

Cablefax Daily™

Monday — October 8, 2018

What the Industry Reads First

Volume 29 / No. 193

Smart Age: Cox Puts the Human in Smart Home

Walking into a smart home tour, one might expect to see app-controlled thermostats, light bulbs and locks. But that's really a home automation tour. Kudos to **Cox Communications** for launching a series of home tours this year that really show what a smart home means. The MSO took the theme "Aging in Place" and ran with it—showcasing everything from a fluffy, interactive cat created to bring companionship to the elderly to the **HAPIfork**, which tracks when and how much the user eats to. And smack in the middle of the house stands *Alison Jacobson*, who runs the blog [Safety Mom](#). There's plenty of gadgetry to see—from Jibo the robot to a smart pet food bowl—but Cox's smartest purchase was contracting Jacobson as an ambassador. A former PR exec, she knows how to tell her story—and what a compelling story it is. She's the breadwinner for a household that includes her wheelchair-bound husband, 89-year-old aunt, 81-year-old mother and 20-year-old son with intellectual disabilities. "I have a sensor on the medicine cabinet that chimes and texts me every time it's opened," she explains. On each exit to her home, she has a different alarm set to help keep track of whether someone may have left the house. When she's away at a smart home event, such as the one Cox held in Virginia Beach Thursday, she knows her husband can control all the lights and lock the doors from his iPad—helpful given mobility issues. Safety Mom isn't just a moniker. She brainstorms with tour participants ways they could put the tech into action, including how to help monitor an elderly patient with dementia who smokes. Over in the kitchen, [food blogger Whitney Bond](#) is putting the finishing touches on sliders she's prepared using a smart slow cooker, sous vide device and an oven with sensors that chime when it's turned on/off (the oven is presented as a way to keep tabs on the elderly who live alone). When Bond did her first Cox smart home event, she was living in a "dumb" apartment. Now, she's bought her own home, gutted it and installed 150 smart home devices that range from a smart fireplace to a smart toilet. "Doing these smart home events really inspired me," she said. The Virginia smart home's upstairs showcased Cox's telehealth play. It's launched a [senior care monitoring system](#) in Oklahoma City that features a wearable pendant for fall detection and an emergency communication hub. The device package is \$200 with the **Cox Homelife Care** service retailing for \$28/month. The medical alert system is professionally monitored to provide 24/7 help. It doesn't require a phone line or internet con-



CFX Cablefax PROGRAM & TRAILER AWARDS THURSDAY, NOVEMBER 8 | 5:30 - 9:00PM
TAGYLAN COMPLEX | LOS ANGELES

Gala

CONGRATULATIONS TO ALL THE PROGRAM AWARD FINALISTS.
ALSO HONORING THE 2018 TV HALL OF FAME HONOREES.

	Sarah Barnett President & GM <i>BBC America</i>		Brad Schwartz President <i>Pop</i>
---	--	--	---

VIEW THE FINALISTS AND REGISTER AT WWW.CABLEFAXPROGRAMAWARDS.COM

INNOVATION THEATER

Show Within the Show



Be there in Atlanta for SCTE • ISBE Cable-Tec Expo®—the largest cable telecommunications event in North America. This epicenter for innovative thinking has a record breaking 100+ speakers and over four dozen workshops!

Don't Miss Out!
REGISTER NOW!
expo.scte.org

SOLUTIONS TAKE THE STAGE

Now in its third year, the 150-seat Innovation Theater, a multimedia Expo Exhibit Hall attraction, is the ideal place for getting a glimpse of the industry's "Vision of the Future" as well as refining your own. Top industry thought leaders, live and in person, will demonstrate technical solutions, define steps for deployment, describe market conditions and discuss the industry's climate for change. Focus your eyes and ears on highly imaginative ways to streamline operations, strengthen workforce competency, and drive business results... Attend Innovation Theater.

INNOVATION THEATER

Tuesday, October 23-Thursday, October 25, 2018
Exhibit Hall, Innovation Theater

INNOVATION THEATER SPONSORS:



CORNING



INNOVATION THEATER HOST:

Gerard Kunkel
Founder & Managing Partner,
Next Media Partners, LLC



Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Associate Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

nection to operate. Not only can the user push a button to ask for help, but the pendant can recognize a fall and call for help if the wearer can't. Oklahoma City is the only market to offer Homelife Care now, but others are expected to follow soon. In 2015, Cox acquired **Trapollo**, a provider of managed services that enable healthcare providers, home health agencies and insurers to successfully deploy telehealth and remote health monitoring solution. A demo shows how a patient with a high blood pressure reading who wasn't feeling well receives a video consultation. It turned out she missed taking a water pill, with the remote patient consult saving her from going to the ER or the doctor's office. Such consults were primarily created with COPD, congestive heart failure and diabetes in mind, but "mental health is starting to be a good use case," Trapollo rep Meredith Wagoner said. "Missed appointments are a big problem with mental health. This could allow patients to interact in their homes." The insurance community is starting to get on board. In July, The **Centers for Medicare & Medicaid Services** proposed changes so that health agencies can include the cost of remote patient monitoring as an allowable administrative cost. "Today's proposals would give doctors more time to spend with their patients, allow home health agencies to leverage innovation and drive better results for patients," CMS Administrator *Seema Verma* said in announcing the plan. As lawmakers and the health community grapples with changing the system, opening the doors to truly smart homes could help.

Done Deal: Looks like **Altice USA** customers no longer have to worry that **21st Century Fox** networks could be dropped at any moment. "We are pleased to have reached an agreement to continue to provide **Optimum/Suddenlink** customers with the Fox shows and sports they enjoy, and we thank them for their support," Fox said on its website Friday. Their contract expired Sept 30, but the two have continued negotiating past the deadline.

Altice Responds: **Altice** filed a response in court after members of the *Dolan* family sued Altice USA over **News 12** layoffs. "This lawsuit is without merit and paints an extremely inaccurate representation of our business," the statement reads. "It is also surprising that the Dolan family would now challenge the strategic and organizational decisions that *Patrick Dolan* led during his 2 1/2 years with the company as President of News 12. Altice USA continues to invest in News 12 and we are very proud that under our leadership, News 12 is the most viewed TV network in **Optimum** households. We are excited about the future of News 12 and investing further in order to grow its hyperlocal news audience." Members of the suit include former Madison Square Garden CEO *Jim Dolan* and Pat Dolan. The suit alleges the Optimum and **Suddenlink** operator reneged on a pledge to operate the network in accordance with a five-year business plan and cites the layoffs of 70 staffers last year. Altice bought **Cablevision**, largely controlled by the Dolans, in 2016.

Price Tag: **Discovery's** new US distribution deals, improving ratings trends and successful upfront ad sales season





THE KAITZ DINNER

 DIVERSITY THROUGH THE DECADES

WEDNESDAY, OCTOBER 17, 2018

 NEW YORK MARRIOTT MARQUIS

Act now to secure your sponsorship, table or tickets by visiting www.walterkaitz.org/dinner

caught the attention of **Evercore ISI**, leading the firm to raise Discovery's price target to \$38. Evercore noted that Discovery's vMVPD agreements with **Hulu** and **Sling TV** announced last month should add at least \$50m in affiliate revenue over the next year, growing to \$75m within three years. "The Sling deal came as part of a broader renewal after a seven year deal with **DISH**, suggesting a strong step-up in affiliate payments should provide further stability to next year's US distribution revenue outlook," Evercore said in a research note.

Permanent Post: *Michelle Ray* is the official executive director of the **Walter Kaitz Foundation**. She has been serving as interim director since April, stepping into the role when former exec director *David Porter* left. Ray has been with the Foundation since 2006, but served in several roles at **NCTA** in the years prior. She's a member of **NAMIC**, **WICT**, the **Alliance for Women in Media** and the **American Society of Association Executives**.

Signing On: Showrunner/writer *Eric Newman* agreed to an overall deal with **Netflix**. Newman's previous credits with the streamer include "Narcos" and "Bright."

Ratings: **YES Network** saw its best **Yankees** ratings in six seasons, with games averaging a 3.60 TV HH rating. The net said games generated more viewing in NY (6.6bn minutes consumed) than the top 11 prime-time entertainment shows combined (6.1bn minutes consumed).

Cablefax Dashboard

Tweet Tweet

 **Faith Popcorn** @FaithPopcorn Follow

"The rules have changed. But how do we go from activists to action? More women must be in leadership positions. Female CEOs have decreased 25% in last year. There are more CEOs named John than women CEOs." - @katiecouric #AWNNewYork

 **Brian Fung** @b_fung Following

As we're waiting for the Kavanaugh cloture vote, recall that while on the D.C. Circuit, Kavanaugh in May argued the FCC's #netneutrality rules were unlawful because ISPs have editorial rights under the First Amendment.

Research

- > The share of Americans who go on-line, use social media or own key devices has remained stable over the past two years.
- > 65% have broadband internet service at home compared to 67% in 2015.
- > Desktop or laptop ownership has fallen to 73% from 78% in 2016.
- > "Smartphone-only" internet users who do not have traditional home broadband is up to 20% from 12% in 2016.

(Source: **Pew Research Center**)

Up Ahead

October 15-16: **WICT Leadership Conference**; NYC

October 15-18: **MIPCOM 2018**; Cannes, France

October 16: **Cablefax & NAMIC Diversity Breakfast**; NYC

Oct 22-25: **Cable-Tec Expo 2018**; Atlanta, GA

November 8: **Cablefax Program & Trailer Awards Gala**; LA

Quotable

"The fight over net neutrality today can be reduced to a single sentence: Everyone is suing everyone else. Congress should step in... The Obama administration rules overturned by today's FCC sought to treat broadband as if it were a public utility under Title II of the Communications Act... Sending ISPs the message that wiring they had invested in no longer truly belonged to them might have discouraged innovation, especially amid the race to 5G, and reclassification opened the door to burdensome strictures."

- **Washington Post Editorial Board**

CFX Cablefax
DIGITAL & TECH AWARDS

CALL FOR ENTRIES

Deadline: Friday, December 7, 2018
Late Deadline: Friday, December 14, 2018

Submit your entries for Cablefax Digital & Tech Awards, honoring excellence in digital content, social media, online content, as well as recognizing outstanding products, strategy, implementation and people in broadcast, cable and digital technology.

Enter Now at www.cablefax.com/awards