

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Next in Line: Peters, Sarandos to Lead Netflix into the Future

Netflix founder *Reed Hastings* is passing the torch, shifting into the role of Executive Chairman and elevating *Greg Peters* to serve as co-CEO alongside *Ted Sarandos*. Peters will also gain a board seat as part of the promotion. The shifts are the result of a succession plan that has been in the works for quite a while and went into motion when Peters was elevated to COO and Sarandos to co-CEO back in June 2020. Since then, Hastings has incrementally and steadily been passing the daily tasks of running the business on to them.

“It was a baptism by fire, given COVID and recent challenges within our business. But they’ve both managed incredibly well, ensuring Netflix continues to improve and developing a clear path to reaccelerate our revenue and earnings growth,” Hastings said in a blog post. “So the board and I believe it’s the right time to complete my succession.”

Additionally, *Bela Bajaria* has been upped to Chief Content Officer and *Scott Stuber* will now serve as Chairman of Netflix Film. This new leadership team is coming in on a high note with the streaming giant recording 7.7 million paid net adds in 4Q22. That’s significantly higher than the company’s 4.5 million forecast and is thanks to strong acquisition and retention on the back of a content slate that included hits like “Wednesday” and “Harry and Meghan.” Revenue was up 2% YOY due to a 4% increase in average paid memberships while operating income fell to \$550 million, down from the \$632

million seen in 4Q21.

It’s still early days on the ad-supported tier Netflix launched in November, but thus far it is seeing positive signs that its introduction has filled a need for an audience that wasn’t previously subscribed to the service. Engagement has been consistent with what Netflix sees on its ad-free plans, beating early expectations, and it has seen very little switching from those ad-free tiers to the ad-supported option.

“Overall the reaction to this launch from both consumers and advertisers has confirmed our belief that our ad-supported plan has strong unit economics (at minimum, in-line with or better than the comparable ad-free plan) and will generate incremental revenue and profit, though the impact on 2023 will be modest given that this will build slowly over time,” the company said in its 4Q22 shareholder letter.

2023 will also see Netflix double down on its efforts to have subscribers pay to share accounts rather than freely share passwords. Right now, the company estimates that more than 100 million households are sharing accounts and that has been a hindrance on its ability to build the business and invest in long-term growth. Later this quarter, paid sharing will be rolled out more broadly and additional features that could make it easier for subscribers to manage who has access to their account will be considered. All subscribers will continue to have the ability to watch Netflix programming while traveling.

“As we work through this transition—and as some borrowers stop watching either because they don’t convert to extra

Guide to Your Online Cablefax Daily Issues

The screenshot shows the Cablefax Daily website. At the top, there are navigation links for 'THE DAILY', 'AWARDS & EVENTS', 'THE MAGAZINE', 'SPECIAL REPORTS', 'THE LISTS', and 'JOBS'. A search bar is also present. The main content area features a 'Featured in this Issue' section with a list of companies including Amazon, AMC, AMC Networks, Apple, BBC America, BET, BET Studios, Charter, Comcast, Cox Communications, Disney, DOJ, Estrella TV, Evoca, Facebook, Fox Corp, Fox Deportes, Fox Nation, FTC, Galavision, Goldman Sachs, Google, Hisense, Hotwire Communications, Hulu, IFC, Locast, Microsoft, MSNBC, NAB, NBC, NBC News, NBCUniversal, Netflix, NFL RedZone, Pantaya, Peacock, SCTE, Show, Sony Cine, SundanceTV, Telemundo, Tubi, UniMás, Univision, ViacomCBS, and WE tv. Below this is a featured article titled 'Still Assisting: Charter Looks to Aid Community Centers, Job Training' with a sub-headline 'NAB Show In-Person No More' and a sub-headline 'Comcast to Debut XClass TV?'. A sidebar on the left contains a list of articles with a 'PDF' icon and a 'FULL ARCHIVES' link. Callouts A through E are placed over the website to highlight specific features: A points to the 'LOGIN' button, B points to the 'Featured in this Issue' list, C points to the 'Still Assisting' article headline, D points to the 'PDF' icon, and E points to the 'FULL ARCHIVES' link.

- 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

members or full paying accounts—near term engagement, as measured by third parties like **Nielsen's** The Gauge, could be negatively impacted,” the company warned in the letter. “However, we believe the pattern will be similar to what we’ve seen in Latin America, with engagement growing over time as we continue to deliver a great slate of programming and borrowers sign-up for their own accounts.”

NAB LAYS OUT 2023 POLICY AGENDA

A new year means new regulatory goals for lawmakers and lobbyists alike, and **NAB** wants this to be the year that the FCC reassesses the regulatory fees broadcasters are required to pay the agency. The association articulated as much in its policy agenda for its centennial year of existence. The Commission collects fees from those it regulates every fiscal year to recover the costs of its functions, but broadcasters claim there are currently numerous services that fall under the agency’s jurisdiction that do not pay those fees. In particular, it wants to see those fees levied against Big Tech firms. “Broadcasters provide a free public service and are unable to recoup these costs,” NAB said. “Congress should support laws and policies that recognize and uphold broadcasters’ essential role in democracy and ensure their ability to compete and continue serving their communities.” The association is also encouraging the FCC to continue in its efforts to refresh the record on whether retransmission rules should apply to streaming services.

LIV GOLF FINDS BROADCAST HOME

LIV Golf and **The CW Network** agreed to a multiyear U.S. broadcast TV and streaming deal Thursday. It’s the league’s first broadcast deal since embarking in March 2022 and the network’s first time being the exclusive broadcast partner for a live, mainstream sport. The agreement will begin with the upcoming 2023 season that tees off Feb. 24, where The CW will air 14 global events live and stream them as well on The CW App. Weekend tournaments will have Saturdays and Sundays air on the linear network, with Fridays only being streamed on The CW App. Former **NBC Sports** and **Premier League** commentator *Arlo White* will head up play-by-play alongside *David Feherty* and *Jerry Foltz*, who’ll serve as analysts. *Dennis Miller*, President of The CW Network, said the partnership is a step toward re-tooling the network, which is majority owned by **Nexstar**.

DISNEY PROMOTES PAIR AFTER GILMORE EXIT

Disney General Entertainment is elevating *Naomi Bulochnikov-Paul* to the newly-made position of EVP, Publicity and Head of Communications following the departure of SVP, Corporate Communications *Charissa Gilmore*. Gilmore had been with the company for more than three decades,

Cablefax Executive Round Up

What technological innovation are you currently most excited about?



Allison Goldberg
SVP/Managing Partner
Comcast Ventures and Startup Engagement

“Through my work with Comcast Ventures, I have the opportunity to engage with startups that are at the forefront of exploring new technologies and innovations. One area that’s been particularly interesting is human-centered artificial intelligence and its application to a number of industries and sectors, including gaming and entertainment, as well as the potential for generative AI in digital health and media.”



Ken Johnson
Chief Technology & Digital Officer
Cable One

“An AI-powered future is closer than you think. We are already seeing embedded AI in many of the tools we use in our networks today. But Artificial Intelligence is just getting started and it will reinvent how we approach work. For example, Engineers will shift from working on the network to the people working on the tools that work on the network. AI will empower us to uniquely personalize every customer interaction, forever changing the consumer experience.”



Curtis Knittle
VP, Wired Technologies
CableLabs

“Fiber optic technology has played a critical role in the success of the cable industry since the birth of hybrid-fiber coax networks. As broadband data consumption increases, so too must network capacities. I am most excited about the role coherent optics will play in cable access networks as existing fiber infrastructure is leveraged to provide operators with faster, more flexible and more intelligent networks for the next 25 years.”



Balbinder O’Neil
VP, Solution Engineering
Quickplay

“One of the most exciting things will be the evolution of RSNs and other sports TV properties as they make the direct-to-consumer leap, especially on new cloud-native platforms. The possibilities are seemingly endless: 1:1 streams that drive personalized game coverage, data-driven content and ad decisions, gamification features and more, will engage and monetize viewers in a way that far exceeds the limitations of traditional one-to-many sports telecasts. This is literally a game-changing moment for sports TV.”



Mark Trudeau
CEO/Founder
OpenVault

“Our data analysis shows broadband usage reaching record heights going into this year, so we’re most excited about technologies that are helping our customers make the most of their existing DOCSIS plant. We think 2023 will be a breakout year for innovations that harness CableLabs’ Profile Management Application to boost capacity in DOCSIS 3.1 and higher networks, providing the bandwidth operators need – up to 40% more – to stay ahead of consumption.”

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 Cynopsis: 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

and Bulochnikov-Paul will now head all external and internal communications and serve as DGE's primary spokesperson. She'll continue to lead publicity for **ABC Entertainment**, **ABC News**, **Freeform** and **Onyx Collective** as well. The company is also upping *Candice Ashton* from SVP, Publicity, Events and Talent Relations for **Hulu Originals** to now oversee the Disney Television Studios publicity team.

YOUTUBE TV UI GETS A FACELIFT

YouTube TV is rolling out a revamp over the coming months designed to help users more easily manage their content and organize their libraries. Updates to the vMVPD's live guide are already here with curated recommendations taking a spot at the top and more key information integrated into each show or movie description. The changes were informed by user research, app feedback, surveys and concept testing focused on the prioritization of design decisions. These early changes are focused on the areas most frequently used by subscribers, but more enhancements are on the way through the end of 2023. "We're just getting started with Live and Library—we will continue to thread ways to empower users on Home, improved the discovery and browse experiences," YouTube TV and Primetime Channels Head of Design *Esther Ahn* said in a blog post Wednesday. "We'll also bring more flexibility and interactivity during live playback and add the ability to easily switch between user profiles—all while ensuring TV is made for you... stay tuned!"

C2HR UNVEILS EXECs, SETS PLANNING MEETINGS

C2HR unveiled its 2023 executive committee Wednesday. **Warner Bros. Discovery** EVP of Talent and Culture *Julie Neimat* will lead as president, joined by **Cox** EVP and Chief People Officer *Kia Painter* as VP and **A+E Networks** SVP, People Partner Team *Ravena Valentine* as secretary. **Disney** VP, DMED Compensation *Kara Anderson* will be treasurer and **NBCUniversal** SVP of HR *Dave Crossen* will shift to immediate past president. *Nick Dunlap*, VP, Executive Compensation for **Charter**, caps the new committee as appointed executive committee member. The association is also calling for participants of its annual Compensation Survey to join the 2023 planning committee meetings next week. Those will be held virtually on Zoom on Jan. 25 and 26 from 1-4pm.

RATINGS

Monday night's playoff battle between the Dallas Cowboys and Tampa Bay Buccaneers became the most-watched **NFL** playoff game since Disney took ownership of **ESPN** and **ABC** in 1996. Final Nielsen reporting across ESPN, ABC, **ESPN2**, **ESPN+** and **ESPN Deportes**, lifted the game's viewership to 31.2 million, peaking in the 9-9:15pm window with 36.4 million viewers. It was the most-watched NFL game on a Disney network since the 2006 Super Bowl and the second most-watched NFL game in the company's history, behind the 1994 regular-season contest between the Miami Dolphins and Kansas City Chiefs that had [33.6 million viewers](#). – The premieres of "La Casa de los Famosos 3" and "El Señor de los Cielos" helped **Telemundo** be the No. 1 network in broadcast and cable, regardless of

language, on Tuesday night. According to **Nielsen**, *La Casa de los Famosos* averaged 510,000 viewers A18-49 and 188,000 A18-34 from 7-9pm. *El Señor de los Cielos* followed from 9-11pm and checked in with an average of 857,000 A18-49 and 304,000 A18-34. The network's primetime average was 762,000 A18-49 and 270,000 A18-3. – The series debut of **HBO's** "The Last of Us" garnered the highest viewership for a release on **HBO Max** in Latin America in its first 24 hours. That beat out the premieres of "House of the Dragon" and Season 2 of "Euphoria."

DIRECTV OFFERS \$120 DEAL FOR STREAM

DirectTV is offering new **DirectTV Stream** subscribers \$10 off for 12 months if they purchase a DirectTV Stream device as well. It applies to any package, and customers must make the purchase [online](#). Package options include entertainment, choice, ultimate, premier or the Spanish offering *optimo más*.

PROGRAMMING

Fuse's unscripted original "Made From Scratch" will return for its fifth season on Feb. 8 at 19pm on Fuse and **Fuse+**. – **CNBC's** "Mad Money with *Jim Cramer*" will hit the road again for its back-to-school tour. The show will broadcast from the University of Miami's Coral Gables campus Feb. 2 at 6pm. – **Starz** renewed "Outlander" for an eighth season and greenlit a prequel series "Outlander: Blood of My Blood." Both Season 8 and the prequel's first season will span 10 episodes. – **History Channel** will have an eight-episode nonfiction series "History's Greatest of All Time with Peyton Manning" premiere Feb. 6 at 10pm. The show will follow Manning as he asks experts about what makes someone the greatest of all time and how that honor is determined.

CARRIAGE

Claro Video is adding **EarthxTV** to its programming lineup in Mexico. Viewers now have on-demand access to 20 series with Spanish subtitles, such as "El Futuro del Planeta," "American Forest Fires" and "Own the Sky."

PEOPLE

British streamer **BritBox International** tapped *Liz Spaulding* as VP, Business Development and *Jennifer Moon* as Head of Editorial and Programming Strategy. Spaulding—who was previously at Starz as Director, Distribution—will oversee growth opportunities and partnership relations, distribution and commercial partnerships and the strategic direction of its growth plans. Moon will manage the U.S. and Canada programming strategy, content acquisition and content scheduling for Brit-Box's North America service. – **Cox Virginia's** *Nneka Chiazor* is taking on a new role as Market VP for the region. She's served as Cox Virginia's VP of Government and Public Affairs for the past five years. – The **Intrapreneurship Academy** at **The Cable Center** added two course facilitators for 2023: *Melissa Schneider* and *Kristin Crockett*. Schneider, a former **HBO** sales executive, will teach new and established leaders in the "Leading with Agility" course. Crockett will guide the "Driving Innovation" course that teaches intrapreneurial instincts. In the past, she led learning engagement at **Comcast**.

PROGRAMMER'S PAGE

True Crime Fascination Still Strong at Lifetime

Some things come and go, but the popularity of true crime always stays the same. No matter what is happening in the world, there is always be an audience for content that examines the lesser known details of a case that captivated the public at one time or another. From **Lifetime**'s perspective, the women that tune in to its "Ripped From the Headlines" movies are looking to learn something new and dive deeper into what drives humans to commit crimes. "They love to learn about why people do what they do, and when it comes to true stories, it's even more fascinating... we want to be able to tell the audience what they didn't know, what they didn't see," *Tanya Lopez*, EVP, Movies, Limited Series and Original Movie Acquisitions for Lifetime and **LMN**, said during a January press junket. "What they're finding out is what's beneath and what's behind the story and success to Lifetime's 'Ripped from the Headline' movies. That's the legacy we've had." Her comments come as Lifetime prepares to premiere "Bad Behind Bars: *Jodi Arias*" Saturday at 8pm ET. The film is a follow-up to 2013's "Jodi Arias: Dirty Little Secret" which focused on the period between when Arias was arrested in July 2008 for the alleged murder of her ex-boyfriend *Travis Alexander* and her conviction five years later. This entry in the "Ripped from the Headlines" franchise focuses on how Arias charmed fellow inmates *Donavan Bering* and *Tracy Brown* and convinced Bering, upon her release, to advocate for Arias' innocence. When Bering began to learn more about the case and refuses to be Arias' ally, she comes face-to-face with the darker sides of her former friend's personality. *Celina Sinden*, who plays Arias, talked with Bering and Brown before filming in an effort to ensure they were respected in the film. "There are many things that we eliminate when it involves family members that are alive. What we really want to do, especially for the victim, we want to make sure that they are shown in a positive light and that they didn't do anything to be murdered or killed or anything," Lopez said. "We do wrestle with it." – *Sara Winegardner*

REVIEWS

"Your Honor," Season 2, 9pm, Sunday, **Showtime**. It's often a difficult decision whether or not we urge readers to binge a series' beginning before they dive into subsequent seasons. With "Your Honor," you can skip Season 1 if you must. Season 2, which premiered last week, is a compelling watch regardless. On the other hand, watching old pros like *Bryan Cranston* and *Michael Stuhlbarg* is a delight, especially when they're dealing with complex roles. Cranston as a New Orleans judge with a major conflict and Stuhlbarg, a family man who also leads organized crime in the Crescent City, spent the series' premiere season in knots. Fortunately, Season 2 offers similar dramatic stakes, though Cranston's mostly likeable character now is on the other side of the courtroom. As for Stuhlbarg's Tony Soprano-like crime boss, his wife, a slightly miscast Hope Davis, is a cross between a late-season Carmela Soprano and Livia Soprano. The ensemble also features excellent support from *Isiah Whitlock Jr.* as a crooked pol with ties to Cranston's judge and *Andrene Ward Hammond*, brilliant as Big Mo, a no-nonsense drug kingpin. *Lilli Kay*, who plays *Kevin Costner's* legislative aide in "Yellowstone" is Stuhlbarg's daughter here. – "Game Theory with Bomani Jones," Season 2 premiere, 11pm, Friday, **HBO**. We don't always agree with Bomani Jones's take on sports, but he's rarely dull. – *Seth Arenstein*

BASIC CABLE		
P2+ PRIME RANKINGS*		
(01/09/23-01/15/23)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
FNC	0.692	2160
MSNBC	0.311	972
HALL	0.283	882
HGTV	0.268	837
HIST	0.230	719
TLC	0.209	652
INSP	0.208	649
ESPN	0.206	642
TBSC	0.196	613
USA	0.194	606
TNT	0.190	595
DISC	0.185	576
FOOD	0.170	531
ID	0.164	514
CNN	0.161	502
A&E	0.145	453
TVLAND	0.142	443
LIFE	0.122	382
WETV	0.120	375
GSN	0.117	366
REELZ	0.117	366
BRAVO	0.117	366
BET	0.108	339
AMC	0.102	318
FX	0.097	304
NATGEO	0.091	284
HMM	0.088	276
COM	0.088	273
OXY	0.086	269
FXX	0.080	250
APL	0.079	247
PRMNT	0.076	239
MTV	0.074	231
ESPN2	0.074	231
MOTOR	0.073	228

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



Who Deserves to Rank Among Cablefax's Annual Top Power Players?

The Cablefax 100 salutes the most influential executives whose leadership continues to take the industry to new heights. We will rank the top professionals in the media, cable & broadband industry and publish the list in the June edition of Cablefax: The Magazine.

It's free to enter — but you must submit your entries by Jan. 21!



Nominate at www.Cablefax100.com | Questions: Kate Schaeffer at kschaeffer@accessintel.com