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WHAT THE INDUSTRY READS FIRST

Beaming Up: T-Mobile, SpaceX Look to Connect America's Remote Corners

T-Mobile and **SpaceX** are joining hands, kicking off a technology partnership that will allow Starlink satellites to deliver wireless service to phones in unconnected parts of the U.S. as early as next year.

A dedicated slice of T-Mobile's midband PCS spectrum will be integrated into Starlink's second generation satellites, which are scheduled to be launched next year. "It's a piece of spectrum your phone already knows how to connect to," T-Mobile CEO *Mike Sievert* said during a reveal event Thursday evening at Starbase at Boca Chica Beach, Texas. "Our aspiration is for them to work right out of the gate with this."

Phones will continue to act as they normally do, scanning for a home network before moving forward to terrestrial roaming partners. If it can't find either of those, it will scan again and connect to the authorized connection from the satellite. "It'll think it is connected to a cell tower because that phone is using industry standard technology communication protocols, and it has the spectrum already built in. At least, the vast majority of phones in circulation today do," Sievert said.

T-Mobile didn't announce any specific pricing plans at the event, but Sievert's expectation is that it would be included at no additional cost in its most popular plans and available as an add-on to those subscribing to low-cost plans. It's not clear yet whether or not the service will be available to T-Mobile's MVNO partners, including **Altice USA**.

SpaceX President/CEO *Elon Musk* put into perspective the types of speeds folks can expect from this. Users can expect capacity of 2-4 MB for each cell zone, but that cell zone is going to be quite large. In areas that aren't currently covered by any mobile carrier, users can expect to be able to send texts and perhaps make voice calls, depending on network traffic. It's not going to be a substitute for ground cell stations, only providing basic coverage.

"This won't have the kind of bandwidth that a Starlink terminal would have, but it will enable texting, it will enable images and, if there aren't too many people in the cell zone, you could even potentially have a little bit of video," he said.

It's worth noting this isn't the first time a partnership like this has been announced, despite what the pyrotechnics at the T-Mobile/SpaceX event might have you thinking. AST SpaceMobile, an LEO satellite company, received an experimental license from the **FCC** in May for tests at sites in Texas and Hawaii tied to the delivery of cellular service from satellites to wireless devices. It plans to launch its BlueWalker 3 test satellite off of Cape Canaveral in September. SpaceMobile's partners include **Nokia**, **AT&T** and **Vodafone**. And SpaceX is more than familiar with SpaceMobile, having signed a multi-launch agreement with it to support that BlueWalker 3 launch as well as future launches.

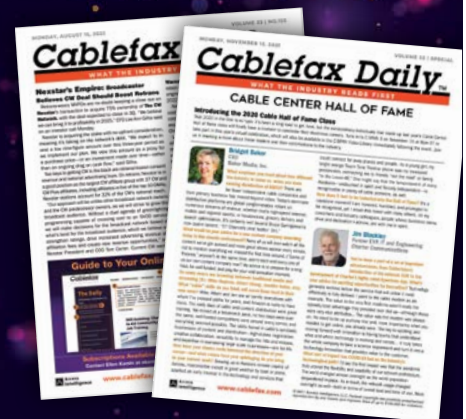
T-Mobile and SpaceX hope to have their product commercially available before competitors have a chance to. The mobile provider is aiming to give customers text coverage practically

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Cable Center Hall of Fame special issue featuring interviews with the 2022 Honorees

- **PATRICIA JO BOYERS** – President/CEO & Co-Founder, BOYCOM Cablevision, Inc.; Chairman of the Board of Directors, ACA Connects
- **KEVIN CASEY** – President, Northeast Division of Comcast Cable
- **CHRIS LAMMERS** – COO Emeritus and Senior Executive Advisor, CableLabs
- **TINA PERRY** – President, OWN TV Network & OTT Streaming
- **JOHN C. PORTER II** – CEO, Telenet Group Holding
- **MICHAEL K. POWELL** – President & CEO, NCTA-The Internet & Television Association; Former Chairman of the FCC

BOOK YOUR SPACE TODAY. Contact Ellen Kamhi | ekamhi@accessintel.com



Print Issues Distributed at the Hall of Fame Dinner on Sept. 15

everywhere in the continental U.S., Hawaii, parts of Alaska, Puerto Rico and territorial waters. That will all start with a beta in select areas by the end of next year following SpaceX's planned satellite launches. That beta will include messaging, MMS and perhaps some messaging apps.

In the spirit of expanding coverage globally, Sievert and Musk offered an invitation to carriers around the globe to collaborate on initiatives to expand network availability. T-Mobile committed to offering reciprocal roaming to those providers that join the cause. "Our spectrum... will be available to visitors in the United States that have carriers from all over the world," Sievert said. "Our view is that the best way to do this would be to ask them to also participate, find a piece of midband spectrum in their country from their carrier that they can dedicate to this partnership with SpaceX and then our customers would benefit from the same thing when our customers visit their country." As for how far T-Mobile and SpaceX's partnership could go, they haven't ruled out the potential for the latter to handle some of T-Mobile's backhaul transport. Musk only had one other thing to say: "We'd love to have T-Mobile on Mars."

MOBILE LEADERS HOLD GEOLOCATION DATA TIGHT

Comcast and **Charter** want the **FCC** to know one thing about their mobile services: they don't sell or share their subscribers' geolocation data with third parties for any reason. That includes advertising. That messaging came in response to questions from FCC Chair *Jessica Rosenworcel* regarding mobile providers' retention and sharing policies for customers' location data. The collection and sharing policies for location data, which many providers use to direct cell traffic, prevent

fraud and the like, vary slightly among the rest of the traditional mobile ecosystem. While **T-Mobile's** practice is also not to sell that data, it will move forward and obtain opt-in consent from its customer before sharing it in non-essential circumstances. **DISH** also said it shares customer-identifying geolocation data when required for network optimization or to comply with legal processes. "Project Genesis will notify customers of any future sharing of their geolocation information with third parties, consistent with applicable law," DISH EVP, External & Legislative Affairs *Jeff Blum* said. Rosenworcel still wants to know more. She has directed the Enforcement Bureau to launch an investigation into mobile carriers' compliance with FCC rules that require carriers to fully disclose to customers how they are using and sharing geolocation data.

CARRIAGE

DistroTV is now available for free on the **Vizio** Smart TV platform. DistroTV has over 270 multicultural channels spanning topics such as sports, movies, music and lifestyle. Channels include Magnolia Pictures, Kweli TV, beIN Sports Xtra and Mo-toAmerica TV. The service is available in more than 60 markets.

WHEN (BOB) GOLD TURNS SILVER

It's been 25 years since *Bob Gold* founded his PR and marketing firm **Bob Gold & Associates** after getting his start in the industry at **HBO** and **Prime Ticket**. As a communications pro, he's had a bird's-eye view of cable's transformation during that period. "This is the 1980s all over again—in terms of connected TVs being the new cable system, in terms of bundling that's coming together. What's really interesting is that cable was the brand that everyone loved to hate. It was expensive, you had no choice and it was bad

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The advertisement features a large, stylized background with the text 'Corporate Licenses' in yellow and 'Cablefax Daily' in white. Below this, it says 'WHAT THE INDUSTRY READS FIRST.' and 'Get reduced subscription rates for multiple readers in your organization.' At the bottom, it provides contact information: 'Find out more! Contact Client Services at ClientServices@accessintel.com' and 'www.cablefax.com'. On the right side, there is a smaller image of the Cablefax Daily magazine cover, dated Monday, November 2, 2020. The cover features the headline 'Deal Talk: RCN/Altice/Grande CEO Discusses \$6.1bn Strategic Deal' and other news items. At the bottom of the cover, there are two promotional boxes: 'Cablefax MOST POWERFUL WOMEN' and 'Save the Date: Dec. 4 Most Powerful Women Magazine Release & Virtual Celebration Event'.

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customer service. So direct-to-consumer streaming was like this cure. Nobody hates that cable operator anymore,” he told **CFX**. That might be a bit of PR wishful thinking, but cable certainly has come a long way from the days of the evil “cable guy.” Having worked with industry heavyweights such as *Bill Daniels*, *Maggie Bellville* and *John Severino*, Gold has a plethora of mentors that he’s drawn inspiration from over the years. And, of course, he has a treasure trove of stories, such as calling up *Dan Aykroyd* and working out a deal for **Charter** in the early days of On Demand to produce an exclusive concert with Aykroyd and *Jim Belushi*. “Dan said *Paul Allen* is a friend. I play music with him. I want to see Charter succeed, what can I do to help?” recalls Gold. Of course, he’s also seen and helped produce a lot of fun industry events during his career, including bringing the *Bangles* to the Western Show and coming up with the then-novel idea of treating MSO execs as VIPs who got to attend a smaller, pre-event with the band. One of the biggest changes he’s seen over his career is that the industry is dabbling in so many different arenas. It’s the technology, media and telecom industry, touching everything from streaming to satellite to business services. In the early days, the industry was under attack from broadcasters, phone companies, DBS, etc, he said. “It made us all feel very connected. Today, we don’t have a uniform enemy and that’s the biggest change.”

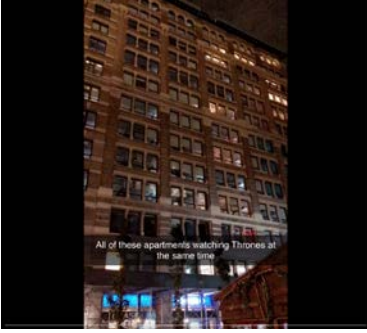
PROGRAMMING

After a premiere that saw nearly 10 million viewers, **HBO** renewed “House of the Dragon” for a second season. The first ep has been watched by 20 million viewers across linear, on-demand and **HBO Max**. – “Feds” (wt), a six-part series that dives deep into the FBI and the high-profile cases it’s dealt with, is coming to **ID** and **discovery+**. Premiere date and other details are still to be revealed. – The 2022 WNBA Playoffs roll into the semifinals as the Las Vegas Aces take on the Seattle Storm at 4pm on Sunday on **ESPN**, followed by the Connecticut Sun vs. Chicago Sky at 8pm on **ESPN2**. Game 2 of Connecticut-Chicago and Seattle-Las Vegas will be on ESPN2 with Game 3 of Vegas-Seattle to be broadcast on **ABC**.

CABLEFAX DASHBOARD

Twitter Hits

BK @Bkillinit
Big #HouseoftheDragon night in New York City apartments @HBO



April Delaney @DelaneyNTIA
The hardworking staff @NTIAGov made *3,336* phone calls to ISPs throughout the country over the past week and a half to ensure that everyone possible submits data to the @FCC for Broadband Data Collection!

10:37 AM · Aug 22, 2022 · TweetDeck

Stephen King @StephenKing
I'd like another Sharknado movie.

11:28 AM · Aug 22, 2022 · Twitter Web App

Research

(Source: [S&P Global Market Intelligence's Kagan](#))

- > About 65-70% of users at Hulu, Peacock Premium, Paramount+ and discovery+ reported using ad-supported plans.
- > While roughly one-third of ad-supported users at most services did live in households making less than \$50,000 in income, another 25-40% lived in homes with \$100,000 or more in annual income.
- > Some 4/5 or more of ad-supported users at Hulu, HBO Max, Paramount+ and discovery+ also used Netflix.

Up Ahead

- SEPTEMBER 13-14:** [Mid-America Cable Show, Tulsa](#)
- SEPTEMBER 15:** [Cable Hall of Fame, NYC](#)
- SEPTEMBER 19-22:** [SCTE Cable-Tec Expo 2022; Philadelphia](#)
- OCT 10-11:** [The WICT Network's Annual Leadership Conference, NYC](#)
- OCT 11-12:** [36th Annual NAMIC Conference, NYC](#)
- OCT 12:** [Kaitz Dinner, NYC](#)

Quotable

“I still have a godfatherly-like view that as long as I have a big voting position, I can protect the company and its shareholders from short-term disasters...In all honesty, what I really want to do is stop going to board meetings, whether virtual or physical, spend more time with my wife and more time on a boat—preferably a slow-moving sailboat.”

– **John Malone** in a feature for [The New York Times](#) [discussing](#) his thoughts on Warner Bros. Discovery, the revamp of CNN and his future in the cable and media industry