

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Q+A: MyBundle.TV CEO Offers Update, Previews AVOD Service Launch

*Live TV streaming management platform MyBundle.TV has set itself apart from the competition by partnering with broadband companies to offer their customers an easy way to access the content they want. We chatted with CEO/Co-Founder Jason Cohen about recent business wins and future opportunities in this edited interview.*

### It's been nearly three years since you launched. What is MyBundle.TV's mission today?

We're up to about 98 partners [including **WOW!** and **Frontier**] who have 9 million internet customers. Our thought is every single one of those people, whether they have cable or are cordcutters or cordnevers, they are all going to be streaming everything in the future because everything will be over streaming. In this open marketplace, there's good things, there's bad things. There's a lot of choice—great. But then there's a lot of choice and confusion—bad. And so what we're really focused on there is building the tools, the features, the functions and the platform to allow every cordcutter and cordnever to make it simpler in a device-agnostic way. We very much fundamentally know that every customer, every streamer has pain points. Many of them are the same, and it is where do I find content?

**You recently signed your first billing integration agreement with a provider, Sling TV, that lets you sign up and bill customers for its primary and add-on packages. What inspired that deal and are you talking to others?**

The real value proposition here is to aggregate billing for the consumer. We've got to start somewhere, and **Sling** is a great first partner. We want to have those relationships with every single streaming service and we're talking to many of them now. It's a very different conversation now that we have 98 broadband partners, and it will be an even better conversation when we have 298 broadband partners. I think the thing that most streaming services don't realize is there are thousands of internet providers across the country. The pitch is if you're a streaming service, one integration in MyBundle.TV now gets access to our entire broadband partner network, and every month that we add more broadband partners, that pitch gets even more powerful. I wish that streaming services jumped at the opportunity as opposed to it being more of an ongoing conversation, but thankfully, the conversations are getting much better now than they were two years ago.

**You're soon going to launch your own ad-supported streaming service that's going to live within the MyBundle.TV platform. Can you tell us a little about that?**

It's on phone, tablet and computer and we've got plans to take this experience to the TV. It's really just a distribution game and we think we have a very good path of distribution to the consumer, which is broadband cable providers who historically have been the ones providing video. We're going to be looking at all kinds of pre-made FAST channels, and we think there's an opportunity there. Any revenue that we generate from streaming services, or any ad revenue that's going to be



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generated from the FAST viewership, we share that with the broadband provider. What the broadband provider gets to do is lean back. We're doing all the investing in the technology, the dealmaking and the integrating, and their job is just to tell their customers here's a great free tool that's going to give you free TV and help you simplify your streaming life.

**Where do you foresee your biggest areas of opportunity over the next year?**

We work with broadband-only companies, whether it is private equity-backed, the large public telcos, rural utilities, rural telecoms or cable companies. At this point, 13 of our partners actually have their own traditional linear TV. It can replace the need, but as long as you as a provider are broadband-first... those are our partners. Most of our partners are competing against each other or a **Comcast**. These are the guys who are building fiber everywhere. We're building the software, but we're enabling them to win more broadband customers than they otherwise could, which then allows them to build more fiber, and it's that virtuous cycle.

**SCOTUS RULES FOR STATES IN WV V. EPA**

The **Supreme Court** verdict on West Virginia v. EPA is in, and the high court has ruled on behalf of coal-producing states seeking to block the EPA from adopting new carbon emissions standards. The SCOTUS decision, which is based on the theory that anyone can challenge a proposed rule on the grounds that it is a major question only Congress can address, is expected to weaken the authority of all federal expert agencies. New York Attorney General *Letitia James* released a statement in response to the ruling calling it a "dangerous and irresponsible restriction on federal agencies' ability to carry out their functions." **New Street Research** believes the decision is unlikely to affect enforcement actions like merger reviews, but its impact on the telecom and media ecosystems could be more substantial. A number of **FCC** decisions are more subject to challenge, and the odds are more likely now that the 5th or 6th Circuit could invalidate the FCC's ability to raise funds for universal service. No movement on the nomination of *Gigi Sohn* to the Commission's fifth seat has left the agency locked at a 2-2 split and unlikely to act on the reclassification of ISPs as Title II carriers, but if it does get a chance to do so, it will face a more difficult uphill climb. That's because courts may see it as a major question only Congress will be able to provide a definitive answer on. "Though it is also possible that courts adopt the view of Justice Scalia in the *Brand X* case; namely, that Congress has already answered that question, and that the language of the law compels a Title II classification," the firm said.

**T-MOBILE EXPANDS HOME INTERNET FOOTPRINT**

**T-Mobile** brought its 5G Home Internet service to an additional 81 cities and towns across Colorado, Iowa, Kansas, Missouri and Oklahoma Thursday, making the product available to nearly 5 million more homes. More than 40 million households are now eligible for the service. 5G Home Internet is \$50/month with AutoPay or \$30/month for families with the Magenta MAX phone plan.

**AT THE COMMISSION**

The **FCC's** Broadband Data Task Force opened its inaugural Broadband Data Collection filing window Thursday. Facilities-based broadband providers can now file data that reflects where they offer internet service as of now. The deadline to submit that data is September 1. Entities that choose to submit verified availability data in this filing window, including governmental entities that map and track broadband coverage in their areas, must submit their data by the same date. – The FCC is committing nearly

**Cablefax Executive Round Up**

**We asked our **FAXIES** PR Exec of the Year honorees which PR campaign from the past year do they wish they had thought of and why?**



**Chris Albert**  
EVP, Marketing & Publicity  
**National Geographic & Disney Branded Television**  
"The campaign that has most impressed me is from my colleagues at Hulu, and what they have done for both Season 1 and Season 2 of 'Only Murders in the Building.' Every aspect of the campaign has been so fun and creative and really leaned into what makes the show special. And it's such a great show, so that doesn't hurt either!"



**Tracy St. Pierre**  
EVP, Global Communications & Marketing  
**Universal Studio Group**  
"As a longtime supporter of the Big Brother Big Sister program, I was truly impressed by the Old Spice/NFL collaboration with the organization. By highlighting the importance of mentorship through original content featuring top NFL draft prospects the program increased web traffic and sign-ups for Big Brother Big Sisters during the draft. With more than 30,000 youth waiting to be matched it's initiatives like these that really make a difference."



**Nyree Wright**  
SVP, Public Relations  
**TV One**  
"A most impressive PR Campaign to me is the U.S. Ad Council's 'It's Up to You' campaign. It was one of several campaigns developed to encourage Americans to get vaccinated, when the country was so divided on the issue of vaccine requirements. What stood out most: they used the strategy of invoking nostalgia (vs. scare tactics) of us physically being back together/gathering, a concept with which almost all Americans could relate – regardless of where they landed on the debate."

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\$159 million in the two latest funding rounds for the Emergency Connectivity Program. These dollars will support applications from all three of the program's application windows and 300,000 students across the country in Alabama, Guam, Kansas, Pennsylvania, Puerto Rico, Texas and West Virginia. Some \$2 million will be directed towards 15 schools and 4 libraries from the first and second application windows for the upcoming school year. The rest of the money will support more than 350 schools, 50 libraries and 4 consortia from the third application window. Total funding committed to date is nearing \$5.3 billion. – FCC rules requiring certain small phone companies to implement caller ID authentication tools on the IP portion of their networks went into effect Thursday. The companies impacted by the deadline are suspected of facilitating a large number of illegal robocalls, giving the Commission reason to roll back an extended caller ID authentication implementation timeline that was originally granted for small phone operators in its 2020 rules.

### S&P FORECASTS SLOW CABLE GROWTH

A combination of telecommunication providers focusing on FTTH network upgrades and wireless providers launching fixed wireless services could slow cable companies' growth, a new **S&P** report claims. The financial analytics company sees the sector's credit quality as "solid," but if EBITDA or HSD revenue growth plateaus or declines, ratings could change. S&P estimates cable FTTH competition will grow to nearly 55% by the end of 2025 compared to the current 35%. The report noted a key factor for successful FTTH builds is high penetration, stating 40% penetration levels will be the benchmark, as well as high ARPU, low churn and low subscriber acquisition costs. "If fiber overbuilds are able to achieve penetration of 40%, we believe cable penetration in markets that convert to FTTH from copper could slip to around 50%-55% in three to four years, assuming that overall in-home broadband penetration approaches the low-90% area," the report said. S&P still believes cable providers are in good shape to go against FTTH competition, citing reasons such as past investments into networks, mobile wireless offerings and affordable traditional video for scaled operators. S&P adjusted HSD subscriber growth forecasts for providers, with **Comcast** predicted to see 2% growth compared to the previous 5.1% mark. **Charter** and **Cox** each are predicted to have 3% growth from 6% and 4%, respectively. It forecasts a tougher time for **Altice USA** with 0% growth, also noting Altice could lose revenue growth to -.2%. Fixed wireless access has taken over 50% of broadband net adds in recent quarters, mostly from legacy copper customers, but in the long term, 5G fixed wireless is a feasible risk for cable operators. S&P predicts an average subscriber growth rate for cable companies of around 2%/year through 2024, but that doesn't include what government programs like BEAD will bring to rural markets. Financially, a potential recession in the U.S. could cause a temporary slowdown in ARPU.

### NBCU WRAPS UPFRONT

**NBCUniversal** earned its highest-grossing upfront since the **Comcast** acquisition as the company finished its 2022-23 global, national and local upfront. Pharmaceuticals had a nearly 40% increase, followed by travel's 30% increase. **Pea-**

**cock** doubled upfront commitments YOY to over \$1 billion, and digital and streaming intake had an almost 20% boost. NBCU also had a record number of investments in advanced advertising with over 30% in growth.

### CLOCK'S TICKING

The negotiations over **fuboTV** and **Univision's** carriage agreement went public earlier this month as the two companies sparred on cost. The reported expiration date is today and the two sides have yet to renew their deal. The most recent news from **TelevisaUnivision** came in a [statement](#) Monday, saying "FuboTV has told us repeatedly that they are not willing to pay market rates to deliver Univision's networks to Hispanic viewers. Still, we remain committed to reaching a fair deal with FuboTV." A day later, Fubo [tweeted](#) "In their latest contract offer presented to us for continued carriage of their networks on FuboTV, Univision is seeking to unreasonably increase rates for each Hispanic customer." The streamer added customers should contact Univision and "ask them for fairer rates."

### VIX+ ARRIVAL DATE SET

**TelevisaUnivision's** SVOD tier **VIX+** will debut in the U.S., Mexico and most of Spanish-speaking Latin America on July 21. For the price of \$6.99/month in the U.S. and MX\$119/month in Mexico, customers can get over 70 Vix+ original series and movies, as well as 10,000 hours of ad-free programming. A seven-day free trial is available as well, and the service will be available on platforms including both **Android** and **Apple** mobile and TV devices.

### FLY WITH DISCOVERY+

American Airlines and **discovery+** are partnering to feature the streaming platform and **Magnolia Network's** programming on the airline's inflight entertainment system. The curated set of content will be available under the discovery+ folder and will be available starting Friday. Shows will include "Magnolia Table with Joanna Gaines and "Chopped Next Gen."

### XFINITY APP NOW ON APPLE TV

**Comcast's** Xfinity Stream app launched on **Apple TV** 4K and Apple TV HD. The app has been redesigned with a new UI to simplify content discovery via editorial recommendations and a personalization algorithm. Customers can download the app from the App Store, and all live, on-demand and DVR programming is available.

### CARRIAGE

**Allen Media Group's** free streaming service for local news and entertainment **Local Now** is partnering with **NatureStream.TV**, a platform featuring scenic nature films. Local Now provides news, weather, sports and entertainment in over 225 markets in the U.S. and offers more than 420 free streaming channels. NatureStream.TV is available on all major platforms.

### PEOPLE

**National Geographic** named *Karen Greenfield* as SVP of Content, Diversity & Inclusion. In the newly created role, Greenfield will partner with content creative teams to produce inclusive storytelling for multicultural and multigenerational audiences. She'll also work with leaders in the **Disney** portfolio to ensure Nat Geo programming is integrated into the company's DE&I initiatives.



# PROGRAMMER'S PAGE

## What Came Before 'Flowers in the Attic'

Not every romance is a fairytale, and the one at the heart of **Lifetime's** "Flowers in the Attic: The Origin" is far from it. Premiering July 9 at 8pm ET, the series is a prequel to "Flowers in the Attic," giving lovers of the *V.C. Andrews* novel a look into the history of Foxworth Hall and the horrific tragedies that took place at the estate. It tells the story of Olivia Winfield (*Jemima Rooper*), the grandmother from *Flowers in the Attic*, and her romance to eligible bachelor Malcolm Foxworth (*Max Irons*). Lifetime struck gold when *Andrew Neiderman*, who has been a ghostwriter on several manuscripts that were incomplete when Andrews died in 1986, agreed to consult on the series. "It's been an invaluable resource to have him on speed dial all the time. I would call him always, I still do, for any questions I might have, if I'm ever unsure about a story point or if something is tonally correct or of the world, I can just check with him," Executive Producer/Writer *Paul Sciarrotta* said during a press screening and panel event. "He has his finger on the pulse of all things V.C., so I was very lucky to have him be a part of the project." The series has the dark, gothic undertones that one would expect from a V.C. Andrews property, and the first episode doesn't pull punches. Foxworth quickly turns into a cruel shadow of the man Winfield fell in love with, and her life is spent trying to hide the secrets that would bring shame upon both of their families. Viewers will be tense watching the story unfold, but will also be relieved to know that the cast and crew found plenty of ways to have fun between takes. Rooper described it as a very happy set where everyone just felt like it was a luxury to be able to work. "I think sometimes when you're doing things that are a bit darker or a bit more serious, you find the fun a bit more on set, so it's more enjoyable," she said. "I think people are sometimes more miserable doing comedy." – *Sara Winegardner*

### REVIEWS

"The Old Man," 10pm, Thursdays, **FX**. This new series about an aged cat-and-mouse game was renewed earlier this week. That should tell you something about its quality. On the other hand, the chase, also the surname of the lead character, *Jeff Bridges'* Dan Chase, a retired CIA agent, is a violent cliffhanger. Chase, aka "The Beast," routinely kills opponents half to one-third his age. He has help from seemingly docile pets. Speaking of help, *Bridges*, who must be one of the fittest 72-year-olds around, gets plenty of assistance from terrific co-stars. They include *John Lithgow*, whose character, an FBI chief, is chasing Chase, but insists on giving the old guy a head start. *Amy Brenneman* rounds out the stellar trio as Chase's travel partner. The series tries too hard, though its stars make it more than watchable. Perhaps Season 2 will slow down just a bit. Remember, he's an old man.

**Notable:** "Birdgirl!" 11:30pm, Sunday, **Adult Swim**. There's plenty of time for fireworks this weekend. In preparation, catch the antics of superhero and CEO Birdgirl, aka *Judy Ken Sebben*, who's more independent than most corporate execs. – "Ukraine: Answering the Call," 7pm ET, Sunday, **NBC**. Loyal readers know we barely touch broadcast. Yet when the cause is a fundraiser for Ukraine and **MSNBC's** *Nicole Wallace* is involved, we make an exception. – *Seth Arenstein*

BASIC CABLE P2+ PRIME RANKINGS* (06/20/22-06/26/22)		
MON-SUN	MC US AA%	MC US AA (000)
<b>FNC</b>	<b>0.695</b>	<b>2166</b>
<b>MSNBC</b>	<b>0.469</b>	<b>1459</b>
<b>ESPN</b>	<b>0.305</b>	<b>949</b>
<b>HGTV</b>	<b>0.301</b>	<b>938</b>
<b>INSP</b>	<b>0.256</b>	<b>798</b>
<b>HALL</b>	<b>0.246</b>	<b>766</b>
<b>DISC</b>	<b>0.244</b>	<b>761</b>
<b>TLC</b>	<b>0.237</b>	<b>738</b>
<b>HIST</b>	<b>0.225</b>	<b>701</b>
<b>FOOD</b>	<b>0.209</b>	<b>651</b>
<b>TBSC</b>	<b>0.208</b>	<b>649</b>
<b>CNN</b>	<b>0.208</b>	<b>647</b>
<b>BET</b>	<b>0.205</b>	<b>638</b>
<b>USA</b>	<b>0.192</b>	<b>597</b>
<b>HMM</b>	<b>0.168</b>	<b>524</b>
<b>ID</b>	<b>0.165</b>	<b>514</b>
<b>TVLAND</b>	<b>0.155</b>	<b>482</b>
<b>LIFE</b>	<b>0.146</b>	<b>456</b>
<b>WETV</b>	<b>0.135</b>	<b>421</b>
<b>TNT</b>	<b>0.124</b>	<b>385</b>
<b>A&amp;E</b>	<b>0.124</b>	<b>385</b>
<b>FX</b>	<b>0.119</b>	<b>372</b>
<b>BRAVO</b>	<b>0.118</b>	<b>368</b>
<b>TRAVEL</b>	<b>0.117</b>	<b>364</b>
<b>NATGEO</b>	<b>0.117</b>	<b>363</b>
<b>GSN</b>	<b>0.112</b>	<b>348</b>
<b>AMC</b>	<b>0.108</b>	<b>336</b>
<b>SYFY</b>	<b>0.103</b>	<b>322</b>
<b>PRMNT</b>	<b>0.101</b>	<b>314</b>
<b>OXY</b>	<b>0.100</b>	<b>311</b>
<b>NAN</b>	<b>0.085</b>	<b>264</b>
<b>LMN</b>	<b>0.084</b>	<b>261</b>
<b>FETV</b>	<b>0.082</b>	<b>256</b>
<b>FXX</b>	<b>0.081</b>	<b>253</b>
<b>ADSM</b>	<b>0.079</b>	<b>246</b>

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



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