

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Q&A: CTAM, Harvard Business School Shape Cable Leaders

With how quickly the cable industry is evolving on a daily basis, more educational and leadership programs are tailoring their content to equip executives with the tools to stay ahead of the curve. **CTAM** is doing just that with its Executive Management Program, a course hosted at Harvard Business School that was developed by CTAM and its Educational Foundation for rising stars among media, entertainment and related technology businesses that are CTAM patron companies.

The coursework is shaped by CTAM's patron companies so that the content remains relevant to the day-to-day issues executives face. Educators from HBS teach the program as well as authors and researchers from different fields that pertain to cable, with much of the work involving a dissection of case studies throughout the week-long program.

CTAM reports that 97% of participants say CEM contributes toward the formation of ideas and actions that are applied to their respective companies. We spoke with **Hallmark Media** Chief Communications Officer Annie Howell about CEM and the takeaways she had from this year's program.

What motivated you to participate in CEM?

After decades in the industry, and a number of friends and colleagues who experienced it prior, I knew the reputation of this program and wanted to experience it for myself. As a forever learner, I am always seeking ways to get out from the walls of

my own company to meet and share perspectives and insights with others in the industry and beyond.

What did you learn participating in this year's program? Was there anything surprising or something that really caught your attention?

Despite differences in companies, roles, levels and more, we are all experiencing constant and increasing disruptions that force strategic pivots and decisions—the question is, are they the right pivots and decisions and the right timing? With each case study, we thought we'd solved, there was a deeper or different way to think and look at strategic decision-making.

What was the collaboration like among participants, and how did that enhance the overall program?

For the most part, every participant came to learn and to engage. I was inspired by the level at which people in the classroom and the smaller group discussions were sharing their point of view, respectful disagreements, and pushing each other to think differently or share insights and perspectives that, in some cases, were quite sensitive. There was trust and commitment that was enlightening.

How did that collaboration also serve as a chance to network with other participants/colleagues?

Six days of discussion and socializing in the evening was a tremendous benefit. I made many new friends I would not have known if not for this program. My discussion team has a WhatsApp group, and we stay in regular contact—with check-ins to



NOMINATE NOW

Cablefax recognizes the 2024 Most Powerful Women for outstanding qualities including influence and leadership within the cable and broadband industry, as well as dedication to empowering other professionals to grow and thrive. Join us in honoring these women who break boundaries and set new standards.

share updates, discuss breaking news and more.

Was there a moment during the program when you felt challenged? If so, how did you overcome it?

I was mostly challenged with the amount of prep, which I took seriously, and was glad I did all the reading and questions before my arrival. The topic that challenged me the most was evaluating companies. I overcame the challenge by telling my colleagues that it was foreign to me and that I was struggling with the case study. I learned and challenged many of my colleagues, some of who are in finance as a career. It was insightful and I learned a lot that day.

How is CEM different from other programs or leadership events you've attended in the past?

I have attended countless programs and I get so much out of every and all opportunity to learn something new. The case study method and small group discussion mixed with larger classroom engagement were completely different, effective and impactful. If I could do this program every year, I would.

SKYDANCE TELLS PARAMOUNT TO STOP BRONFMAN TALKS

Skydance Media is laying down the law with **Paramount**. After *Edgar Bronfman Jr.* officially submitted a bid to purchase **National Amusements**, Skydance is now accusing Paramount's special committee of directors of breaching the terms of its deal by extending the go-shop period the two sides agreed to, according to a *Wall Street Journal* [report](#). Skydance and Paramount's go-shop period was set to expire Wednesday, however, with Bronfman Jr.'s bid coming in, Paramount extended that window to Sept. 15. Skydance wrote a letter to Paramount's special committee claiming its bid remains superior to Bronfman Jr.'s, which was initially estimated at \$4.3 billion but has since been given a boost to around \$6 billion.

PEACOCK OLYMPICS BUMP

The Paris Olympics drew in plenty of viewers for **NBCUniversal**, but how much of that turned into subscribers for **Peacock**? **Antenna** found that the streamer had 2.8 million signups between July 25-31. That's a little less than the 3 million signups observed for the exclusive NFL Wild Card game Peacock had earlier this year and the 3.4 million signups for Paramount+ from Super Bowl LVIII. It should be noted that those are single-game events while the Olympics stretched over the course of a few weeks. Average daily signups for Peacock during the first week of the Olympics came in at 398,000, which is a 5.6X increase compared to the prior 8-week window.

DNC RATINGS

Night 1 of the Democratic National Convention reeled in an average of 20 million viewers across 13 networks, slightly up from the 18.1 million recorded on the same networks during the first night of the Republican National Convention. The DNC's second night in Chicago saw a slight increase to 20.6 million viewers across 12 networks compared to the RNC Day 2 average of 14.8 million. More than 13 million people streamed the first and second nights of the DNC on various platforms.

ALTICE MOBILE SETTLES OUTAGE REPORTING VIOLATIONS

The **FCC** Enforcement Bureau entered into a consent decree to resolve its investigation over whether **Altice Mobile** violated its rules for submitting network outage filings for outages that occurred on March 18 and July 19, 2023. To settle the matter, Altice admitted it violated the reporting requirements. It will implement a three-year compliance plan and pay a \$96,000 civil penalty.

GUAM GETS BEAD APPROVAL, PORTALS STARTING TO OPEN

NTIA approved Guam's initial proposals for BEAD. The territory was allocated over \$156 million to deploy or upgrade high-speed internet networks to ensure that everyone has access to reliable and affordable service. As of Friday, NTIA has approved 36 of the 56 initial proposals from states and territories. The country's three most-populated states—California, Texas and Florida—are among those still awaiting NTIA's OK. Meanwhile, Louisiana has begun [accepting](#) grant applications. The first round to apply for its \$1.3 billion in grants closes Aug. 29, with a second round to be held later. Companies pre-qualified for bidding include **Comcast**, **Cox Communications**, **AT&T**, **Brightspeed** and **Vexus Fiber**. Montana has also opened its [portal](#) for BEAD applications, accepting both pre-qualifications and main round applications. The portal will remain open through Oct. 15.

READY FOR WEEK 0

College football will officially kick off this weekend as a handful of teams compete in "Week 0." **ESPN's** "College GameDay" will begin the season with a historic live show in Dublin, marking the first time the show has made an international stop. Host *Rece Davis* will be joined by analysts *Kirk Herbstreit*, *Desmond Howard* and *Pat McAfee*. Former Alabama

head coach *Nick Saban* will also be making his debut on the show. College GameDay will air on Saturday from 9 a.m. to noon. ESPN and **ABC** also set the commentator crews for the season. Marquee matchups will feature longtime contributors Chris Fowler and Herbstreit, with reporter *Holly Rowe* on the sidelines. The secondary broadcast team includes *Sean McDonough* and *Greg McElroy*, with *Molly McGrath* reporting from the sidelines. Additionally, the trio of *Joe Tessitore*, *Jesse Palmer* and *Katie George* will rotate play-by-play and commentary duties for games.

from Tokyo. – **Apple TV+** is giving its thriller series “Criminal Record” a second season. Filming will take place in London. – **Netflix’s** action film “Bangkok Breaking: Heaven and Hell” will premiere Sept. 26. – Season 2 of the comedy series “Frasier” will premiere Sept. 19 on **Paramount+** with two episodes. New episodes will drop weekly across the U.S., Canada, U.K. and Australia. Additional territories will get the new season later this year.

PROGRAMMING

Prime Video will soon introduce the U.K. version of “Last One Laughing.” Comedian *Jimmy Carr* will host the show, which will be available globally in 2025. Elsewhere in Prime’s world, it’ll stream “Prime Video Boxing 10” across Oct. 13 and 14. The event will include seven major world title fights

PEOPLE

FreeWheel tapped *Kris Magel* as Head of Global Agency Partnerships. He’ll manage agency collaborations and oversee the company’s commercialization structure for agency partnerships while working with the executive team to identify revenue growth opportunities. Magel, who joins from **Samba TV** where he was Head of Agency and Publisher Solutions, will report to CRO *Katy Loria* and be based in New York.

CABLEFAX DASHBOARD

Social Media Hits

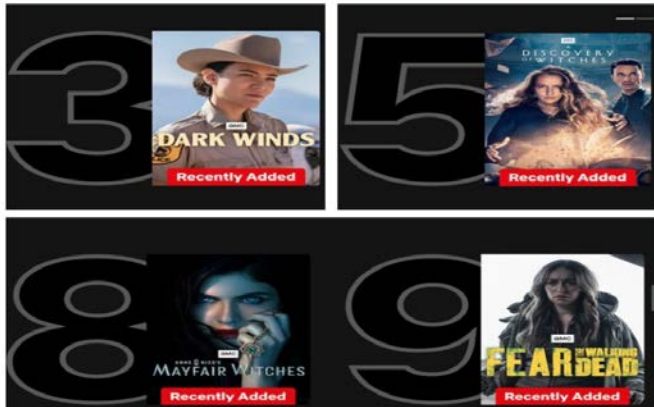
ACA Connects @ACAConnects · Aug 21
 Tonight, we had the special privilege of witnessing ACA Connects EVP & COO John Higginbotham be honored with the Lifetime Achievement Award at #TIS24. John, thank you your many years of dedication and commitment to ACA Connects Members and the industry! @johnataca1



Jake Tapper @jaketapper
 Nice to run into Young Sheldon himself, @IainLoveTheatre, at the CNN Grill last night —
 Trivia: his grandfather is former Bush Deputy Secretary of State Richard Armitage



Jim Maiella @jimmaiella
 Three days into 13 AMC shows being available on Netflix and the daily top 10 results are part Sally Field Oscar acceptance speech, part theme song from The Jeffersons.



Up Ahead

- SEPTEMBER 16:** Final Deadline for Cablefax Most Powerful Women **Nominations**
- SEPTEMBER 24-26:** **SCTE TechExpo**; Atlanta
- SEPTEMBER 29-OCTOBER 2:** **NTCA Fall Conference**, Indianapolis
- OCTOBER 21-22:** **WICT Network Leadership Conference**; NYC
- OCTOBER 22-23:** **38th Annual NAMIC Conference**; NYC
- OCTOBER 23:** **The Kaitz Dinner**; NYC