

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Data Download: FCC Drops Release Date for Revitalized Broadband Maps

The most wonderful time of the year is starting a little early for those in broadband regulatory circles. The **FCC** will release a pre-production draft of its new broadband availability maps on Nov. 18, a long-awaited event for lawmakers with eyes on the agency and one that is key to the distribution of a huge sum of federal funds earmarked for broadband deployment projects.

NTIA celebrated the news as a major step forward in its work to administer the \$42 billion BEAD program and close the digital divide in the U.S. It published a timeline of key events through the completion of the program, calling the period from Nov. 18-Jan.13 the best opportunity for eligible entities to submit challenges in time for the FCC to include corrections to its data for the final versions of the maps.

“The next eight weeks are critical for our federal efforts to connect the unconnected,” NTIA Administrator *Alan Davidson* said in a statement. “I urge every state and community that believes it can offer improvements to be part of this process so that we can deliver on the promise of affordable, reliable high-speed Internet service for everyone in America.”

NTIA is ready to execute an outreach plan that includes offering technical assistance to state broadband officials and governors’ offices as they prepare challenges and craft webinars for members of the public with a desire to participate in the process. The FCC’s Broadband Data Task Force is also making itself available for technical assistance, announcing

plans to hold a workshop on Nov. 30 aimed at helping entities prepare to file bulk challenges. If all goes to plan, NTIA will have announced all BEAD allocations, using the most up-to-date version of the FCC maps as a guide, by June 30.

The FCC offered an update on another initiative tied to the IJA earlier this week with the approval of a set of recommendations and best practices to prevent digital discrimination and recognize digital redlining submitted by the Communications Equity and Diversity Council’s working groups. The [report](#) was composed after the reviewing of research publications, working group meetings and following a number of interviews with some of the industry’s wisest and most seasoned individuals. The list of participants includes **NCTA** President/CEO *Michael Powell*; **Comcast** EVP, Public Policy and Digital Equity *Broderick Johnson* and **Brookings** Nonresident Senior Fellow *Blair Levin*.

The series of recommendations for consideration include strategies like making periodic broadband equity assessments publicly available in partnership with ISPs, communities and other local stakeholders. They have also advocated for the facilitation of greater awareness and information sharing among multi-dwelling unit owners when it comes to tenant choice and competition as related to broadband service agreements.

The report is a work in progress as terms like digital discrimination are still fluid in their definitions. The biggest point of contention that emerged between interviewees and DEI working group members was the methodology for determin-



JOIN US ON WREATHS ACROSS AMERICA DAY - SATURDAY, DECEMBER 17TH -

Each December on National Wreaths Across America Day, our mission to Remember, Honor and Teach is carried out by coordinating wreath-laying ceremonies at Arlington National Cemetery, as well as almost 3,600 additional locations in all 50 U.S. states, at sea and abroad.

Join us by sponsoring a veterans’ wreath at a cemetery near you, volunteering or donating to a local sponsorship group.

Visit www.WreathsAcrossAmerica.org

ing if an entity is engaging in digital discrimination. Some focused on the idea of discrimination being tied to intent, but intent can often be hard to define or subjective in nature. The other argument standing right now would be to look at impact as an indicator of digital discrimination, but one interviewee from an ISP argued that focusing on impact could discourage providers from embracing innovation. Others from the public interest community fought against that concept, saying focusing on intent could prove to undermine the experiences of those who are already subject to discrimination.

BREEZELINE ROLLS OUT SMALL BUSINESS SERVICE

Breezeline launched a new cloud-based phone service made for small businesses. Called “Hosted Voice Essential,” it uses cloud technology and smart software to create a fully-managed service that’s powered through Breezeline’s business internet services, which is available with speeds of 100 Mbps, 300 Mbps, 600 Mbps and 1 Gbps. It’s made for 1-4 users and comes with unlimited local and long-distance calling, advanced call routing, dial-by-name directory, voicemail to email, mobile extensions for iOS and Android and more.

NEW FIOS TV BEING ROLLED OUT

Verizon is rolling out a device for **Fios TV** that allows customers to watch live TV, on-demand content and streaming services on a singular device. The device, dubbed New Fios TV, uses an Android TV interface alongside the Fios Stream TV advanced remote, which has a Google Assistant button that streamlines navigation with voice commands. It has launched first with customers in NYC that have subscribed to the 2 Gig plan and will be rolled out to the entire Fios footprint next year.

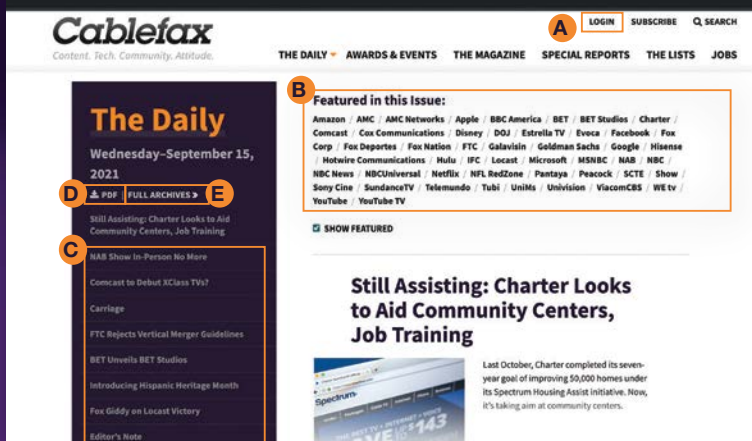
FCC LAUNCHES PROGRAMS TO PROMOTE ACP

The **FCC** has created four complementary grant programs aimed at promoting the Affordable Connectivity Program. The agency issued a Notice of Funding Opportunity tied to two of those initiatives Thursday, offering up to \$60 million for the National Competitive Outreach Program and \$10 million for the Tribal Competitive Outreach Program. Community partners will develop outreach strategies that will resonate with historically unserved and underserved communities, and those selected by the Commission will be given funding to assist in the execution of those plans. A separate Notice of Funding Opportunity will be released on Nov. 21 for applicants interested in grants through the Your Home, Your Internet Pilot Program, which will increase awareness and participation for households receiving federal housing assistance, and the ACP Navigator Pilot Program. The latter will offer funding to outreach activities conducted by entities like schools and school districts. The application submission guideline for the grant programs is Jan. 9 with the anticipated award date being on or before March 10.

RATINGS

The new-look **ESPN** Monday Night Football crew led by *Joe Buck* and *Troy Aikman* has helped the network reach its best viewership numbers since 2010. MNF averages 14.3 million viewers for the eight weeks it broadcast a standalone game, up 4% YOY. Approximately 89 million fans have tuned in to broadcasts—a 9% YOY bump from 81.4 million viewers—and the alternate telecast “Monday Night Football with Peyton and Eli” now holds the top 15 most-watched alternate telecasts in network history. – Data from **Nielsen Media Research**

Guide to Your Online Cablefax Daily Issues



- A** Subscriber Login: Gain access to every Cablefax Daily story PLUS the archives
- B** Every issue includes a list of companies featured. Easily navigate to the stories by clicking on the company name.
- C** The issue headlines are featured on the left nav bar.
- D** Access the pdf version quickly from the website.
- E** Missed an issue or doing some research? Search Cablefax Daily archives

Subscriptions Available for Groups and Corporate Site Licenses.
 Contact Ellen Kamhi at ekamhi@accessintel.com or www.cablefax.com/subscribe

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

show **Fox News** is still riding the midterm election wave. On Wednesday, the channel averaged 2.43 million viewers in total day and 3.72 million viewers in prime. Fox News averaged 2.99 million viewers from 4:15pm-5pm during President Joe Biden's address to the country, and during that same period, **MSNBC** recorded 1.9 million and **CNN** followed with 1.68 million. "Tucker Carlson Tonight" topped cable news programs with an average of 4.4 million viewers and 826,000 in the A25-54 category. Wednesday also marked the most engaged day on **Fox News Digital** in page views, unique devices and total minutes spent since Jan. 6, 2021. – **Newsmax's** Election Night coverage garnered more than 5 million total viewers Tuesday, with **Nielsen** reporting a total reach of 3.4 million viewers from 5pm-1am on the channel and 2+ million viewers on its OTT platforms.

ESPN, CONFERENCE USA STRIKE DEAL

The college media rights carousel never stops. On Thursday, the Conference USA announced a multiyear multimedia rights deal with **ESPN** starting in the 2023-24 season. The conference already has a deal with **CBS Sports**, which will still hold tier-one selection status for football (18 games per year) and men's basketball (also 18 games per year). CBS will also continue to broadcast the C-USA football championship as well as the men's basketball tournament's semifinals and title games, women's basketball championship and baseball and softball games. ESPN's linear networks will have eight midweek football games per season and a minimum of five regular-season men's basketball games and at least one regular-season women's basketball game. **ESPN+** or **ESPN3** will have all additional regular-season contests, and the two will also be the digital home for the conference's Olympic sports.

FIBER FRENZY

Harbor Link, a Mid-Atlantic telecommunications infrastructure provider based in Maryland, embarked on a fiber optic infrastructure project to connect Alexandria to Ashburn, Virginia. The system will bring local and long-haul dark fiber connectivity in the northern Virginia area, also furthering its 60-mile conduit that brings service to the regions of Arlington, Alexandria and Ashburn—which is known for being the home of the world's largest data center and network connectivity hub. Construction is slated to complete in 4Q23. In the future, the project will undergo expansions further into Virginia, Delaware and other areas in the Mid-Atlantic.

DOING GOOD

DirectTV and **Ronald McDonald House Charities** made a multiyear agreement that will see the satellite provider deliver its nonprofit service DirectTV for Business to participating RMHC chapters across the U.S. DirectTV will also donate PSA inventory to RMHC through the end of the year on DirectTV and **DirectTV Stream**. Additionally, DirectTV employees will give resources and donations to supporting chapters ahead of the holiday season. – For a second year, **NBCUniversal** is bringing back its Caregiver initiative. Part of NBCU's Health is Universal platform that highlights advancements in tech-

nology, culture and healthcare, the initiative utilizes NBCU's One Platform to showcase unpaid caregivers. The month-long celebration will begin with a segment on "The Kelly Clarkson Show" and continue on programs like "TODAY" and "Watch What Happens Live with Andy Cohen." NBCU will also utilize **Telemundo**, with segments to air on "Pregúntale al Doctor."

CARRIAGE

Cinedigm agreed to a distribution deal with Samsung to bring the streamer Cineverse to **Samsung** Smart TVs. Users can find **Cineverse** through the app store, giving them access to more than 10,000 titles and over 20 FAST channels, including "The Bob Ross Channel," "The Country Channel" and "CONtv Anime." – Those with **Roku** streaming players and Roku TV models in Canada now have access to live and on-demand programming **TSN**. That includes coverage of the Canadian Football league, IIHF Men's and Women's World Championships, the Toronto Raptors and other sports leagues. New users can sign up for TSN through Roku Pay, and existing ones can sign in with their existing TSN credentials. – The Latino-owned multiplatform entertainment group **Fuse Media** is partnering with LGBTQ+ network and FAST channel **OUTtv**. OUTtv will launch in 2023 and offer documentaries, specials and original shows such as "Call Me Mother," "Hot Haus" and "Iconic Justice."

PROGRAMMING

The next edition of **ESPN's** 30 for 30 series will premiere Dec. 13 at 8pm. "Jeanette Lee Vs." will highlight the career of the billiards player *Jeanette Lee* and her ongoing battle with ovarian cancer. The documentary will be made available to stream on **ESPN+** following the premiere. – The **HBO** documentary "My So-Called High School Rank" will debut Nov. 29 at 9pm, available to stream on **HBO Max**. – For the first time ever, **ESPN** platforms will carry the NCAA Women's Soccer Championship. The first, second, third and quarterfinal rounds will be on **ESPN+** and the semifinals and championship will be available on **ESPN** and the streamer as well. – **Hallmark Media** and *Hunter King* inked a multipicture deal Thursday. King starred in the **Hallmark Channel** original "Hidden Gems" and will also feature in "A Royal Corgi Christmas" which debuts Nov. 25 at 8pm. King was previously on **CBS'** "Life in Pieces" and **ABC's** "Prospect." – **OWN's** holiday movie "The Great Holiday Bake War" will debut Dec. 3 at 9pm. A second movie "A Christmas Fumble" will premiere on the network Dec. 10 at 9pm. – **MSG Networks** will preview the upcoming UFC fight between *Israel Adesanya* and *Alex Pereira* at Madison Square Garden. Coverage will air tonight at 10pm following the New York Rangers postgame as a special segment of "The Bettor Half Hour" and have a one-on-one interview with Adesanya. The full interview will air after the New York Knicks postgame show Friday at 10:30pm.

EDITOR'S NOTE

We will not be publishing an issue on Friday, Nov. 11, in observance of Veteran's Day. Your next issue of **Cablefax Daily** will hit your inbox on Monday, Nov. 14.

PROGRAMMER'S PAGE

The Dark Side of the 2022 World Cup

The Men's World Cup is supposed to be a time of joy for countries across the globe, but this year's edition has been met with a catalog of questions surrounding the ethics of how Qatar won the hosting rights and its subsequent treatment of migrant workers as they built hotels, stadiums and more. In **ESPN's** "Qatar's World Cup," which premiered Sunday, the E60 crew traveled to the Gulf state to continue work that started with a 2014 E60 report that shined a light on the migrant labor issues. Because Qatar is a nation of under 3 million people, it relies on foreign workers for major projects. The E60 crew documented the unkempt living conditions that workers lived in as they weren't allowed to live near Qatari citizens. When they reported for work each day, they were forced to push forward during extreme heat and had little resources to overcome exhaustion. While some of those areas were improved over the years, the conditions continued to take a toll on those workers. "No matter how you slice it, they're sacrificing a lot," producer/director *Max Brodsky* said. "They're leaving their homes. They're leaving their family. They're going to a foreign country where they have no friends, they have no network ... they do that to try to improve the lives of their family." When Brodsky was assigned to work on the story, he wanted to "close the loop" on the 2014 report. He noted the differences in the freedom to film also changed from eight years ago, with it becoming more restricted as public pressure mounted on the country. "You want to feel like you're freely navigating the place and seeing the reality of it and not being restricted. But the reality is they have trespassing laws there that they enforce and places where you can't go," Brodsky said. While there were times during filming where Brodsky and his crew were able to film on their own, the majority of the trip was described as "very much a controlled visit" with a government representative accompanying the film crew at certain times. — *Noah Ziegler*

REVIEWS

"Say Hey, Willie Mays!," streaming, **HBO Max**. Finally, *Willie Mays*, baseball's first five-tool player (he could hit for average and power, run, field and throw), gets his due. The casual fan knows Ruth, Gehrig and Aaron, great players all, particularly Ruth, who went from being one of the game's best pitchers to become its dominant power hitter (something *Shohei Ohtani* is doing, simultaneously, today, though he's not the dominant power hitter Ruth was). Still, Mays, at least now—at 660 home runs, a .302 batting average and nearly 340 stolen bases— seems somewhat forgotten. It's a slight this excellent doc helps rectify. One of its best qualities is its footage, not just of Mays, but also his first big league manager, *Leo Durocher*. "Leo took care of me, man," says Mays. Signing with the NY Giants at 19, Mays struggled. "As long as I have a job here, you are my centerfielder," Durocher said. Mays hit the next pitch he saw for a homer. The storytelling in this *Nelson George*-directed doc is top notch, too. Yet the best part is the screen time Mays, now 91 and plenty alert, gets. This is a marvelous piece of history from a living legend's mouth. — "Yellowstone," 9pm, season premiere, Sunday, **Paramount**. Not had enough political talk with the midterms? John Dutton (*Kevin Costner*) becomes Montana's governor. — *Seth Arenstein*

BASIC CABLE		
P2+ PRIME RANKINGS*		
(10/31/22-11/06/22)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
FNC	0.777	2427
ESPN	0.712	2222
HALL	0.348	1086
MSNBC	0.315	984
TLC	0.243	758
HGTV	0.228	712
ESPN2	0.198	617
INSP	0.195	610
TBSC	0.194	606
FOOD	0.181	565
HIST	0.169	527
USA	0.169	527
HMM	0.162	506
DISC	0.158	494
TVLAND	0.150	469
CNN	0.147	459
TNT	0.141	441
A&E	0.134	419
ID	0.118	368
PRMNT	0.112	349
AMC	0.106	331
LIFE	0.100	312
BET	0.098	307
GSN	0.098	305
NATGEO	0.096	299
WETV	0.094	294
REELZ	0.094	293
FRFM	0.093	291
BRAVO	0.093	289
FX	0.089	277
OXY	0.085	265
FXX	0.077	240
TRAVEL	0.072	224
NAN	0.071	222
FS1	0.071	221

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

Cablefax
MOST POWERFUL WOMEN
Celebration Luncheon

Thursday, December 8 | 11am - 2pm | Edison Ballroom, NYC

Join us as we salute the women who have made their mark on the industry with their leadership and innovation.

Register Your Team at www.CablefaxWomen.com