

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

New Competition: MyBundle CEO on The Impact of Xumo, Charter-Disney

MyBundle.TV CEO *Jason Cohen* believes that **Xumo** is a no brainer for **Comcast** and **Charter**, and he would much rather be competing in a world where Xumo doesn't exist. That's because what's being envisioned through the JV is exactly where he sees his company, which now has partnerships with more than 180 broadband providers, heading. But he doesn't see any scenario where every cable operator in the country will switch over to the X1-powered platform, and that's why he is confident MyBundle.TV continues to have plenty of opportunity to grow.

"If you compete with Comcast or Charter, I think you'd be crazy to use anything related to their system, their device... For the future of your business, you should not be dependent on them for anything," he told **CFX**. "But if you don't compete with them, if you're a cable operator who has your own area, I think you've got to take a really good look at [Xumo] and it's probably a great option for you."

Like Xumo, MyBundle's platform helps broadband providers navigate the shift away from linear TV and toward streaming, aggregating various viewing options under one umbrella and providing consumers with tools to more easily manage their streaming subscriptions. Its streaming marketplace offers a mix of FAST and SVOD options, and consumers can create profiles to track streaming costs, build custom watchlists across their mix of services and receive personalized recom-

mendations.

It has also struck partnerships with providers such as **CenturyLink**, **Frontier**, **Metronet** and **Allo Fiber**. Operators can launch its free streaming service, offer streaming credits through MyBundle as part of broadband packages and gain access to sales tools to help agents sell packages of broadband and streaming services through MyBundle. Cohen added that MyBundle is device agnostic while Xumo users will be tied to the Xumo Streaming Device. Charter is currently deploying the Xumo device, with Comcast and **Mediacom** expected to soon follow suit and talks are underway with other MVPDs.

MyBundle is continuing to add more FAST channels and streaming tools to its portfolio, even striking a partnership with commerce platform **Bango** last month to expand the range of subscription services offered by MyBundle. But Cohen is interested to see how consumers respond to Xumo and what success looks like for Comcast and Charter.

"I could surely tell you that something that is success to Charter and Comcast versus what will be successful for MyBundle...it's one of the biggest advantages we have. We can do things that could make a really big deal for us, make a really big deal for our partners and for, frankly, the industry," he said. "And for the CFO at Xumo, it might be almost a rounding error."

Cohen was also closely watching in August when **Disney** networks went dark on Charter due to a carriage dispute between the two that was ultimately resolved by a landmark deal that bridges the gap between linear and streaming video options.



Cablefax

MOST POWERFUL WOMEN

DECEMBER 6, 2023

Have You Heard The News?

Emmy Award winning journalist, **Alicia Quarles**, is the 2023 Keynote Speaker for The Most Powerful Women Luncheon.

Where: The Edison Ballroom • 240 W 47th St, New York, NY

When: Wednesday, December 6, 2023

[REGISTER TO ATTEND](#)



He's of the mind that broadband and cable providers have a great front row seat to lead the re-bundling of streaming, and the Charter-Disney deal seemingly affirmed that.

"My personal belief, the reason why we call the company MyBundle, is each end consumer should be able to pick their own bundle. I think that's where we're heading, I think there's more acceptance that that makes sense, and I think there are ways to do it that work for everybody," he said. "What is the melding of streaming and video, and what's live and what's on demand? Honestly, I think antennas make a massive comeback... as costs keep going up and up and up. We're back to the future, I guess."

Next year is one of growth for MyBundle, Cohen hopes. The team has more than doubled due to recent expansions, and he promised that more products are coming along with fresh ideas from the newest members of the marketing and partner relationship divisions. "The last six weeks really started MyBundle 2.0. The first two, three years was really about setting up the foundation, and we're building, as we speak, the next layer of that cake."

BIPARTISAN BILL PLACES EDGE PROVIDERS, ISPS IN USF BASE

Three senators introduced legislation Thursday that would aim to revamp the contribution base of the Universal Service Fund. Sens. *Markwayne Mullin* (R-OK), *Mark Kelly* (D-AZ) and *Mike Crapo* (R-ID) introduced the Lowering Broadband Costs for Consumers Act of 2023, directing the **FCC** to require contributions from edge and broadband providers. Assessments of edge providers would be limited to only those with more than 3% of the estimated quantity of broadband data transmitted in the United States and more than \$5 billion in annual revenue. The bill would also direct the FCC to adopt a new mechanism under the existing USF high-cost program to provide specific, predictable and sufficient support for expenses incurred by broadband providers that are not otherwise recovered.

SUBSCRIBERS STAYING LOYAL TO LIVE TV STREAMING SERVICES

Customers that try live streaming services are some of the most loyal of them all, according to the latest **J.D. Power** data. The likelihood of live TV streaming customers switching services in the next year is 12%, but that number rises to 21% when you ask the same question to cable and satellite customers. The factor driving the biggest wedge between customers and cable and satellite services is the cost of service, but live TV streaming providers also earned gold stars for customer

care, performance and reliability and billing management. **YouTube TV**, scoring 795 on a 1,000-point scale, was ranked as the best among live TV streaming customers. It beat out **Hulu + Live TV** (785), **Sling TV** (772), **DirectTV Stream** (748) and **Fubo** (742). In the cable and satellite corner, **DISH** scored top marks in the North Central and South Regions to become the highest ranked of those providers with a score of 709. **DirectTV** (705), **Charter** (700), **Comcast** (697) and **Cox** (692) closely followed.

PACE U WINS INTERACTIVE CASE COMPETITION

It was a battle of the minds at the 2023 **Interactive Case Competition** Thursday evening, where the topic of this year's event centered on broadband equity and bridging the digital divide. After the six teams presented their blueprints to expand broadband access, it was Team No. 2 from Pace University that was deemed the winner with its focus on adaptability and supplying proper resources for those with a disability. "We've long had an underinvestment in taking care of disabled folks in the United States, and I think it's particularly problematic because [the] disabled are disproportionately also low income," *Larry Irving*, Chairman of **PBS'** board and President of the **Irving Group**, said. Irving was one of three judges alongside **Horowitz Associates** President *Howard Horowitz* and **ATX** President/CEO *Dan Whalen*. The winning Pace team cited **Pew Research Center** data stating that 23% of people with disabilities say they never go online and 57% don't have a home broadband connection. Its presentation also took note of **Comcast's** Project UP initiative as well as **Charter's** commitment to making movies and TV programs more accessible for blind and low-vision users. The Pace team was joined at the competition by teams from New York University, Drexel University, another team from Pace and two teams from the University of Miami. Team No. 2 from Miami focused on senior citizens and highlighting how broadband can combat social and economic isolation, while Pace's other team looked at engaging the Gen Z and 50+ audiences, using data from the ACP dashboard to show states including North Dakota, South Dakota, Idaho and Utah exhibit lower-than-average enrollment ratios among those two demographics. NYU's team quickly jumped to the issue of the gap in healthcare, and Team No. 1 from Miami took a different approach to its digital divide solution by proposing a tax credit system designed for low-income households to have easier access to broadband. Drexel—which was the Audience Award winner—also targeted the senior demographic with a proposal centered on education initiatives and making caregivers "ambassadors" for broadband adoption.

FIBER FRENZY

WOW! greenfield expansion continues as the company's services are now available in Casselberry, Forest City and an additional townhome community in Altamonte, Florida. Customers can get in on WOW!'s symmetrical internet speeds of up to 5 Gbps. WOW! is looking to reach 150,000 homes passed in Seminole and Orange Counties, with construction ongoing in Longwood, Winter Springs, Lake Mary, Sanford and Sanlando Springs.

CARRIAGE

The **ESPN** app, including **ESPN+**, is now available on **LG** Smart TVs. The news is applicable on all 2020 and newer models, including those from LG's OLED lineup. Availability on 2018 and 2019 models is expected to come at a later date.

DISH LAUNCHES EVOLVE M1

DISH Business introduced an Evolve M1 device built for commercial deployments. The Google-certified Android device utilizes a user-centric feature set to provide an in-room entertainment experience, also allowing guests to access streaming apps through its OnStream service and individualized information screens. Evolve M1 lets hoteliers restrict the user interface to prevent guests from tampering with crucial settings.

TVSCIENTIFIC RETAIL AD PLAN

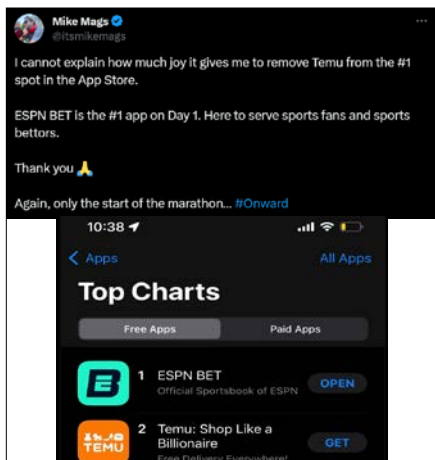
The CTV performance advertising platform **tvScientific** rolled out its Retail Performance TV media solution. It lets advertisers leverage granular retail data such as foot traffic, purchase history and location-specific interests to target CTV ad campaigns on a cost-per-outcome basis. Retailers can target TV ads to specific households based on search and purchase history while factoring in retail store visits.

EDITOR'S NOTE

Cablefax Daily will not publish next week in observation of the Thanksgiving holiday. Your next issue will arrive in your inbox on Monday, November 27. We're thankful for our readers, and hope you enjoy the break with family and friends!

CABLEFAX DASHBOARD

Social Media Hits



Research

(Source: Hub Research "Conquering Content" [Report](#))

- > More than 60% of consumers said they're more likely to choose platforms with better search, discovery and recommendation tools. That's up from 56% last year.
- > Nearly two-thirds of viewers say their current favorite show is an older show that's been on for several seasons, up from 54% in 2021.
- > 43% of respondents expressed that they like having so many TV shows available across platforms these days, up from 35% in 2022.
- > 8% of respondents said the amount of content available is overwhelming and something they dislike. That's down 1% from last year.

Up Ahead

- DEC 6:** [Cablefax Most Powerful Women Luncheon](#); NYC
- JAN. 9-12:** [CES 2024](#); Las Vegas
- JAN. 16-18:** [NATPE Global](#); Miami
- FEB. 25-27:** [NCTC Winter Educational Conference](#); Las Vegas

Quotable

"We're a big sponsor of sports, we have to be. But what we try to look for in sponsorships is where can we do more than just get our name out there... what we're trying to do is showcase the unique capabilities of our world-leading 5G network. As the presenting sponsor of this race, we're powering all of the track connectivity... In Las Vegas right now, the average download speed customers are getting is over 900 Mbps. We're powering not just connectivity for all the fans, but through a unique 5G network slice, the operations of the race itself... We are entertaining CIOs and business leaders and showcasing for them what our unique standalone 5G network can do with dedicated 5G networks with a slice of spectrum dedicated to them. We're showcasing that to them with a hospitality program because we want the reach of this sponsorship to be nationwide, government and enterprise leaders start to adopt dedicated 5G networks."

- T-Mobile CEO Mike Sievert on CNBC's "Squawk on the Street" Talking its [F1 Sponsorship](#)