

Cablefax Daily™

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What the Industry Reads First

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5 Questions: Comcast's David Cohen Looks at Hill, Silicon Valley & Beyond

With Cablefax's Leaders Retreat at the Ritz-Carlton in Amelia Island, FL, slated for the end of the month, we're checking in with some of the high-profile attendees. This week, Comcast senior evp and chief diversity officer David Cohen shares his insights on regulation, recruiting and diversity in this excerpted interview (see full interview at Cablefax.com).

You spend a lot of time talking to policymakers. How do they look at cable and broadband in 2018, and to what degree will the current deregulatory mindset last beyond the 2018 mid-terms? I think policymakers on both sides of the aisle generally understand that the cable industry has been a force for innovation and investment for nearly 70 years, supporting 2.9 million jobs in the US, with an average of at least 300 employees in every congressional district. We're also all in agreement on the need for policies that keep the US on the leading edge of innovation and investment and maintain our global economic leadership. Unfortunately, despite broad consensus on what those policies should be, politics often holds us back from crafting sound policy. The cable industry wants to see a continuation of the light touch regulation that's allowed the Internet economy to thrive, under both Democratic and Republican administrations. And I hope policymakers can recognize the importance of protecting innovation and strengthening investment, regardless of the outcome of the 2018 mid-terms. **There are plenty of calls for Congress to move on net neutrality. How likely does it seem right now?** It is critical to continue to push for a permanent bipartisan legislative solution—and broader consumer protection across the entire Internet ecosystem. Much of the rhetoric and debate around net neutrality has become focused on politics instead of substance. There's a general consensus among ISPs, edge providers, and consumer groups on the core principles of net neutrality: no blocking, no throttling, no unreasonable discrimination against lawful content, and full transparency. And, it's important to note that industry leaders, consumer groups and policymakers on both sides of the aisle are in basic agreement on the need for substantive, practical rules. The best way to end this chaotic cycle of political and regulatory ping-pong is for Congress to enact bipartisan legislation to permanently preserve an open Internet for consumers and provide stability to the Internet ecosystem. **Where do you feel this industry has made its biggest strides with recruiting and retention? And where are the biggest shortfalls that still must be addressed?** Recruiting in our industry has to mirror our business—it has to follow technology trends, we have to invest in the experience, and we must

studiodaily panel discussion at NAB

WOMEN IN PRODUCTION & POST: CLOSING THE GENDER GAP

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TUESDAY, APRIL 10
3:00 - 4:15PM

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VP/Head of Music Licensing Sales
Killer Tracks, Universal
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continually evolve. Just like our products, recruitment is becoming highly digital, and the experience for candidates needs to follow the same principles we apply to the experiences we're creating for our customers—making it simple and easy to engage with us, and ensuring that every interaction reflects our technology-forward culture. **As Silicon Valley encroaches on the content business, how, if at all, does this affect the way Comcast views hiring practices?** It's important for us to continue to tell our story and highlight what makes us different—not just in Silicon Valley, but across all of our key talent markets. We're not just a cable provider, we're more than just a media company, and we're not your traditional telecom—we sit at the intersection of all of these industries. **What's Comcast's overall philosophy on diversity?** As a leader in media and technology, it's important that our company reflects the communities we serve, in the people who make up our workforce, in the companies we do business with, and in the products and services we provide to our customers. Diverse and inclusive teams are more creative, more agile, and more likely to create the next breakthroughs in our industry. Our goal for the past few years has been to strive to be a model company for D&I in corporate America. We don't do this for public perception or recognition, but because we want to employ the best people at a company that creates the best products and content in our industry. [For more info on the Cablefax Leaders Retreat and to register, visit [our site](#).]

NAB Show: “In this age of social media, what happens in Vegas does not stay in Vegas. Have fun, but be really good,” **NAB** pres/CEO *Gordon Smith* joked during **NAB Show's** Monday's morning session. In his opening remarks, he outlined “five enormous wins,” including the **FCC's** approval of the voluntary Next Gen TV (ATSC 3.0) standard and modernization of media ownership rules. He also put preventing taxes for radio stations and on advertising in the win category, as well as the recent \$1bln in legislation passed by Congress to reimburse broadcasters for costs during the spectrum repacking process. “When this industry speaks with one voice, these wins demonstrate that it is a powerful voice,” said Smith, who recently agreed to a contract extension that will keep him in the job until April 2023. -- **FCC** commish *Jessica Rosenworcel* used much of her address to the **NAB** crowd to express concern about freedom of the press—from the growing dismissals of “fake news” to *President Trump's* tweet threatening a challenge to **NBC's** broadcast license. She ended her remarks by again questioning whether **Sinclair** is getting preferential treatment as it awaits approval for a its **Tribune** acquisition, with the FCC bringing back the UHF discount and changing how many stations a single broadcaster can own in a market. “This is a company that is not only getting special treatment from the FCC—it's getting a special call-out from the Executive Branch. This is important for all the reasons I've discussed today. So stay tuned,” Rosenworcel said. -- **605** and **Hive** are partnering on an offering to provide insights for marketers and programmers looking to boost audience engagement in linear TV content. Debuting at the NAB Show, the joint product brings together Hive Media's tagged TV content and 605's viewership data to

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Leaders Retreat**April 30-May 1, 2018**

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deliver analytics on brand exposure, audience engagement, tune-in/tune-out and conversion.

Welcome to Miami: **NBCU Telemundo Enterprises** announced the inauguration of its new \$250mIn global headquarters. Telemundo Center, located in Miami, is an approximately 500K square foot facility on 21 acres with the ability to hold 1,500 employees. Other assets of the space include two digital studios, virtual and augmented-reality sets and a revamped news operation for the production of “Noticias Telemundo” and “Al Rojo Vivo.”

Staying Alive: 18-34 year olds account for 53% of adults in the US that have a live streaming Internet-delivered pay-TV service such as **Sling TV**, **DirectTV Now**, **Playstation Vue**, **YouTube TV** and **Hulu** with Live TV. Overall, 11% of adults 18-44 have an Internet-delivered pay-TV service compared to only 3% of ages 45 or above, according to consumer research from **Leichtman Group**. There remains a space for pay-TV, with 76% of the adults surveyed agreeing that there are specific networks or programming genres that are “must haves” for a TV service in their household. Of those that have an Internet-delivered pay-TV service, 93% also have an SVOD service from **Netflix**, **Amazon Prime** and/or Hulu.

NCTA Board: **Cox Communications** pres *Pat Esser* was elected as chmn of the board of directors for **NCTA**. Other elected officers include **Comcast Cable** pres/CEO *Dave Watson* as vice chmn; **Eagle Communications** pres/CEO *Gary Shorman* as treasurer; and **Viacom** pres/CEO *Bob Bakish* as secretary. **Commscope** chmn *Frank Drendel* was re-elected to serve another two-year term as associate director, **Showtime** pres/CEO *David Nevins* and *Bakish* were elected to two-year terms as at-large programmer directors, while **Sjoberg** pres/CEO *Dick Sjoberg* and *Shorman* were re-elected to two-year terms as rural/midsize directors.

Coming to MVPDs: **Acorn TV** is coming to **Xfinity On Demand**, marking the SVOD service's set-top box debut. Acorn is the largest North American SVOD service specializing in British and international TV programming. **Comcast's** Xfinity TV customers can add Acorn TV to their service for \$4.99/month.

WICT Signature Lunch: Last week, **WICT** recognized the 2017 PAR Top Operators for Women to Work — **Comcast**, **Cox**, **Midco** and **Mediacom**; and the PAR Top Programmers — **NBCU**, **Discovery** and **Disney ABC Television**. “At a time when the nation finally recognizes that #TimesUp, we are here to celebrate our ideals and honor those who have exceeded our expectations of excellence,” WICT pres/CEO *Maria Brennan* said during the event at the NY Hilton Midtown. **Discovery Communications** and **Scripps Networks Interactive** were both recognized as top companies. Now, they're just one company—Discovery, Inc. “We are so proud of the fact that 54% of our US employee base is comprised of a women,” said *Savalle Sims*, Discovery evp, gen counsel. The 2017 PAR honorees spoke about how diversity makes their businesses better. “Women make our stories more compelling, our shows more realistic and appealing, they enhance our operations, and ultimately they make our company really successful,” said *Rita Ferro* pres, ad sales for ABC-Disney TV Group. *Italia Commisso Weinand*, evp, programming & HR, accepted the award on Mediacom's behalf. “From our beginning, the culture at Mediacom had at its heart an ingrained desire to do more and be more, not because it was en vogue but because it was right,” Weinand said, encouraging Mediacom employees to remain educated on the history makers that came before them. COO and WICT global board member *Debbie Stang* accepted the PAR award on behalf of Midco. She spoke to the company's growth since becoming more involved in WICT since the Midwest chapter expanded to include the Dakotas. “We know firsthand how gender diversity is linked to business success, and is a business imperative,” Stang said. Chief HR officer/evp *Karen Bennett* spoke on behalf of Cox, which has been on the PAR top companies list since the PAR survey began in 2003. “While it starts at the top, diversity and inclusion are company-wide mindsets,” Bennett said, comparing these initiatives to gardens that are always in need of tilling and maintenance. Accepting the honor on behalf of NBCU, cable entertainment group CFO *Christy Shibata* spoke to the leadership of group chairwoman *Bonnie Hammer*. “In Bonnie's portfolio, 62% of our employees are women and 54% of our executives are women,” she noted. Comcast senior evp/chief diversity officer *David Cohen* accepted the award on behalf of the company. “When we have women working across all of our business lines, from the boardroom to the newsroom to the writers' room, we benefit from their leadership style, from their creativity and from their talent,” Cohen said. WICT immediate past chair and Comcast Cable svp/chief talent development officer *Martha Soehren* closed the event by acknowledging the industry's inclusion of American veterans.

Ratings: Sunday's showdown between the **Baltimore Orioles** and **New York Yankees** was the highest-rated weekend game on **YES** in six years, averaging a 4.69 HH rating and 405K total viewers. The game peaked during the 5:45-6pm quarter-hour with a 6.05 household rating and 534K total viewers.

People: *Ed Romaine* will serve as **Bleacher Report's** first svp/chief brand officer. He joins the company from his position as CMO of **Kargo Mobile**.