

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## On to the Next: AT&T Talks Fiber, Inflation Impacts Post-WarnerMedia

With the **WarnerMedia** transaction behind it, **AT&T** is ready to charge full force into all things connectivity. It all starts with expanding its fiber footprint and driving deeper penetration. AT&T Fiber added 289,000 net additions in 1Q22 and now has the ability to serve 17 million customer locations. AT&T expects a five-fold data increase on its networks over the next five years.

The provider has been totally rethinking its strategy for promoting the service and driving penetration, and a major part of that has been ditching promotional pricing for a more straightforward approach. While fiber is by far AT&T's favorite broadband delivery method today, it is finding great success with fixed wireless in markets and environments where that solution makes sense. That has mostly been on the enterprise side of AT&T's business so far.

"We've used it pretty aggressively in parts of the business segment where a particular business customer that we support finds it to be the right and best solution for how their particular business is set up," AT&T CEO *John Stankey* said on the company's 1Q22 earnings call Thursday. "I don't intend to go into dense urban and metropolitan areas where I can build fiber infrastructure and offer broadband and try to use fixed wireless as the solution to serve broadband customers where we see estimates of traffic growing five times over the next five years and performance requirements needing to get significantly better."

Rising inflation levels have affected everyone and it has put pressure on AT&T when it comes to increasing wages and contract negotiations. The provider did some pre-planning that assumed upticks in wages and is in the middle of some labor contract negotiations that assume those step-ups. For AT&T, a company that has pushed to cut costs as much as possible since Stankey rose to the top, having to quickly implement those increases has been frustrating for upper management.

"I'm not happy about the fact that wages are rising as fast as they are. We're having to deal with it. It is going to drive a bit of an uptick in what I would call per individual wages," Stankey said. "The good news is we're doing a lot of investment in other forms of mechanization and automation in our business, and some of that investment is helping us keep a lid on some of the wage-related inflation cost."

Over in wireless, AT&T's largest segment, the company reported 5.5 million total net adds, including 691,000 postpaid phone net adds. Postpaid phone churn was 0.79%, up slightly over the 0.76% recorded one year ago. AT&T's most challenging segment has been its business wireline division, and the provider is having to do some rethinking on its messaging and marketing to really position itself as a strong competitor.

"In some cases, in order to get that market, we're shifting our distribution channels. There is work going on around how we ultimately position to distribute the product both directly through our own sales force as well as through other third parties. That's an execution issue," CFO *Pascal Desroches* said.



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**FREE TO ENTER!**

Stankey said the shutdown of its 3G network had no impact on its net adds as the movement of a 3G customer to another service plan is simply counted as a migration. He also believes this is one of the best air interface transitions he has ever seen. “When I think about the shutdown of the 2G network and now the shutdown of the 3G network on a proportional basis and the number of subscribers and what we’re able to do here, I think the team executed incredibly well,” he said. Stankey also said he knows that **T-Mobile** has had a more challenging time with migration and management because of its **Sprint** customer base, and he believes AT&T has been able to win over some of the customers that have to purchase a new handset and move onto new plans.

AT&T has bid WarnerMedia adieu, but it did offer operational highlights for the segment’s last quarter under the company’s umbrella. Revenues for the quarter were \$8.7 billion, up 2.5% YOY thanks to higher subscription revenues partially offset by lower ad revenues. There were 76.8 million global **HBO Max** and **HBO** subscribers, up 3 million sequentially. Operating income was \$1.3 billion, down 32.7% YOY as a result of ongoing investments in HBO Max as well as the launch of **CNN+**.

**CNN+ CLOSING DOWN AFTER ONE MONTH**

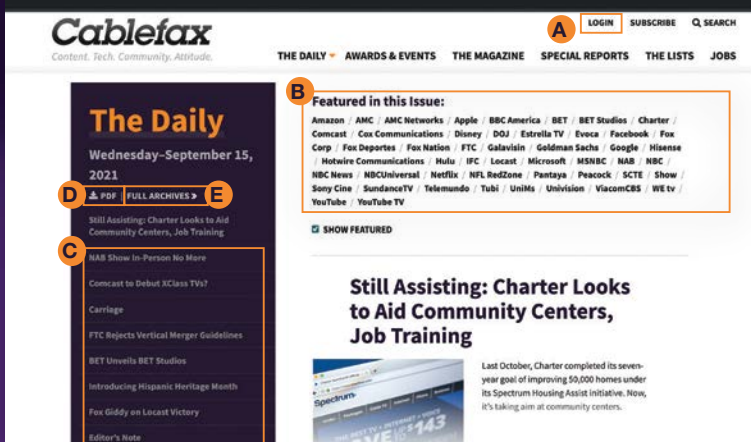
It was nice knowing you, **CNN+**. The news-focused streaming service will be closing down on April 30, just over one month after its launch date. *Andrew Morse*, EVP/Chief Digital Officer of **CNN** Worldwide and Head of CNN+, will leave the company after a transition period. *Alex MacCallum*, Head of Product/General Manager for CNN+, will step in to lead CNN Digital following his departure. “As we become Warner Bros. Discovery, CNN will be strongest as part

of WBD’s streaming strategy which envisions news as an important part of a compelling broader offering along with sports, entertainment, and nonfiction content,” Chair/CEO, CNN Worldwide *Chris Licht* said in a statement. “This is not a decision about quality; we appreciate all of the work, ambition and creativity that went into building CNN+, an organization with terrific talent and compelling programming.” CNN+ customers will receive prorated refunds of subscription fees, and an internal memo from Licht said all CNN+ employees will continue to be paid and receive benefits for the next 90 days to explore opportunities at CNN and the larger **Warner Bros. Discovery** family. A town hall was held Thursday to break the news to those that helped build the service and currently support it, and the larger narrative during the meeting was that prior management and the Warner Bros. Discovery team had different visions for CNN’s digital future. But discussions about those plans couldn’t happen until the merger was completed, and that didn’t happen until two weeks after CNN+’s launch. Warner Bros. Discovery CEO/President, Global Streaming *J.B. Perrette* also said CNN’s content and staffers will play an important role in the future of the company, but simplifying the experience for consumers is key.

**C-SPAN HIRING FIRST DIGITAL OFFICER**

**C-SPAN** continues to lean into digital, further evidenced by its recent job posting to hire its first-ever Chief Digital Officer. “This is an opportunity to define a new role at C-SPAN which will collaborate with our senior team on product vision, strategy, and delivery, as well as having ownership for the product roadmap and milestones,” the [listing](#) reads. The creation of a CDO role will allow the public affairs network to innovate, intertwining journalism and technology by merging content management

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with tech-style product management. C-SPAN has been increasingly incorporating digital tools and business models across its platforms, launching the C-SPAN Now mobile video app late last year. It's also found alternative revenue from digital, including some ad monetization of its YouTube channels as well as adding ads on C-SPAN.org and on its podcasts.

**FCC'S CARR WANTS ANSWERS FROM APPLE**

**FCC** Commissioner *Brendan Carr* continues to have concerns about **Apple's** practices in China, and a recent speech by CEO *Tim Cook* didn't assuage them. "Indeed, at the very same time that you were speaking in D.C. about your App Store policies promoting privacy and human rights, your company was continuing its well-documented campaign in Beijing of aggressively censoring apps at the behest of the Communist Party of China," Carr wrote in a letter to Cook this week. He focused on Apple removing the **Voice of America** mobile app from China's App Store. He wants Apple to respond by April 29 on whether it will make the U.S.-owned international radio broadcaster's app available again in China's App Store. "I would encourage Apple to evaluate its overall relationship with China, particularly its extensive manufacturing operations there to ensure that these relationships reflect the global values Apple voices."

**ECO-FRIENDLY EARTH DAY INITIATIVES**

**Breezeline** deployed its first electric vehicle as part of the company's pledge to reduce operational emissions by 65% by 2030 and reach net-zero by 2050. The electric vehicles used by Breezeline's sales teams will fully roll out this year starting in New Hampshire and West Virginia, with plans to convert technician vans and trucks to electric as well. Breezeline also seeks to obtain 100% of energy consumption from renewable sources by 2030 and reduce non-operational emissions by 30%. – **Comcast, Cox, Charter** and other cable providers have made pledges to achieve net-zero emissions between 2030-2035 with a three-phased approach: Deal with direct emissions from sources controlled by the company, cover indirect emissions from purchased electricity, steam, heat and cooling and encompass all other emissions from the company's activities. Cable providers have also invested in smart fleet strategies with electric or fuel-efficient vehicles to reduce carbon footprints. Cox purchased 74 electric vehicles and hybrids in 2020 and partnered with environmental-solutions platform **Ubuntuu** to recycle and repurpose coaxial waste as part of Cox's goal to achieve zero-waste-to-landfill by 2024. – **WOW!** decreased its real estate footprint by 59% over the last two years, leading to a 26.4% reduction in carbon dioxide emissions. The company uses software solutions for its fleet vehicles to improve gas mileage and drive time and its tv+ set-top boxes use less power than legacy equipment. – According to environmental consulting firm **D+R International**, over 99% of small internet equipment met energy efficiency goals. From 2013-20, 50 million metric tons of carbon dioxide emissions from set-top boxes were avoided, resulting in \$9.3 billion being saved for families.

**SERVICE ELECTRIC CABLE NOW USING NRBY**

**Nrby's** location intelligence platform has been deployed

**What You're Saying...**

**Sara Sidner** ✓  
@sarasidnerCNN

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It's over. It's been the shortest most amazing ride #CNNPlus+ team.

1:24 PM · Apr 21, 2022 from Manhattan, NY · Twitter for iPhone

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**Chris Balfe** ✓  
@cbalfe

...

CNN+ faced an uphill battle in the streaming wars. While everyone had an opinion on if it was going to work or should ever have been launched, 23 days isn't enough time to ever know. A certain level of schadenfreude is understandable from competitors and media watchers. (1/3)

2:46 PM · Apr 21, 2022 · Twitter Web App

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**Ellie Smith**  
@elliekaysmith\_

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PSA if you're going to tweet something snarky about CNN+, hundreds of journalists and technicians who did nothing but work their tails off just had the rug pulled out from under them. So be kind.

1:04 PM · Apr 21, 2022 · Twitter for iPhone

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**Sara Fischer** ✓  
@sarafischer

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Same. I was laid off twice in 3 months at CNN during Turner bloodbath in 2014. Thanks to a lot of kind and empathetic folks there, I was rehired back to the company both times after in different roles. But it was tough on morale. I eventually left CNN and went back to sales.

**Queenie Wong** ✓ @QWongSJ · 3h

...

I've been in newsrooms where reporters had to reapply to their jobs and know first hand what layoffs are like in this industry so whenever I see news like this I honestly feel bad for the workers. [twitter.com/sarafischer/st...](https://twitter.com/sarafischer/st...)

in **Service Electric** systems in eastern Pennsylvania and western New Jersey. Service Electric is using Nrby VU business intelligence tools and SmartPin geolocation technology to gain visibility into the performance of plant assets and replace workflows with digital processes for access into network information.

**PEOPLE**

**Disney Television Animation** promoted *David H. Wright III* to SVP, Casting and Talent Relations. He'll oversee all voice vesting and talent relations for animated series and Disney Television Animation movies. Wright—who joined Disney in 1997—will report to SVP/General Manager, Television Animation *Meredith Roberts*.



# PROGRAMMER'S PAGE

## Worth a Little More than 'Ten Percent'


Behind every great actor is an even better agent. The topsy turvy world of the team behind film and television stars is at the heart of "Ten Percent," a comedy series premiering on **Sundance Now** and **AMC+** on April 29. Its linear debut is set for May 1 on **BBC America**. Based on the French series "Call My Agent!", the show follows the staff of a London talent agency as they help their celebrity clients work through everything from marital issues to stage fright. As for conducting research into how an actual agency functions, the actors turned to the experts: their agents. "It was, in fact, very revealing just because... agents have to wear a lot of hats. And some of them don't fit very well because it's like accountant, master negotiator, psychiatrist, wet nurse. It's a lot of hats and nobody wears them all brilliantly," actor *Jack Davenport* said during a panel at the **TCA** Winter Tour. "It's a lot of different guises they have to inhabit." Those conversations also sparked a new appreciation for many of those working on the show for their teams. Agents can often be blamed for mistakes or decisions made by actors to work on projects that tank, but that's also because they're often under an immense amount of pressure and must make decisions on the fly. The ability to shoot from the hip and get results is a rare one, but when they come together, it spells success for a creative's entire supporting cast. "I think what it make me think is that people who work with us and who we work with have specific reasons for being in this business, and it's because they love stories and they love creative people and they love actors," actor *Prasanna Puwanarajah* said. "And they go to extraordinary lengths to try and cherish those people and offer them up to the world." – *Sara Winegardner*

### REVIEWS

"Sapelo," streaming, **World Channel**. Many viewers long for stories of vast, uncharted territory, witness the popularity of the plethora of shows about Alaska. And reviewers regularly mention open spaces playing a key role in setting the tone for mystery series, such as the Louisiana swamps in the first season of "True Detective" and Australia's outback in **HBO Max's** excellent "The Tourist." While the coastal island Sapelo, off Georgia, is by no means large, there are some 200 housing units, but it retains an off-the-beaten-path feel. Way off. For generations, it's been home to descendants of slaves. This short doc tells its story through the eyes of islanders, including Sapelo's griot, *Cornelia Walker Bailey*, who's struggling to maintain tradition while engaging a younger generation. It was a very good creative choice on the part of filmmaker *Nick Brandestini*. – "Gentleman Jack," Season 2, 10pm, Tuesday, **HBO** and **HBO Max**. Set in 1834 in Yorkshire, this drama about two landed women who want to live as wife and wife might be one of the best costume dramas we've seen recently. And it's not all fiction. The series draws from the diaries of *Anne Linder*, some of which were written in code. *Suranne Jones* as Linder, is outstanding. Giving a firebrand of a performance, Jones also breaks the fourth wall sporadically, speaking to the viewer. – *Seth Arenstein*

BASIC CABLE		
P2+ PRIME RANKINGS*		
(04/11/22-04/17/22)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
<b>FNC</b>	<b>0.720</b>	<b>2242</b>
<b>TNT</b>	<b>0.405</b>	<b>1262</b>
<b>MSNBC</b>	<b>0.377</b>	<b>1173</b>
<b>HGTV</b>	<b>0.314</b>	<b>977</b>
<b>INSP</b>	<b>0.266</b>	<b>828</b>
<b>TLC</b>	<b>0.265</b>	<b>826</b>
<b>HIST</b>	<b>0.256</b>	<b>798</b>
<b>ESPN</b>	<b>0.255</b>	<b>795</b>
<b>FOOD</b>	<b>0.250</b>	<b>778</b>
<b>DISC</b>	<b>0.241</b>	<b>750</b>
<b>HALL</b>	<b>0.230</b>	<b>716</b>
<b>CNN</b>	<b>0.219</b>	<b>683</b>
<b>USA</b>	<b>0.190</b>	<b>591</b>
<b>TBSC</b>	<b>0.184</b>	<b>574</b>
<b>LIFE</b>	<b>0.178</b>	<b>555</b>
<b>ID</b>	<b>0.176</b>	<b>548</b>
<b>TVLAND</b>	<b>0.165</b>	<b>514</b>
<b>A&amp;E</b>	<b>0.159</b>	<b>496</b>
<b>FX</b>	<b>0.147</b>	<b>457</b>
<b>WETV</b>	<b>0.143</b>	<b>445</b>
<b>HMM</b>	<b>0.138</b>	<b>430</b>
<b>NATGEO</b>	<b>0.120</b>	<b>374</b>
<b>GSN</b>	<b>0.118</b>	<b>367</b>
<b>AMC</b>	<b>0.114</b>	<b>355</b>
<b>NAN</b>	<b>0.110</b>	<b>341</b>
<b>SYFY</b>	<b>0.108</b>	<b>335</b>
<b>NICK</b>	<b>0.104</b>	<b>323</b>
<b>TRAVEL</b>	<b>0.103</b>	<b>321</b>
<b>BRAVO</b>	<b>0.102</b>	<b>318</b>
<b>APL</b>	<b>0.100</b>	<b>311</b>
<b>OXYGEN</b>	<b>0.099</b>	<b>307</b>
<b>COM</b>	<b>0.091</b>	<b>284</b>
<b>ADSM</b>	<b>0.086</b>	<b>267</b>
<b>FXX</b>	<b>0.085</b>	<b>265</b>

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






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