

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Safety First: NTIA Releases Policy Recommendations for AI Accountability

Nearly one year after NTIA opened its request for comment on policies to create earned trust in AI systems, the agency released its first AI Accountability Policy Report.

The report follows up on a request for comment that saw more than 1,400 stakeholders and members of the public offer suggestions on how to create earned trust in AI systems. The agency used the document to call for independent audits of high-risk AI systems. The belief is that concrete accountability policies will be key to helping AI system developers demonstrate that their systems are safe to engage with.

In total, the AI Accountability Policy Report made eight sets of policy recommendations across three distinct categories: guidance, support and regulations.

Starting with guidance, NTIA said the federal government should work with stakeholders to create guidelines for AI audits and auditors. Beyond that, it said the government should collaborate with industry to improve standard information disclosures, including through the creation of AI nutrition labels. Discussions should also be had around the application of existing liability rules and systems to AI systems, as well as what rules and standards are still necessary.

On the regulatory front, NTIA recommended that federal agencies require independent audits and inspections of high-risk AI model classes and systems, especially those with a high risk of harming rights or safety. It wants to see the federal

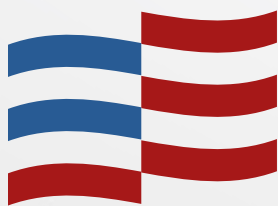
government bolster its ability to address practices related to AI across different sectors of the economy, and it asked agencies to require that government suppliers, contractors and grantees adopt sound AI governance and assurance practices.

At the same time, NTIA doesn't want to make it harder for private industry to safely interact with AI systems. That's why it urged the federal government to establish and fund a national AI research resource and support the U.S. AI Safety Institute. It is NTIA's belief that federal agencies should be leading the way and supporting the creation of widely applicable tools to assess when AI systems are being used, on what they were trained and any capabilities or limitations they may have.

It wasn't just NTIA that wanted to discuss AI. Senator *Ted Cruz* (R-TX) and **American Enterprise Institute** Visiting Scholar *Phil Gramm* wrote an [op-ed](#) for *WSJ*, arguing that the *Biden* Administration's approach to AI would impede the technology's development, drive up the costs of the benefits it promises and hold the nation back from leading the globe when it comes to AI. In particular, the pair took several issues with AI-related inquiries launched by **FTC** Chair *Lina Khan*, particularly those that are aimed at investigating the intersection of AI and discriminatory practices.

"Regulating AI to prevent discrimination is akin to the FTC's regulating a cellphone's design to enforce the do-not-call registry. There is virtually no limit to the scope of such authority," the op-ed said. "Under what constitutional authority would Congress even legislate in the area of noncommercial speech?"

This isn't the end of NTIA's adventures into AI. Last month,



## AMERICAN BROADBAND CONGRESS

BEAD & BEYOND IN 2024

JUNE 13, 2024 - WASHINGTON, D.C



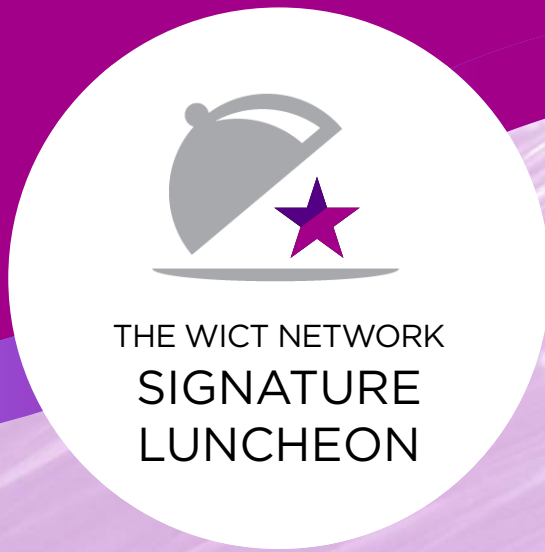
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it opened a request for comment asking for feedback on the risks, benefits and potential policy moves related to AI models with widely available model weights. While these models could accelerate the pace of AI safety research and how widely the benefits of AI could be felt by the public, but there's also a risk of an increase in the scale and likelihood of potential harms from the models. The responses will be used to create a report to President Biden with findings and policy recommendations.

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## HULU, DISNEY+ COMBO GOES LIVE

The **Disney+** and **Hulu** combination went live in the U.S. on Wednesday, making the move to house all Hulu content on the Disney+ app official following a testing period. Hulu content will begin to appear in Disney+'s content recommendations, sets and collections, including titles such as "The Bear," "Shogun" and "Only Murders in the Building." Disney Entertainment President, Direct-to-Consumer **Joe Earley** said those three shows in particular performed well with subscribers who typically viewed more Disney+ content during the beta period. Plans for the Disney+ and Hulu bundle remain at \$9.99/month for the ad-supported option and \$19.99/month for the ad-free tier. Disney+ by itself also remains at its normal \$7.99 or \$13.99/month options, and folks can get Hulu only for \$7.99/month or \$17.99/month without ads. To commemorate the combination, Disney+ rolled out a refined logo with the familiar "Disney+" text and shooting star, but with a new color that draws inspiration from Hulu's green and Disney+'s blue. Disney will also roll out a marketing campaign in the coming days and weeks that'll entail out-of-home placements, custom broadcast and digital spots, cross-branded social media posts and on-site activations.

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## I3 BROADBAND IMPACTED BY FIBER CUT

**i3 Broadband** was the victim of a fiber cut Monday that impacted service to a significant portion of its customers. The cut was caused by a third-party construction crew with no affiliation to the operator. Service was restored by Wednesday evening at 5:45pm ET. "i3 immediately deployed personnel and entertainment and worked through the night to restore services and keep customers informed. Rest assured, we know how important internet connectivity is and we do everything in our power to ensure these types of issues do not happen," the company said in a [post](#) on **X**.

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## SPECTRUM PIPELINE ACT EARNS CTIA STAMP OF APPROVAL

Senators **Ted Cruz** (R-TX) and **John Thune** (R-SD) introduced the

## The **WHO** and the **WHY**

CFX's spotlight on recent new hires & promotions



**GREG Drebin**  
HEAD OF CONTENT AND MARKETING  
AXS TV & HDNET MOVIES

### 3 THINGS TO KNOW

- Anthem Sports & Entertainment is looking to expand the viewing demographics and consumer popularity of its AXS TV and HDNET MOVIES properties. The company hired Greg to use his background in content and marketing to drive audience growth on traditional and digital platforms. He'll report to AXS TV and HDNET MOVIES President Andy Schuon.
- Greg and Andy have a long history of working together. The two spent time at MTV and CBS Radio, and they were co-founders of Universal's International Music Feed Network. "Very excited to be joining my longtime creative collaborator and business partner, Andy Schuon, as his new Head of Content and Marketing for AXS TV and HDNet Movies," Greg wrote on a LinkedIn post. "Watch this space for great things to come."
- Greg was most recently Chief Content Officer at Loop Media, but before that, he spent nearly six years at 20th Century Fox Television Distribution. He rose to EVP, Worldwide Marketing, Publicity and Research, overseeing global marketing and promotional initiatives for the studio's film and TV offerings. Greg also managed the company's London-based Fox Networks Group Content Distribution marketing and research divisions for The Fox Network International Channels, which included National Geographic's original series and library. Before Fox, Greg spent over five years at Warner Bros. International TV Branded Services, where he launched and operated more than 50 channels across 35+ countries.

Spectrum Pipeline Act of 2024 earlier this month to expand commercial access to mid-band spectrum, among other things, and it is gaining more supporters by the day. **CTIA** SVP, Spectrum **Umair Javed** applauded the bill during an appearance at a Georgetown Center for Business and Public Policy event Wednesday, particularly for its reauthorization of the FCC's spectrum auction authority and its requirement that **NTIA** identify at least 2,500 MHz of midband spectrum to support commercial innovation. "I think the strength of the bill from Senator Cruz is that they don't identify specific bands of spectrum, and so they require NTIA to identify within a certain timeframe what spectrum could meet that requirement, and that's something that NTIA would undertake. That lines up nicely with the national spectrum strategy, which also requires two-year studies," he said. "It is honing in on that lower 3 GHz band and that 7-8 GHz band as places to find spectrum to support commercial innovation.

## COMCAST TALKS DETAILS ON ITS PATH TO CARBON NEUTRALITY

**Comcast** is well on its way to hitting its goal of being carbon neutral by 2035 in Scope 1 and 2 emissions. In a Wednesday blog [post](#), **Comcast Corp.** VP, Corporate Strategy and Environmental Strategy *Sara Cronenwett* said the company signed new wind and solar agreements in 2023 alone that, when completed, will total more than 840,000 MWh per year. Its current contracted total is now 1.2 million MWh per year, which equals avoiding the emissions of 100,000 homes' electricity use for a year. That represents roughly 25% of its projected 2026 energy load when the projects come online. **NBCU** has also begun or completed construction on new onsite solar projects at Florida's Universal Orlando Resort, the Universal Studios Lot in California, **NBC** and **Telemundo** stations in D.C. and more. "Our holistic approach supports the diverse and growing market for clean and renewable energy, along with the broader clean economy," she said. "It also provides our customers with more sustainable connectivity, platforms, content, and experiences, as our expanding clean energy portfolio will increasingly reduce the carbon footprint of our network, studios, theme parks, and offices."

## XFINITY MOBILE EMBRACES UNLIMITED PLANS

**Xfinity Mobile** unveiled new unlimited plans that it hopes will simplify its data options and save consumers money. Unlimited and Unlimited Plus plans start at \$40/line and include 5G speeds. The base unlimited plans include unlimited mobile hotspot usage at 3G speeds, SD video streaming and 30GB of monthly premium data. The Unlimited Plus option allows for a mobile hotspot of 15GB at up to 5G/4G LTE speeds, HD video streaming and 50GB of monthly premium data.

## AT THE COMMISSION

The **FCC's** Robocall Response Team is removing **BPO Innovate** from the Robocall Mitigation Database, meaning all voice service providers and intermediate providers must cease accepting direct traffic from the voice service provider. The ruling comes after BPO Innovate did not cooperate with robocall investigators or file a detailed plan for mitigating the presence of illegal traffic on its network. – FCC Commissioner *Anna Gomez* and Representative *Darren Soto* (D-FL) hosted a roundtable at the Orlando Veterans Affairs Medical Center Tuesday with social workers and community stakeholders centered on the positive impact of the Affordable Connectivity Program on veterans and their families.

## FIBER FRENZY

Residents and businesses in Killeen, Texas, will soon get

**Metronet's** fiber internet offerings thanks to a multimillion-dollar investment from the company. The pre-construction process has begun before the two-year construction process kicks off. The first customers in Killeen that'll be connected to Metronet are expected to come by this fall. – **GoNetspeed** is live in Portland, Maine. The company's \$8.5 million investment in the city brings its service to over 13,000 homes and businesses. GoNetspeed offers symmetrical speeds ranging from 500 Mbps to 2 Gbps.

## PROGRAMMING

**Fox Nation** inked a deal with filmmaker *Martin Scorsese* for an eight-part docudrama titled "Martin Scorsese Presents: The Saints." Each one-hour episode will focus on a specific Saint and examine their respective impacts. The first four episodes will come Nov. 16 and the remaining four will be released in May 2025. – *Jonathan Knight*, *Kristina Crestin* and "Farmhouse Fixer" are returning for a new third season. The eight-episode campaign will begin April 23 at 9pm on **HGTV** and be available to stream the same day on **Max**. – **Lifetime** greenlit a new original movie "Gaslit By My Husband: The Morgan Metzger Story." It's based on a true story and will film this month. The movie will premiere as part of Lifetime's "Ripped from the Headlines" slate this summer. – **Starz** dished out an early renewal for its drama series "Power Book III: Raising Kanan." The show's third season wrapped up in February and Season 4 is currently being filmed in New York. No timetable was given for Season 5. – **Food Network** is cooking up a new competition series "Next Baking Master: Paris." Ten American bakers will get access to iconic pastry shops in the French capital and compete for a full suite of professional appliances valued at \$25,000. It'll premiere May 6 at 9pm. – "The Jinx – Part Two" will be released on **HBO** on April 21 at 10pm, available to stream on **Max**.

## PEOPLE

**Hallmark Media** is expanding the role of *Daryl Evans*. After serving as the company's Senior Director, Diversity, Equity and Inclusion, he'll shift to Senior Director, Internal Communications. Evans' new role will see him lead internal communications efforts as well as DEI strategy within Hallmark Media. He'll report to Chief Culture and Strategy Officer *Sabrina Wiewel*, who's leading a newly created sector within the company that's focused on culture, employee experience and strategy development. Evans has been with Hallmark Media since 2012. – *David Gibber* was promoted to EVP/Chief Legal Officer of **Sinclair** after serving as SVP/General Counsel since 2019. Gibber will continue to manage the legal, regulatory, distribution and network affiliate functions for the company. He joined Sinclair in 2011 and has held several leadership roles in addition to serving on the boards of **YES Network** from 2020-23 and currently CAST.ERA.

# Think about that for a minute...

## The Cable Comeback

Commentary by Steve Effros

It's happening faster than I thought it would: the realization that the "cable" model of delivering video was the right, and probably only workable business model. "Cable," is making a "comeback." It may not look quite like "your father's" cable, to steal the old Oldsmobile advertising line, but look under the hood, and you'll see that it sure appears similar to the model we've known and loved (or hated) for years!

A refresher: cable television started out as an antenna service to deliver broadcast video to rural markets. "Cable," or "CATV" as it was originally called (community antenna television) was the delivery mechanism, and folks paid for that delivery. Things got more complicated when those antennas could pick up "distant" television signals, or the cable companies used microwave transmissions to bring in additional signals. The local TV stations didn't like the new competition with their carefully designed monopoly markets.

The government started to realize that cable was more than simply an antenna, and instituted rules requiring the origination of programming and the protection of those local broadcast stations. Then folks like Ted Turner saw the opportunity of creating nationwide "networks" that were not controlled by broadcasters. CNN, The Weather Channel, ESPN and a whole host of other "cable channels" were born. The "cable operator" with his or her delivery infrastructure wound up paying to deliver those additional channels and passed that cost on to customers along with the cost of delivering the local broadcast signals, which, by now, were required to be delivered (and paid for through "retransmission consent.") The price of the service escalated and the options increased. "Pay" services, like HBO, were optional additions for customers, but they, too, kept increasing their prices as competition for good video products went up. Eventually the whole structure started to wobble as the pass-throughs, and tie-ins of additional channels bloated the service offering and subscription cost.

Enter new competitors: satellite, and now "streaming." There is a difference between the two, however, and it's important. Satellite delivery is very similar to cable, the infrastructure owner aggregates

the product and offers it in a simple-to-use form to customers. They can choose to take or not take some of the options, like HBO, for instance, but the basic "package" was required to be a "bundle" because the programmers demanded that.

Streaming is different. It was the programmers themselves who feared the demise of the bundle, and challenged it by selling their own services "DTC" ..direct to consumers. The big difference? "Cutting the cord"? Nope, the cord (the cable/broadband delivery) was never cut. What changed was who sent the bill and the fact that customers now have to deal with multiple channels with multiple vendors, different "apps," individual passwords and all sorts of other hassles, not the least of which is a lack of a unified "user interface" where customers can easily find and go to the programs they want to watch.

Well, things are already starting to revert. The Disneys and Hulus of the world are starting to "bundle" themselves because viewers are getting incensed at the streaming glitches, the multiple bills and the "walled garden" approach of each individual "DTC" programmer. The most successful services, like YouTube TV, Hulu+live (i.e. local broadcast stations) and the like are realizing that the surge in "streaming" subscribers by the numbers has not led to a profitable business plan. Competition with the likes of Netflix has forced prices up to the point where the "average" customer is paying close to what that old bloated cable bill was, for a less convenient format. The solution: the aggregated service offering is

coming back! The difference: the deliverer (the cable guy) doesn't have to send the bill for the programmer! The "cable comeback" is on its way.



*Steve*

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(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

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