

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Hurricane Ian: Communications Providers Take Stock After Landfall

Thursday was a day of recovery and assessment, while preparing for Round 2 as Ian is expected to strengthen into a hurricane again and hit South Carolina. Given the historic devastation after the storm made landfall in Southwest Florida as a Category 4 hurricane Wednesday and early reports of a potentially substantial loss of life, broadband and cable providers are busy trying to make sure all their employees are safe.

“There are reports of 98% of Southwest Florida being without power which accounts for more than 2.7 million people. This has significantly impacted the cellular service in the area so we are using our ComcastAlert system to make contact with employees and receive a text back that they are OK. Our first priority is to ensure the safety and well-being of all of our employees that live and work in the impacted areas,” a Comcast spokesperson said. The cable operator’s footprint includes the hard-hit areas of Fort Myers and Sanibel.

Hotwire Communications has more than 200 employees in Southwest Florida. A spokesperson said the initial response indicates they all came through the storm, but many are acutely impacted. “Members of our leadership team are reaching out to them by phone individually to assess what their personal and family needs are at this time, and our restoration crews have arrived in Naples earlier this morning to begin assessing facility and structural damage,” said the representative, adding that Hotwire is evaluating how it may be of assistance to the

community as a whole in the coming weeks.

FCC Chairwoman *Jessica Rosenworcel* began Thursday’s open meeting with thoughts for those in the storm’s path. She later told reporters that the agency had sent two teams down to Florida ahead of landfall to perform a baseline survey of communications to better understand what’s needed for recovery, adding that similar actions took place in Puerto Rico for Hurricane Fiona. “Some of those individuals spent last night at the Sarasota Police Department without power or voice communications. They helped stand up a WiFi link in order to make sure critical information was relayed,” she said.

In addition to putting out multi-language PSAs and activating the Disaster Information Recovery System, Rosenworcel said the FCC has reached out to wireless carriers to “encourage them to more aggressively, and in an early fashion, make sure roaming is available on each other’s networks to the extent they are functional.” In June, the Commission updated its Wireless Resilience Framework, expanding the times and places where carriers can roam on each other’s networks during an emergency and shifts the voluntary framework to mandatory for all mobile network operators.

Telecommunications has been so sporadic, the *New York Times* reported Thursday afternoon that Fort Myers’ mayor has been unable to reach the city’s fire chief to find out how many residents required rescuing.

WOW!’s facilities were not directly hit by the storm, but some of its customers are without service due to power out-

Corporate Licenses

Cablefax Daily

WHAT THE INDUSTRY READS FIRST.

Get reduced subscription rates for multiple readers in your organization.

Find out more! Contact Client Services at ClientServices@accessintel.com

www.cablefax.com

(Tilted image of Cablefax Daily cover showing headlines like 'Deal Talk: RCN/Verizon/Grande CEO Dissect \$4.1B Streppeck Deal', 'Parker: New and Renewed Resilience', and 'Hotwire Communications'.)

ages. Like other providers, it will have to wait on restoration work until its crews are authorized to safely move through the impacted areas. **Charter**, which has systems around Tampa/St. Petersburg, Orlando and Daytona Beach, was able to get some crews out today for damage assessment and repair, but most work isn't expected to begin until tomorrow. **Verizon** said its Frontline Crisis Response Team deployed more than 150 Verizon Frontline solutions, such as smartphones and mobile hotspots, in support of emergency response efforts in the region. It's also offering customers in a number of Florida counties unlimited calling, texting and data through Oct. 4. Comcast has opened up more than 200,000 public hotspots in Alabama, Florida, Georgia, and South Carolina to anyone, including non-Xfinity customers.

There are plenty of stunning images of the storm on TV with journalists sometimes part of the story. **NewsNation's** Brian Entin [helped](#) a man rescue a dog from a sailboat in Fort Myers. **Weather Channel** meteorologist *Jim Cantore* was [hit](#) by a tree branch during a live shot—with some questioning why reporters are on the ground as hurricanes make landfall. "I think Jim Cantore is great and appreciate his extraordinary efforts to bring hurricane coverage. But this is so unnecessary, irresponsible and stupid. He's not only endangering himself, but also his team members," tweeted political commentator and "The View" co-host *Ana Navarro-Cárdenas*. The moment prompted **NPR** TV critic and former *Tampa Bay Times* journalist *Eric Deggans* to pen a [column](#) calling for reporters to stop the storm chasing.

The FCC's Communications Status Report found that as of noon ET Thursday 9.5% of the cell sites in the affected area were

out of service and 127,858 cable and wireline subscribers were without service (down slightly from 132,400 on Wednesday). Four television stations were reported out of service. Fort Myers **CBS** affiliate WINK was forced to stop broadcasting early Wednesday evening as [floodwaters](#) hit its offices, though reporters continued to provide updates via social media channels.

MAGNA AD FORECAST

MAGNA predicts full-year U.S. media owner revenues will surpass \$300 billion across all media for the first time, reaching \$323 billion—9.8% above 2021 levels. The increase is expected despite a weaker economic environment that will likely cause several industry verticals to reduce ad spend in the second half of 2022. The saving grace is strong-than-expected political ad spending. **MAGNA** said U.S. media owner's advertising revenues grew by +11% to \$151 billion in the first half of 2022, based on financial reports. It put AVOD/Connected TV growth at +18% for the first half, while social media sales slowed dramatically from +38% in 2021 to +3% to \$30 billion in the first half of 2021. Traditional linear ad sales slowed down in the first half. National television sales increased +2% to \$20 billion, partly thanks to incremental ad sales around Beijing Winter Olympics. Local TV sales rose +10% to \$9 billion during the period, thanks to political spending. A continued economic slowdown coupled with the lack of major cyclical events caused the firm to reduce its growth forecast to +4.8% from +5.8% for 2023. On a full-year basis, it projects cross-platform video will grow by +8% (linear television -3%, local TV +22%, AVOD +22%). **MAGNA** expects entertainment (led by movies and streaming), travel and betting to grow ad spending next year, possibly joined by automotive as the car market finally stabilizes.

Help Save Lives. Donate Blood.

Schedule at RedCrossBlood.org



American Red Cross

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 | VP/Group Publisher, Cablefax and Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com | Managing Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com | Associate Editor: Noah Ziegler, 301.354.1704, nziegler@accessintel.com | Director of Business Development, Cablefax: Ellen Kamhi, 917.626.5574, ekamhi@accessintel.com | Dir of Marketing: Kate Schaeffer, kschaeffer@accessintel.com | Production Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com | Group Subs/Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,799.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

SEPTEMBER'S FCC OPEN MEETING

The **FCC** is stepping into the space age, adopting new rules to require satellite operators in low-Earth orbit to dispose of their satellites within 5 years of completing their missions. The old rules set a 25-year guideline. "In 1958, NASA sent Vanguard 1 into our skies—and it still circles the planet today," said FCC Chairwoman *Jessica Rosenworcel*, who said the item reduces the risk of collisions to functioning satellites and makes it easier to launch new objects into higher orbits. The four-member Commission also adopted a Notice of Proposed Rulemaking seeking comment on updates to rules for full power and Class A stations which reflect the digital transition, including eliminating rules regarding analog operating requirements that no longer have any practical effect.

BOWEN NAMED DISNEY+ PRESIDENT

Following the promotion of *Michael Paull* to President, **Disney** Direct to Consumer, **Disney+** tapped *Alisa Bowen* as President, effective immediately. Bowen was previously EVP of Global Business Operations for Disney Streaming where she led business operations for Disney's streaming platforms. In her new role, she'll work with company leaders to advance the company's mission, including the upcoming launch of Disney+'s [ad-supported tier](#). Bowen first joined the company in 2017 and before that was CTO of News Corp Australia.

J.D. POWER POSTS PROVIDER SATISFACTION STUDY

DISH found itself as the highest-rated national cable/satellite provider for a fifth consecutive year, according to **J.D. Power's** 2022 U.S. Television Service Provider Satisfaction Study. On a 1,000-point scale, DISH scored 720, followed by **Comcast** Xfinity with 706 and **DirectTV** at 699. **Spectrum** and **Cox** came in at 686 and 679, respectively, to round out the national category. DISH added two more first-place honors in the South and West Regions. **Midco** was on top in the North Central Region at 721, while **Verizon Fios** scored 749 to take the East Region crown. Among streamers, **FuboTV** checked in at 789, with **Sling TV** (786), **YouTube TV** (779) and **Hulu + Live TV** (775) following behind.

SPECTRUM EXPANDS SOUTH ASIAN CONTENT

Charter added 24 new Indian entertainment channels for **Spectrum TV** customers following a distribution agreement with **Asia TV USA** to carry all of the **ZEE** channels. "India View" tiers are available to subscribers and come with channels in several languages. India View Stream is available for \$19.99/month and India View Stream Plus can be purchased for \$29.99/month.

THE BEE'S KNEES

FreeWheel's demand-side platform **Beeswax** is expanding its advanced connected TV contextual targeting capabilities thanks to a partnership with **Comscore**. In a response to increasing demand for more contextual advertising solutions built for scale, Beeswax can now let marketers better identify value impressions and reach viewers in a privacy-forward way. The enhanced contextual targeting runs with Comscore's engine, which has hundreds of thousands of topics to assess predictive audiences, brand safety risks and content sustainability.

GCI'S ALEUTIAN SOLUTION

GCI said it has made the final subsea fiber splice for its AU-Aleutians Fiber Project, marking the completing of the deployment of more than 800 miles of subsea fiber stretching from Unalaska to Kodiak. The operator expects to launch the first 2 gig residential internet speeds in the Aleutians later this year. Over the next two years, additional crews will be on the ground preparing each of the six AU-Aleutians communities for the installation of fiber to the premises. The project is scheduled to deliver urban-level speed and reliability for the first time to Unalaska by the end of 2022; Akutan, Sand Point and King Cove by the end of 2023, and Chignik Bay and Larsen Bay in late 2024. The project is expected to cost \$58 million, including a \$25 million grant from **USDA's** ReConnect program and \$33 million of GCI's own capital investment.

YACCARINO CALLS FOR EMPATHY

Empathy isn't seen as a hindrance anymore—it's a sought-after trait for leaders across the industry, according to **NBCUniversal** Chairman, Global Advertising & Partnerships *Linda Yaccarino*. She emphasized the need for a culture of service while she was honored as a 2022 She Runs It Woman of the Year on Wednesday, saying all employees of companies have the ability to serve. Yaccarino noted in order to cultivate a culture of service, people must commit to unity. She used her time as Chair of **Ad Council's** board—a role where she was tasked to lead the Council's COVID vaccine education initiative—as an example of how unity can help those in need. "Competitors stood shoulder-to-shoulder, because we all knew what was at stake, and we understood what responsibility we shared," Yaccarino said. On Tuesday, Yaccarino hosted the launch of **The98** as she introduced an early-stage fund dedicated to giving women-led tech startups ample resources.

NETWORKS GROW NFT PRESENCE

Ahead of the premiere of **AMC's** "Anne Rice's Interview with the Vampire," the network and **Orange Comet** are releasing NFTs and virtual environments themed around "The Immortal Universe of Anne Rice." The release will coincide with the franchise's Sunday premiere on AMC and **AMC+**. Additionally, the two are expanding their "The Walking Dead" collection to include the upcoming "The Walking Dead: Dead City" and the spinoff series set to debut in 2023. - **A+E Networks** launched a **History Channel** NFT marketplace. It comes with various genres of collectibles marking historical events and figures. Some NFTs will have bonus material and exclusive content. NFTs are scheduled to drop every other week.

AWARDS

ABC and *Vice* led the way at the 43rd News and Documentary Emmys. The two companies garnered eight awards each, while **CNN** and the *New York Times* followed with five apiece. "The Lead with Jake Tapper" was recognized with the Outstanding Hard News Feature Story: Short Form honor for its feature titled "9-Year-Old Afghan Sold into Marriage." **PBS, Showtime, Telemundo** and **Univision** each won two awards, while **FX** and **Univision Noticias** took home Outstanding Arts, Culture or Entertainment Coverage and Outstanding Science, Technology or Environmental Coverage, respectively.

PROGRAMMER'S PAGE

'Queer for Fear' Dives into LGBTQ+ Horror

Kick off spooky season this week with an exploration into queer horror. **Shudder's** "Queer for Fear" premieres on the streamer today and Executive Producer *Steak House* called the series an unofficial follow-up to Shudder's "Horror Noire," an anthology series centered around Black horror. Queer for Fear is more than just a conversation about LGBTQ+ representation in horror films, instead exploring the experiences of horror writers who wanted to explore the topic and how some creators used their fear about the LGBTQ+ population to inspire their greatest works, among other things. Those include classic authors like *Mary Shelley* and *Bram Stoker*, who are known to have exchanged letters. "I didn't really know about those letters and it's so interesting. They really tell a story and really show you that these people, whether or not they're living like *Oscar Wilde*, as a queer person, they were definitely interested in experimenting and trying something," House told **Cablefax**. "That was one of the most interesting things to me, to find out that the whole genre was invaded by queers." The series is peppered with stories of positivity, friendship and love. It was important to the creative team to put a spotlight on the joy of queer horror rather than only focusing on the dark side. "Queer filmmakers were making stuff and they were able to sneak all kinds of stuff in there that people weren't thinking about," House said. "Being a queer person, you have your thoughts, your beliefs and your feelings, and what you write about is going to have something to say about that, whether or not you mean to." While there's no Season 2 currently in the works, there's plenty of material left to cover in modern horror. "I feel like women are finally getting a voice in this space where we didn't really have it," House said. "Women didn't write any of those movies or direct them. Now you have shows like 'Yellowjackets,' 'Killing Eve' and 'The Handmaid's Tale.'" – *Sara Winegardner*

REVIEWS

"The Wall," Season 2, streaming from Oct. 1, **Crackle**. There's something compelling about police procedurals in small areas. In the best ones, everyone knows everybody else. More than that, everyone seems suspect. Season 1 of this Canadian series fit that bill. It was based in a small Arctic mining town, with imported detective sergeant *Céline Trudeau* (Isabel Richer) taking charge of a murder investigation. And, seducing her younger, married partner Alex (*Alexandre Landry*) in the bargain. In Season 2, Céline is back, but in Quebec City this time. And while it's not the Arctic, it has a small town feeling and, yes, everyone is bundled against the cold. Speaking of cold, who kills someone and then sets them in a bathtub of concrete? Perhaps an engineer? Make sense since there's an engineering convention in the Château Frontenac hotel (you'll see). Ah, but what of Alex? And who's that man in Céline's bed? Complications and murders abound in this highly watchable second season. – "The Serpent Queen," Sunday, **Starz**. *Samantha Morton* is one of our most underrated actors. As such, she's terrific as the mercurial *Catherine de Medici* in this excellent new series, despite limited screen time initially. On the other hand, the actors who dominate in Catherine's incredible childhood story, *Liv Hill* and *Sennia Nanua*, are marvelous. – *Seth Arenstein*

BASIC CABLE		
P2+ PRIME RANKINGS*		
(09/19/22-09/25/22)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
FNC	0.680	2117
MSNBC	0.402	1251
ESPN	0.279	870
HGTV	0.260	811
HALL	0.219	683
INSP	0.217	676
CNN	0.213	662
TLC	0.207	644
USA	0.205	638
FOOD	0.195	606
TBSC	0.174	543
TVLAND	0.163	508
DISC	0.158	493
HIST	0.152	474
HMM	0.144	449
ID	0.132	411
BRAVO	0.127	396
WETV	0.115	358
LIFE	0.114	354
REELZ	0.111	347
TN	0.111	346
A&E	0.109	339
GSN	0.093	289
NATGEO	0.089	276
OXY	0.088	273
TRAVEL	0.087	272
NFL	0.087	271
FRFM	0.085	265
SYFY	0.085	264
ESPN2	0.084	261
BET	0.084	261
AMC	0.082	256
FX	0.080	248
APL	0.078	243
NAN	0.077	239

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

36TH ANNUAL CONFERENCE
RESILIENCE:
 THE COURAGE TO LEAD.
 OCTOBER 11-12 • NEW YORK
REGISTER TODAY
 CONFERENCE.NAMIC.COM