

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Prime Focus: Female-Led Team to Launch Linear Net for Women Over 50

Not everyone is running to launch FAST channels. **Prime Women Media**, an online lifestyle magazine for women over 50, is in talks with MVPDs about launching a 24/7 linear network in Q24.

“When you look at television, you can reach so many more people. And with cable, it’s scalable. Traditional television is still the most powerful and quickest way to achieve a mass audience reach,” Prime Women Media Chair/CEO *Dorothy Miller Shore* told **CFX**. “Women are not represented well at all on television. There’s a massive audience of women over 50 who don’t see themselves on TV or only see themselves typecast as a supporting character, like the mother of a main character or elderly. And that’s just not who Prime women are.”

Shore was the founder and CEO of Miller Ad Agency, a 39-year-old agency known for automotive and digital advertising. She’s joined at the investor/co-founder table by *Valerie Freeman*, CEO of BravoTech, Freeman+Leonard, Anserteam; *Jan Fletcher*, Chairman of Rougemont Estates, CHR Estates and Fletcher-Smillie Investments; and *Kristine Davis*, who manages Avatar Investments, a family-owned diversified investment company with her father, Texas Rangers owner *Ray Davis*.

There are no distribution deals to announce yet, but Shore feels confident based on early meetings. Prime Women would not be seeking a carriage fee, she said. “We’re talking to all the major players, and we’ve had just overwhelming encour-

agement. We’re talking about 63 million women out there. It’s not a niche audience,” she said. “We don’t see any problems with carriage at all.”

The network is based on the Prime Women’s [online magazine](#), which the company said generates five million views per month with content on health, fitness, beauty, investing, small business, caregiving, dating and more. Content for television would follow similar threads, with an entertaining spin. There are even plans for a gameshow that focuses on memory, with the lineup to be made of originals and acquisitions. Pilots are on track to begin shooting in the next few months.

Shore is from the advertising world, which has long had a reputation for focusing on the 18-49 demo. That’s changing. “I think more companies are realizing that it’s such a big market and let’s face it, we’ve got the money,” she said, rattling off opportunities for ad spend for fashion, luxury travel and healthcare. “We’re concerned about aging and hair loss and things that happen to women when they reach menopause. That’s one common denominator of women over 50. Our group—regardless of our ethnicity, or where we live—we all are going to face the same issues,” Shore said.

In addition to the four founders, Prime Women Media has 16 investors who are also women entrepreneurs. And note for those impacted by recent layoffs—the company’s not done hiring. It’s specifically looking for a president/CEO to help get it off the ground. “We know enough to know what we don’t know, and none of us know how to build a network,” Shore said.

## IT’S THAT TIME OF YEAR! NOMINATE FOR THE DIVERSITY LIST.

Help Cablefax recognize the top multi-ethnic executives based on their influence and power within the industry. Plus, nominate for Cablefax’s Pride List, honoring top LGBTQ+ execs who are making their mark on the industry.

Other nominations include D&I Mentor of the Year, Public Affairs Campaign and Thrivers Under 30, the industry’s rising stars under 30.

**Deadline:** Friday, May 12 to submit two entries for free.

[www.CablefaxDiversity.com](http://www.CablefaxDiversity.com)



## VERIZON CONTINUES RIDING BROADBAND WAVE

Fixed wireless continued to be a shining beacon in Verizon's portfolio. After gaining 379,000 fixed wireless net adds in 4Q22, it tacked on 393,000 in 1Q23, bringing the total FWA subscribers to 1.9 million as of March 31. For perspective, Verizon added 194,000 in the same quarter the prior year to bring the total connections to just under 500,000, signaling continuous momentum as the company hones in on its broadband strategy. CEO *Hans Vestberg* said on the company's 1Q23 earnings call that he's seeing more businesses head the way of FWA, which in turn continues the boost to overall revenue. The opportunities should only grow throughout the year as Verizon unlocks more spectrum to support its network capabilities. "When it comes to the network, the latter part of this year in December actually we'll get our next chunk of C-band. Right now, we're covering some 70 markets out of over 400. There's 330 markets left to get the C-band ... Where we open a C-Band, we're not only seeing fixed wireless access opportunity. We also see step-ups and greater upgrade cycles for customers because they see the improvements on the C-band." Fios Internet saw 67,000 net adds in 1Q23. It added 63,000 consumer customers and 4,000 on the business side, reflecting an opposite trend from the Fios video offering. Video had a net loss of 76,000 customers, a slight improvement from the 78,000-loss mark in the same period last year. While there's steam in broadband, Verizon had some weakness in wireless. It had 263,000 consumer wireless retail postpaid phone net losses, and its business wireless retail postpaid phone net adds continued a quarterly decline to 136,000. Total operating revenue was \$32.9 billion—down 1.9% YOY—and Verizon ended the quarter with \$11.9 billion in adjusted EBITDA, down 1.1% from 1Q22. It was EVP/CFO *Matt Ellis*' last earnings call with the company as he plans to exit in May. He said 2023 capital spending will remain within the guidance range of \$18.25-\$19.25 billion, but the company expects a step down in overall capex through the remainder of 2023.

## NATIONALS WIN BATTLE WITH ORIOLES OVER MASN PAYMENTS

The **Washington Nationals** hit a home run in the **New York Appeals Court** as it battled out its storied dispute with the **Baltimore Orioles** over television rights fees. The court ruled unanimously that the teams' argument needs to be decided by **MLB's** Revenue Sharing Definitions Committee, the neutral arbitration body designated by the Nationals and Orioles to evaluate the rights payments due to each team from regional

sports net MASN when conflicts arise. The teams failed to reach an agreement on the telecast fees to be paid for 2012-2016, and the Orioles argued that the RSDC showed partiality to the Nationals when it determined the Washington team was owed \$53 million for 2012. The court didn't find enough evidence of partiality in the process or in public comments made by MLB Commissioner *Rob Manfred*, and refused to change the terms of the teams' original agreement. "The parties agreed to an industry insider controlled process with a full understanding of the commissioner's involvement. MASN and the Orioles cannot now complain that they received something different than what they bargained for through the insider process they selected," it said in the decision. The court acknowledged that its decision would likely send the litigation "into extra innings," but it ultimately determined that there was no reason to stray from the path the teams' chose when MASN was formed after the Montreal Expos came to D.C. "In the end, these sophisticated and counseled parties agreed to arbitrate their telecast rights fees dispute before the RSDC and to follow a stated procedure concerning nonpayment of those fees," the court's opinion said. "The parties have failed to establish any basis to deviate from that contract."

## MAINE POWERS NEW LINE EXTENSIONS WITH REACH ME

**Charter** has been awarded \$6.89 million dollars to serve 14 communities in Maine. The funds were awarded through the Maine Connectivity Authority's Reach Me initiative, a program incentivizing ISPs to extend service to all unserved locations in their service areas. Other winners include **TDS Telecom** (\$1.31 million), **Consolidated Communications** (\$667,091) and **Comcast** (\$276,006). Awards are largely focused on line extensions to locations that the MCA has found to be most likely to be cost-effectively served through expansions of existing networks. More than 6,300 locations will be served through the program.

## VIX CENTRAL TO GROWTH AT TELVISAUNIVISION

A challenging economic environment pinned **TelevisaUnivision** with a net loss of \$3 million for 1Q23. While total revenue for the quarter reached \$1.07 billion, total operating expenses continue to climb 17% to \$710 million as the company continues investing in its streaming products **ViX** and **ViX+**. Subscription and licensing revenue increased 7% to \$436.1 million thanks to the introduction of the subscription tier ViX+, but for

the future, the company is planning on making the two tiers more symbiotic. “We are going to quickly pivot to one brand: ViX, with two tiers inside the service: Gratis and Premium,” CEO *Wade Davis* said on the company’s 1Q23 earnings call. ViX saw a 26% jump in total streaming hours per user over the course of the quarter. Led by a 14% YOY surge in Mexico, total ad revenue grew 6% to \$607.4 million. Ad revenue in the U.S. was still up, albeit 2% YOY for \$398.4 million.

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## CARRIAGE

**Comcast** integrated more than 20 FAST channels from **Xumo Play**, **NBC** and **Sky** into its Xfinity Stream app. The new channels, which include NBC News Now and Sky News, will be integrated into the Xfinity Stream channel guide, and Comcast plans to add more FAST content to the app in the future. The app is currently available on iOS and Android devices, Fire TV products and on the web. Plans are underway to bring it to Xfinity Flex and Xumo TV in the coming months. – **Newsmax** signed a deal with **Telecom Serbia** signed a multi-year licensing deal that will allow the cable company to broadcast Newsmax content to its customers.

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## NTIA GIVES OUT MORE TRIBAL BROADBAND GRANTS

**NTIA** awarded another \$5.84 million to 12 Tribes through its Tribal Broadband Connectivity Program. In total, the new grants will bring Internet access to another 164 Tribal households. Including these new grants, NTIA has distributed more than \$1.76 billion to 147 Tribal entities through the program. In the next few months, the agency plans to release a second Notice of Funding Opportunity for an additional round of funding through the program.

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## CHARTER CELEBRATES SMALL BUSINESS WEEK

National Small Business Week kicks off on April 30, and **Charter** is going all out to honor small businesses across the country with invite-only events. At each celebration, Charter representatives will spotlight a local business as well as various company initiatives. It kicks off on May 1 in New York City, and in Columbus on May 2, Charter plans to announce an additional \$1 million investment in the Economic and Community Development Institute for the provision of loans to small businesses in rural Ohio. On May 3, a celebration on St. Louis will discuss supplier diversity and May 4’s event in Dallas will spotlight *Hurtado BBQ*, a Spectrum Business customer.

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## RATINGS

“Waco: The Aftermath” breached the top three most streamed series launch ever for **Showtime**, only behind “Dexter: New Blood” and “Yellowjackets.” The premiere for Waco: The Aftermath has

1 million total viewers to date, which is double the audience it had from the show’s opening weekend (April 16). Speaking of *Yellowjackets*, the Season 2 premiere episode has been viewed by nearly 5.5 million total viewers to date. That’s good for a 65% bump in streaming over the Season 1 premiere episode. – **Warner Bros. Discovery**’s networks had a 61% share of viewing in the A25-54 demo and 64% share among A18-49 across ad-supported cable in primetime on Sunday. That’s the highest prime share for its networks so far this year, bolstered greatly by the ongoing **NBA Playoffs**. – **Spectrum News** had a nice April, averaging 2.1 million daily viewing Spectrum households across its linear and digital platforms. Across its 14 **Nielsen**-rated markets, Dallas (12%), Austin (9%), Milwaukee (5%) and Greensboro (4%) had higher month-over-month Nielsen viewership growth than ABC, CBS, FOX, NBC, and Fox News.

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## FIBER FRENZY

**Vexus Fiber** started construction on a fiber network in Slidell, Louisiana. Once completed, the network will offer symmetrical multi-gigabit broadband service to the area’s homes and businesses. – **TDS** is expanding its fiber-optic network in Dodgeville and Mineral Point, Wisconsin. Construction for the Dodgeville project is already underway, and work in Mineral Point will commence in the coming weeks. Once finished, approximately 3,7000 addresses across both communities will receive high-speed internet, TV and phone services. Residential customers can get symmetrical speeds of up to 8 Gbps, and businesses can get up to 10 Gbps.

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## PROGRAMMING

**MGM+** placed a 10-episode series order for “Emperor of Ocean Park,” a take on the novel from *Stephen Carter*. – **TV One** is adding a new dating series to its “Date Night Thursdays” programming lineup. “The One,” premiering May 18 at 9pm, will feature two Atlanta singles looking to find their soulmate. – **Bravo**’s “The Real Housewives of Orange County” comes back for its 17th season on June 7 at 8pm. Episodes will be available to stream the next day on **Peacock**. – **Court TV** will have a 10-part docuseries “Accomplice to Murder with Vinnie Politan” premiere May 7 at 8pm. The series will see host *Vinnie Politan* travel the country and speak with convicted, condemned and exonerated accomplices to provide insight into their respective cases. – **National Geographic**’s “A Small Light,” based on events during WWII, will have a multi-network launch on May 1 at 9pm ET. It will be simulcast across National Geographic, **Nat Geo Wild** and **Lifetime** for its first two episodes. The episodes will be available to stream the next day on **Disney+** and **Hulu**. – Season 2 of **Starz** comedy series “Run the World” will have its linear debut on May 26 at 9:30pm in the U.S. and Canada. It will also be available on all Starz streaming and on-demand platforms. – “Mission Unexplained” comes to the **Science Channel** on May 23 at 10pm, diving into declassified military records and the eyewitness accounts hidden within them.