linear distribution, but if they migrate to Prime Video, they'd be the second NHL team to collaborate with the **Amazon**-owned streamer on a local level (Seattle Kraken). It's also not yet known if Stars games would be placed behind the Prime membership paywall or remain available for free. This season, the Stars are slated to have 71 local telecasts and 13 games on national TV.

DAZN DEALINGS

DAZN kept the momentum going with a couple of recent deals. The latest team joining forces with the digital platform is the **NBA**'s Cleveland Cavaliers, who revealed a multiyear partnership to make DAZN its local DTC home. Starting this season, all non-nationally televised games will be available to stream on DAZN, as well as team-produced original programming, preseason games and other content. A monthly subscription that offers two streams in one location is available for $19.99/month, while the Monthly Pass Ultimate tier runs at $24.99/month and enables five streams in two locations. Season-long rates are $119.99/year and $139.99/year, respectively. As part of the agreement, the Cavs will move game production in-house and begin featuring predictive AI, data-driven visual overlays and augmented reality elements. Plus, it's expanding from six to 19 cameras. -- DAZN already streams **Big Ten** football games globally, but it's expanding on a school's prominence in Japan after players and coaches visited Tokyo this Summer. DAZN is making the University of Oregon's home bout against Portland State available for free in Japan. Kickoff is set for 7:30pm ET on Sept. 18, meaning it'll kick off at 11:30am in Japan.

TELEMUNDO EXPANDS TO ITALIAN SOCCER

Coming off a successful **FIFA** World Cup, **Telemundo** is adding more footy to its portfolio. The broadcaster inked a deal to become the exclusive Spanish-language broadcaster of the Italian Serie A Championship, Coppa Italia and Supercoppa Italian for three seasons beginning with the 2026-27 campaign. Telemundo will bring comprehensive live coverage of the Italian competitions across the broadcast net, **Universo**, **Peacock** and the **Telemundo Deportes Ahora** FAST channel. The programmer also has the Spanish rights for the **Premier League**, **Bundesliga**, **UEFA** Champions League, Liga MX and the U.S. Men's and Women's National Teams.

PEOPLE

Calix appointed *Juergen Lindner* as its new CMO. He joins the AI platform company after holding leadership roles at **SAP**, **Oracle** and **ServiceNow**, where he built scaled global marketing organizations helping customers navigate technology transitions. More than 1,200 customers are now using the Calix One agentic AI platform to support operations.