

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Ready to Chime In: New AAPI Network Coming Soon

As the CEO of the **National Diversity Coalition** and **National Asian American Coalition**, *Faith Bautista* is always looking for ways to amplify the voices of the underrepresented. She believes it's past time for an English-language Asian American network and is on a mission to bring network **ChimeTV** to the U.S. She's already on her way with **Charter** signing on as an affiliate at launch and talks underway with traditional MVPDs as well as OTT players.

"Asian is, to me, an invisible community. It's a second-class citizen when it comes to media," says Bautista. Stats back her up. A report from USC's Annenberg Inclusion Initiative looked at 1,300 top-grossing films from 2007 to 2019 and found Asian and Pacific Islanders accounted for less than 6% of speaking roles and less than 4% of leads and co-leads. Only 3.5% of the more than 1,400 directors credited for those films were AAPI, while just 6.4% of studio execs were AAPI at the major studios, with none holding a chair or CEO post. Asian Americans also represent a largely untapped advertising market, with a **Morning Consult** poll finding 62% rarely or never see themselves in advertisements.

Asian hate received increased attention during the pandemic, but Bautista doesn't blame the racist attacks on COVID. "It's been like that for the longest time. But Asians do not complain. It's a cultural behavior that you suck it up. You've come to the United States to find your American dream, and [for those who

have] found it, everyone is grateful," she tells **CFX**. However, she believes that's beginning to shift, particularly with younger generations, and she's hopeful ChimeTV will be a gathering point for them. Along those lines, ChimeTV plans to launch a public affairs campaign, loosely called "Asian Love," to showcase the talent, beauty and strength of the Asian culture while combating negative stereotypes.

The network is moving at a rapid pace with a goal of a 4Q launch and it's busy assembling a team of experienced industry execs. Those hires include former **Court TV** and **CBS Sports Net** exec *Bob Rose*. Bautista said that she wanted established players in these roles, but stressed that the entire ChimeTV team has a lot of say in guiding the net's direction. She quickly became comfortable with Rose. "When he wakes up, and even when he's sleeping, he talks about all things ChimeTV. He knew right away that this channel is much needed," she said. "He works so hard and can make things happen because he has been in this business for years. I don't know anyone else who could take our 10 million Charter subs [and grow that quickly to 30 million plus subs by launch] like Bob."

ChimeTV's also hired *Shin Koyamada* to head international relations with Asian countries. Koyamada is an award-winning producer as well as a diplomat and actor, who starred in "The Last Samurai." Koyamada has led global initiatives on engaging global youth, and in 2019, he created the Japan-Texas Leadership Symposium, a bilateral business and cultural event.

As for content, the network has a strong programming

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The screenshot shows the Cablefax website interface. At the top, there are links for LOGIN, SUBSCRIBE, and SEARCH. Below that, navigation tabs include THE DAILY, AWARDS & EVENTS, THE MAGAZINE, SPECIAL REPORTS, THE LISTS, and JOBS. The main content area features a sidebar on the left with a 'The Daily' header for Wednesday-September 15, 2021. The sidebar includes a PDF icon (D) and a 'FULL ARCHIVES' link (E). The main content area has a 'Featured in this Issue:' section (B) listing various companies like Amazon, AMC, and Apple. Below that is a featured article titled 'Still Assisting: Charter Looks to Aid Community Centers, Job Training' (C) with a 'SHOW FEATURED' button. The article text mentions that Charter completed its seven-year goal of improving 50,000 homes under its Spectrum Housing Assist initiative.

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partnership in place with Singapore-based **Allrites**, a global leader for film and television content, to procure programming, including original productions plus series. Bautista said Chime has 370 hours+ of programming in its library.

Charter's the first distributor to sign on, agreeing to put ChimeTV on its Spectrum TV Select tier. Bautista is a familiar face to Charter, serving on its External Diversity & Inclusion Council and hosting public affairs show "Owning A Piece of America" on Spectrum News. "I think that shows how innovative they are. They see that there's a need, and they see also that they are a group of people that can help make this happen," says Bautista.

Charter also was an early supporter of **Black News Channel**, which filed for bankruptcy in March. It's no secret that independent networks face a tough road, but Bautista isn't deterred. Additionally, she has the support of the AAPI community she works so closely with, which is applauding the arrival of ChimeTV and has pledged its support creatively and financially. "This is long-overdue. This is the only English-language channel that's owned by an Asian American and a woman. And it's not an international channel where people have to search in a haystack to find it," she said. "We're dedicated to delivering high quality, popular and entertaining content designed to appeal to Asian Americans and all Americans."

FCC FINES FOR EBB FRAUD

The FCC proposed a forfeiture of \$220,210 against Kyle Traxler and **Cleo Communications** for apparently willfully and repeatedly engaging in conduct that violated the Commission's Emergency Broadband Benefit Program rules and violating the

federal wire fraud statute. Cleo was not an eligible telecommunications carrier and applied for and received expedited Commission approval to participate in EBB. It never filed for or received disbursements from the Commission as part of its participation, but still promised consumers they would receive discounts related to EBB services and devices, according to consumer complaints filed with the Commission, USAC and the Better Business Bureau. "Consumers ordered connected devices, such as laptops and tablets or broadband services, through Cleo online and made payments by credit card, PayPal, or Venmo. All of these financial transactions were electronic, either by credit cards, PayPal, or Venmo," the FCC said in its Notice of Apparent Liability for Forfeiture. "After an investigation by the Commission's Enforcement Bureau, the Commission has determined that Cleo apparently willfully and repeatedly committed wire fraud by misrepresenting to consumers that Cleo would deliver discounted services and devices to them under the EBB Program in exchange for discounted EBB payments."

BREEZELINE MOVES INTO MASSACHUSETTS

The mayor of Amesbury, Massachusetts, signed a new cable license agreement this week for **Breezeline** to provide service to the city. It'll face off against incumbent **Comcast**. This now puts the **Cogeco**-owned operator in 13 states. While Breezeline's HQ is in Quincy, Massachusetts, this is the first time it will offer service in the Bay State.

FUBO, UNIVISION REACH AGREEMENT

After going back and forth on pricing for a carriage agreement renewal, **fuboTV** and **Univision** struck a deal this morning. "We are delighted to continue our partnership with the

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world's leading Spanish-language media company to bring their popular sports, news and entertainment content to our market-leading Latino package at a reasonable cost to our customers," Fubo's [statement](#) read. **TelevisaUnivision** shared the sentiment in its own [statement](#), noting, "We recognize FuboTV's commitment to serving this growing and influential audience with the programming they love, and we look forward to continued partnership." Both sides declined to comment on the terms of the agreement.

SECOND WWE NFT DROP COMING

WWE's NFT marketplace WWE Moon-sault is releasing its second collection of WWE NFT Flips ahead of Saturday's "Money in the Bank" event. The flips will feature a WWE superstar tied to the event, allow additional utility to holders and will reveal a video highlight of the figure. Flips will be sold in cases of three priced at \$30. The event will be available on Peacock.

RATINGS

ESPN had its best viewership in primetime since 2014 in 2Q22, posting an average of 1.64 million viewers. For total day, the network averaged 612,000 viewers P2+. This year's **NBA** and **NHL** playoffs fueled the 22% increase YOY in primetime, with the NBA telecasts up 83% compared to 2021. **WNBA** games were up 15% and the league draft was up 20%, and the NCAA women's lacrosse championship saw a 381% boost—the most-viewed women's lax game ever.

PROGRAMMING

VH1 is partnering with **Thee Media Mavens** for the first "Thee Media Mavens x EssenceFest Takeover Brunch" on Saturday. The event will have 80 Black women journalists, influencers, media figures and more. – Original animated series "Star Trek: Prodigy" will premiere on **Nickelodeon** Friday at 8pm, with episodes coming out every Friday until August 5.

EDITOR'S NOTE

Cablefax Daily will be dark on Monday in observance of Independence Day. We wish you a fun and patriotic Fourth of July!

CABLEFAX DASHBOARD

Twitter Hits



Research

(Source: [International Data Corporation's Quarterly Augmented and Virtual Reality Headset Tracker](#))

- > Global shipments for virtual reality headsets jumped 241.6% during 1Q22 compared to 1Q21. Continued demand and easing supply helped drive the category forward.
- > Meta captured 90% of the market with its Quest 2 device. Bytedance's Pico earned a 4,5% share while DPVR, HTC and iQIYI rounded out the top 5 with less than 4% of the share combined.
- > VR shipments for the year are expected to reach 13.9 million units, up 26.6%.

Up Ahead

JULY 24-27: [NCTC and ACA Connects' Independent Show](#); Orlando

AUGUST 9-11: [C2HR CON 2022](#), Virtual

AUGUST 23: [Fiber Broadband Association Copper Mountain Regional Fiber Connect](#); Frisco, Colorado

SEPTEMBER 19-22: [SCTE Cable-Tec Expo 2022](#); Philadelphia

Quotable

"The most immediate thing we can do in the plan is to cut methane emissions, leaks and wasted and flared methane, which is a productive hydrocarbon. And it's one we're just tossing into the air like it's some kind of free and open sewer, If we acted on the recommendations that came out of the most recent accords, we could lower global warming by four degrees Celsius. The large oil companies have already pledged that they will put in place better and more effective caps and controls on their wells. One of the most important developments that will happen later this year is a project called Climate TRACE, where 50 nonprofits are coming together to pool in near real time their data on emissions around the world. Think of Google Earth, a kind of map that you can track the carbon, carbon emissions specifically focused on methane as a first and most potent gas." – [Kleiner Perkins Partner John Doerr on CNBC's "Squawk Box" discussing federal opportunities to cut inflation](#)