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WHAT THE INDUSTRY READS FIRST

Tightening the Belt: Daniels, Latman Out as WBD Looks to Streamline

If anyone thought there were untouchables at **Warner Bros. Discovery**, Friday's news that longtime **Discovery** linchpins *Nancy Daniels* and *Jane Latman* were out in the latest restructuring served as an unwritten memo: nobody's job is assured.

It was less than a month ago when Daniels' boss, Chief Content Officer of U.S. Networks *Kathleen Finch*, was cheering her on at **The Gracies Leadership Awards**. Daniels was one of seven women being honored for the significant impact they've had in the media industry. On Friday, Finch wrote a memo revealing that the 15-year Discovery exec is out. "We are enormously grateful for Nancy's leadership, accomplishments, and commitment and wish her much success in her future endeavors," she wrote, crediting her with the launch and expansion of the "90 Day Fiancé" franchise and shepherding the launch of top discovery+ originals "Naked & Afraid of Love" and "Love Off the Grid."

Both Daniels and Latman have repeatedly stepped up to fill gaps at Discovery over the years, particularly following M&A moves. When Discovery completed its **Scripps Networks Interactive** merger in 2018, Daniels, riding high on a string of successes as **TLC** president, moved into the new role of Chief Brand Officer, Discovery and Factual, overseeing flagship **Discovery Channel** along with **Science**. After the **Warner Media**-Discovery merger closed in April, she became Chief of Content for **TBS**, **TNT**, **truTV**, **Discovery**, **Animal Planet**

and **Science**.

When **Food Network** President Courtney White left just before the WBD deal became official, it was Latman, President of **HGTV** and Streaming Home Content, who quickly had Food Network and all food content added to her purview. A part of Discovery since 2003, Latman has led **ID**, **Travel**, **Destination America** and **HGTV** at various points over the years. "Thanks to Jane's leadership, HGTV and Food Network are two of the biggest and most valuable brands in the industry," Finch wrote in Friday's memo.

With Latman's departure, *Betsy Sanner Ayala* takes over creative oversight for programming content for Food. She has more than 20 years of TV and digital programming experience, joining Discovery in 2016 after serving as head of production at **PTA Networks**, a digital streaming television travel network. HGTV's programming content oversight moves to **Loren Ruch**, who is Group SVP of Development and Production for HGTV. Ruch is a holdover from the Scripps transaction, having spent 13 years managing teams and creating content across HGTV, Food, Travel, DIY, Cooking Channel and Great American Country. TLC and Travel Channel leader *Howard Lee* will now oversee content for the so-called D-Nets (Discovery, Animal Planet and Science Channel), while ID chief *Jason Sarlanis* takes on the T-Nets (TNT, TBS, truTV).

"While it is undoubtedly difficult to say goodbye to long-time colleagues and friends, the reorganization we are undertaking will ultimately enable our content teams to share resources, work more collaboratively across brands and genres, and maxi-



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mize our ability to innovate and create during this dynamic time for our industry,” Finch told WBD staffers. “We intend to work quickly to put the new structure in place and to sync these groups effectively, so we ask for your continued patience as we make sure we’re doing things in a thoughtful way.”

There’s a lot of pressure for WBD Chief *David Zaslav* to deliver on promised deal synergies, complicated by the changing tides of linear and streaming. The stakes were detailed in a *NY Times* piece last month that analyzed **AT&T’s Time Warner** purchase under the headline, “[Was the \\$100 Billion Dollar Deal the Worst Merger Ever?](#)” “Now it may be Discovery’s turn. After several quarters of weak financial results, Warner Bros. Discovery’s market capitalization was less than \$27 billion this past week—a stunning loss of nearly \$23 billion since the new company began trading in April,” columnist *James Stewart* wrote. The verdict is still out, but there are some media watchers who believe if anyone can turn this around, it’s Zaslav.

This latest WBD reorg also includes the exits of Travel Channel content head *Matthew Butler* and *Scott Lewers*, who oversees franchise series expansions and tentpole programming at the D-Nets/T-Nets.

NCTA ON POLE ATTACHMENT MISHAPS

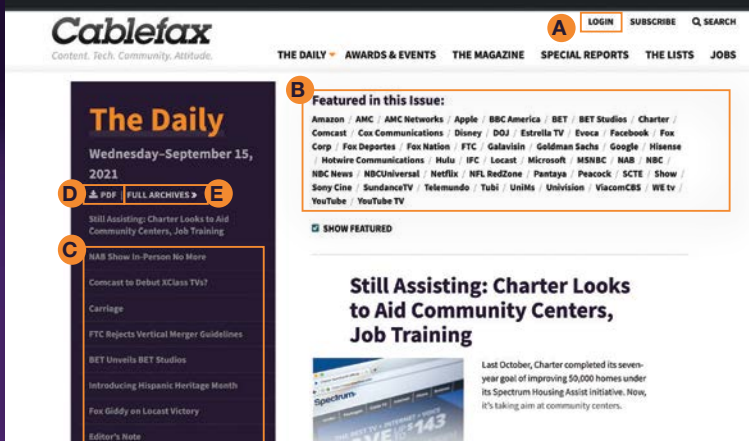
NCTA is fighting again at the **FCC** to give pole owners more responsibility for the costs associated with pole replacements. Association staffers and representatives from member companies, including **Comcast**, **Cox** and **Charter**, met with Chairwoman *Jessica Rosenworcel’s* Wireline Advisor *Ramesh Nagarajan* late last week to discuss the need for more regulatory certainty when it comes to pole attachment challenges. Of particular issue

recently have been a rise in situations where the percentage of poles that must be replaced is substantially higher than past experience would predict. In some cases, a project requires the replacement of 100% of poles. “Often these experiences are the result of the pole owner applying new clearance or loading standards that have not previously been applied and that are not required by applicable safety codes,” an ex parte said. “Compounding this problem, companies also are receiving cost estimates for replacing poles that far exceed past practice.” NCTA has long proposed a solution that would require pole owners to pay a portion of the cost for a pole replacement, with age and depreciation factoring in to how much owners would receive. Another issue that NCTA said has arisen from recent experiences is that some pole owners appear to impose excessive clearance requirements in anticipation of installing their own broadband facilities or to delay projects from broadband providers in order to prioritize their own builds. The association asked the FCC to clarify that pole owners are precluded from denying access to poles for any discriminatory reasons.

DISNEY+ AVOD TIER UNSUPPORTED ON ROKU

If you watch **Disney+** on a **Roku** device and want to move to its newly-launched (and less expensive) ad-supported tier, you’re out of luck. At launch, the tier is unavailable on Roku devices until the two strike a new agreement, presumably one that accounts for ad revenue splits. Disney+’s Basic tier is also unavailable on the Microsoft Windows Desktop app. **Netflix** is also still figuring out rollouts of its ad-supported tier one month after launch, with is still unavailable on **Chromecast** and Chromecast Ultra devices, **Apple TV** and **PlayStation 3** consoles.

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PK CALLS FOR ADPPA VOTE

More than 20 public interest, labor, consumer advocacy and civil rights groups including **Public Knowledge** and **Common Sense Media** are asking House Speaker *Nancy Pelosi* (D-CA) to move the American Data Privacy and Protection Act (ADPPA) to a vote. In a joint letter Friday, the groups argued passing the ADPPA would strengthen protections for kids' and teens' data by banning targeted advertising to anyone under the age of 17 and establishing an office at the **FTC** that's focused on youth marketing.

ON THE HILL

The **Senate Communications** subcommittee is holding a hearing Tuesday examining ongoing and past efforts to bring broadband to all communities. It is slated to start at 10am ET and is scheduled to feature **USTelecom** President/CEO *Jonathan Spalter* and **NCTA** President/CEO *Michael Powell* as witnesses.

FIBER FRENZY

Clearwave Fiber is expanding service to Salina, Kansas, as part of its project to bring internet to over 500,000 homes and businesses in the U.S. by 2026. The expansion is expected to bring service to around 9,000 households in Salina, Lansing, Spring Hill and Desoto by early 2023.

PROGRAMMING

The 88th Heisman Ceremony will be televised Saturday at 8pm on **ESPN**. *Chris Fowler* will have hosting duties as Texas Christian's *Max Duggan*, Georgia's *Stetson Bennett*, Southern Cal's *Caleb Williams* and Ohio State's *C.J. Stroud* vie for the honor. "The Heisman Show" will air on ESPN from 7:30pm leading into the ceremony. That'll have interviews with the four finalists alongside analysis of the players.

PEOPLE

Scott Shapiro was promoted to EVP, Corporate Development and Strategy for **Sinclair**. He'll manage and execute large strategic investments and acquisitions, as well as facilitate organic opportunities. Shapiro first joined Sinclair in 2011 and was previously SVP, CDO and CFO/COO of **Diamond Sports Group**. He'll report to President/CEO *Chris Ripley*.

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A little "Hanging of the Holly & Trimming of the Tree" @BOYCOM! Comes in handy having a bucket truck to hang your wreathes! 🎄🌲 @ACAConnects @Karen54824487



The E.W. Scripps Co. @EWScrippsCo
Congratulations to Lisa Knutson, president of Scripps Networks, for being recognized as one of the "Most Powerful Women of 2022" by @Cablefax.
Read more about Lisa's honor: cablefax.com/event/most-pow...
@scrippsKnutson #CFXWomen #GiveLight #ScrippsNetworks



CTAM @CTAM
#Disney+'s #Andor continues to top the Whip Watch Report's most viewed #streamingoriginals with #Netflix's #Wednesday at a close second.
See more: ow.ly/EpIN50LWNzC



RANK	SHOW	STREAMING PLATFORM
1	Andor	Disney+
2	Wednesday	NETFLIX
3	Dead to Me	NETFLIX
4	Titans (2018)	HBOITCX
5	Criminal Minds	NETFLIX

Research

(Source: [data.ai Annual Mobile App Forecast](https://data.ai))

- > Time spent in mobile apps will surpass 6 trillion hours by 2028, a 34% increase over five years.
- > Global mobile ad spend will also hit \$362 billion as usage increases, but that growth will slow down to 7.5% in 2023 due to economic challenges.
- > HBO Max and iQIYI will join Disney+, Netflix, YouTube and TikTok in the \$3 billion lifetime consumer spend club for video streaming and short video apps.
- > Mobile gaming is set to drop 5% in 2022 to \$110 billion and by 3% in 2023 to \$107 billion.

Up Ahead

- JANUARY 5-8:** [CES 2023](https://ces2023.com), Las Vegas
- JANUARY 24-26:** [Content Americas](https://contentamerica.com), Miami
- FEBRUARY 7:** [Regional Fiber Connect](https://regionalfiberconnect.com); Raleigh, NC
- FEBRUARY 28-MARCH 3:** [ACA Connects Summit](https://acaconnects.com); DC

Quotable

"I don't necessarily see it as a competitor. I obviously pay a lot of attention to it because it's how people spend time. What's been fascinating is as people spend time on TikTok by way of example, what that really does is that they actually use TikTok to express their fandom, which actually grows their affinity for content on Netflix... The way that people get excited about 'Wednesday' early on and started talking about it, they started posting music videos and they started making their own content based on their excitement... Certainly, they're a competitor for time, but they're also an incredible marketing platform, and we have to get better and better leveraging to build on that fandom."
- Netflix Co-CEO/Chief Content Officer *Ted Sarandos* at UBS's Global TMT Conference on whether apps like TikTok are viewed as competition