

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Come Together: Cable Speaks Out Against Terrorism in Israel

Law enforcement and school administrators were on high alert Friday after Hamas called for it to be a global “Day of Rage.” **SAG-AFTRA**, which planned to picket in multiple locations across NYC and Los Angeles Friday, canceled all picketing activities “in light of potential safety concerns that are unrelated to our ongoing strike.”

While Friday may have been the first day that the conflict in Israel became real to many around the world, that’s certainly not true for the Jewish community around the globe. **MyBundle.TV** CEO *Jason Cohen* shared his experience on LinkedIn, saying the fear being felt Friday was only a small glimpse into what the last week has looked like for Jews in America.

“In the last 24 hours, a Whatsapp chat was put together for members of my neighborhood to join (over 1,000 people in there now) to post explicit security warnings they see. Security watch groups are being put together. Friends yesterday were sharing warnings of people who look suspicious casing Kosher Supermarkets and Synagogues,” he said. “This is our reality.”

He added that Israel and the wider Jewish community doesn’t need sympathy, but support to ensure not only that this conflict ends, but that this violence doesn’t rear its ugly head again.

For those companies that have a presence in Israel, communications mean assuring clients that business continues as usual and reporting on how employees are managing. Software and service provider **Amdocs**, which was founded in Israel,

thanked its partners and employees Thursday for reaching out to express their support and said its operations in the nation have continued without material interruption. “Our primary concern is the safety and security of our employees and their families and on providing support to them during this difficult time,” a statement read.

Some of the largest players in the cable and media space have begun rallying and speaking out against the terrorism of Hamas. **Disney** is donating \$2 million to organizations providing humanitarian relief in the region. “We condemn these attacks, the hate that motivated them, and all acts of terrorism, and we will continue working to find more ways to provide support in the region, and to honor the victims, their families, and all those affected by this war,” Disney CEO *Bob Iger* said in a statement.

Half of that funding is being given to Magen David Adom, an affiliate of the International Federation of Red Cross and Red Crescent Societies, to provide emergency medical and blood banking services. The remainder of the funds is being divided to other nonprofits working in the region, particularly those that focus on offering aid to children. Company employees have also been participating in Disney’s Matching Gifts program which matches eligible charity donations made by employees up to \$25,000.

Comcast has also committed \$2 million to aid humanitarian efforts with \$1.5 million being split between the Save the Children Federation, Doctors Without Borders, Direct Relief and



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American Friends of Magen David Adom. It will also donate up to \$500,000 for all employee donations to those organizations in addition to contributions that have already been made through the company’s matching gift program.

“As these catastrophic events unfold, we are so grateful for the tireless dedication and bravery of our **NBC** and **Sky** news colleagues who are on the ground risking their lives to shine a light on this terrible conflict,” Chairman/CEO *Brian Roberts* and President *Mike Cavanagh* said in a joint statement.

Paramount Global also condemned the terrorist attacks by Hamas earlier this week, asking others to join it in supporting Magen David Adom, NATAL, UJA-Federation of New York and Save the Children. “We stand with the people of Israel and the global Jewish community. We stand with all the innocent lives impacted. We stand with the children who deserve to be children. We stand united against all acts of terror and hate,” it said in a statement.

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NAD RULINGS

The **National Advertising Division** is recommending **Comcast** discontinue its 10G claim for its Xfinity 10G Network, or alter the claim to make it apparent the company is adding improvements that will let it achieve 10G or use it in a manner that isn’t false or misleading. The challenge was submitted by **Verizon** after Comcast rebranded its fixed internet network to Xfinity 10G Network, with Verizon challenging the new network name and the 10G claim that appeared in multiple online and TV advertisements. NAD determined that 10G as used in the network name and “Xfinity 10G” is an express claim. “NAD found that Comcast’s description of its entire network as “10G” conveys the message that all consumers on the network will receive a significant increase in speed up to 10 Gbps,” NAD said. “However, NAD determined that the 10 Gbps message was not substantiated because only one of Xfinity’s many plans (Gigabit Pro) can reach 10 Gbps, and access to that service tier requires installation of fiber to the premise.” NAD, however, said Comcast can tweak the claim by qualifying it to make it clear they’re adding improvements that’ll let it achieve 10G and that 10G is an aspiration. Comcast will appeal the decision to the **National Advertising Review Board**, saying it “disagrees with NAD’s decision, including NAD’s determination that the Xfinity 10G Network brand name constitutes an ‘express claim.” – **Charter** won’t need to make additional or prominent disclosures regarding Spectrum Mobile’s Speed Boost feature in a 30-second commercial for Spectrum Mobile and Spectrum One Mobile home internet services. In a Fast-Track SWIFT challenge originally brought forth by **AT&T**, the **National Advertising Division** looked if Charter should

make disclosures regarding Speed Boost more prominent to avoid a misleading or unsupported claim. AT&T claimed the commercial didn’t disclose the limitations of Speed Boost while conveying a misleading message about the feature’s performance and availability. NAD determined the advertisement reasonably conveys the message that Speed Boost is a feature available to Spectrum Mobile customers as part of a combined Spectrum One service.

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RATINGS

Hallmark’s premiere of “3 Bed, 2 Bath, 1 Ghost” was the most-watched entertainment cable program of the day and week across key demos. It was No. 1 among households, women and persons 18+, women and persons 25-54, W18-49 and total viewers, and for the week it was the top entertainment cable program for households, women and persons 18+ and total viewers. The movie’s success lifted Hallmark to the top entertainment cable network in weekend total day across households, women and persons 18+ and total viewers. The film garnered 3.9 million unduplicated total viewers on a L+3 basis.

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CARRIAGE

Xumo Play added **MAVTV Select** to its channel lineup. It’s another step in MAVTV’s FAST channel growth plan, bringing shows like “On the Rise” and “The Life” to the Xumo Play platform.

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‘FRASIER’ FRENZY IN BOSTON

“Frasier” premiered Thursday on **Paramount+**, and it’s celebrating with events and activations throughout Boston. It’s starting with a 30-foot-high Frasier crane in Boston that’ll be up today until 8pm and Saturday from 9am-6pm. Paramount+ will offer tossed salads and scrambled eggs through Saturday. The streamer is also hosting “Cheers” and Frasier trivia at the iconic Cheers bar. To top it off, Boston residents can get a free 30-day trial of Paramount+ with the promo code “Crane.”

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DOING GOOD

TDS is introducing a new initiative designed to honor educators in the state of Wisconsin. The “Most Valuable Educator” award will recognize a person working in Wisconsin schools who makes a difference in students’ lives and in their community. The winner will get four tickets to a Green Bay Packers game (December 17 when they host Tampa Bay) and the opportunity to bring a group of students to Lambeau Field for a stadium tour and meet-and-greet

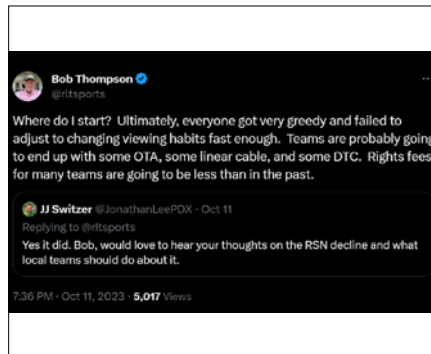
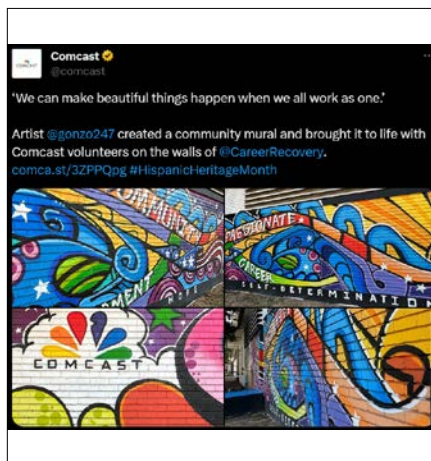
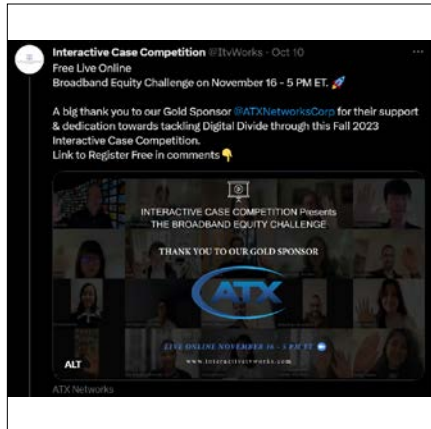
with a former Packers player. – **Breezeline** donated \$50,000 to Ronald McDonald House Charities of Central Ohio. The money will go toward supporting families who are staying at the facility and comes with Breezeline extending and activating its broadband network to the facility. Breezeline is also providing complimentary WiFi and TV services to the 206 guest rooms that are set to open next month following a \$42 million renovation project. Additionally, Breezeline distributed cyberbullying prevention resources to over 2,300 educators across 11 states in support of National Bullying Prevention Month. The company partnered with PACER’s National Bullying Prevention Center to create a conversation starter guide geared toward helping teachers and parents initiate conversations with children and teenagers about cyberbullying.

PEOPLE

Comcast tapped *Javier Garcia* as its next SVP, Competitive Marketing and Strategy for its Central Division HQ in Atlanta. Garcia—who was most recently SVP, Sales & Marketing for Comcast’s Florida region—will be responsible for driving strategic growth, competitive intelligence and product marketing. – **The CW Network** named *Ryan Sharkey* as its SVP, Programming and Content Strategy. He’ll lead the charge on the strategic growth of CW and its AVOD and FAST channel portfolio, while also overseeing the scheduling and acquisitions teams to streamline programming across all platforms. Sharkey was most recently SVP, Content Acquisitions at **NBCUniversal**. – **A+E Factual Studios** is growing its executive team with the addition of *Jhamal Robinson*. He’ll enter the newly created role of EVP, Head of Production, where he’ll head up all productions for the division via its brands Six West Media and Category 6 Media. Robinson will also be tasked with creating streamlined workflows for content development through delivery and managing production budgets. He’ll be based in LA and report to the division’s President *Sharon Scott*. Robinson was most recently VP, Physical Production at **Netflix** and also spent time at **Discovery** and **NBCUniversal**.

CABLEFAX DASHBOARD

Social Media Hits



Research

(Source: [UStelecom 2023 Broadband Pricing Index](#))

- > The price of providers’ most popular broadband speed tier dropped by 18.1% from 2022 (adjusted for inflation).
- > Even without factoring in inflation, broadband prices substantially lag the rising cost of overall consumer goods and services, which rose 4.9% from March 2022 to March 2023.
- > Since 2015, download speeds offered in the most popular tier increased by 141.5% while upload speeds skyrocketed by nearly 285%.

Up Ahead

- OCT 16:** [Cable TV Pioneers 57th Annual Banquet](#); Denver
- OCT 16-19:** [SCTE Cable-Tec Expo](#); Denver
- OCT. 19:** [FCC Open Meeting](#)
- NOV. 9:** Media Institute Communications Forum Luncheon Series
- DEC 6:** [Cablefax Most Powerful Women Luncheon](#); NYC

Quotable

“Congress provided a record amount of funding for the BEAD program, so it is frustrating to hear states claim that this is not enough money or try to exclude certain technologies that will help them achieve universal connectivity. This massive investment in broadband will not come again, nor should it be necessary... We are also concerned by some efforts by states to regulate the cost of broadband plans. Virginia, for example, asks providers to keep the cost of gigabit symmetrical service ‘at or below \$100 per month, inclusive of all taxes, fees, and charges billed to the customer,’ in order to receive full credit for affordability under its scoring system.”

– **Reps. Cathy McMorris Rodgers (R-WA) and Bob Latta (R-OH) in a letter to NTIA Administrator Alan Davidson**