

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Change Up: Cox Content Chief, Two Division Heads Taking Buyouts

With employees who accepted **Cox Communications'** buyout offer set to leave the company at year-end, the operator is making changes to its structure. The final results of the voluntary separation program won't be clear until the end of the month, but **CFX** has already learned of a few big, planned departures.

*Anthony Pope* will retire as Region Manager for the Central division, which includes Arkansas, Iowa, Kansas, Louisiana, Nebraska and Oklahoma. *Linda King*, SVP, Market Expansion, Field Operations Strategy and Business Continuity Planning, will succeed him. *J.D. Myers* will retire as Region Manager for the East, with *Catherine Mitchell*, SVP Product Development and Management, to take on the role overseeing day-to-day operations from Massachusetts to Florida. *Sam Attisha* will remain the Region Manager for the West, Arizona, California, Idaho and Nevada.

Head of Content Acquisition *Suzanne Fenwick* will retire and be succeeded by *Mark Gathen*, currently VP, Content Acquisition. Fenwick, who has been at Cox for 25 years, was promoted to content chief in 2021, succeeding *Andy Albert*. She served as VP on the content acquisition team since 2013, leading negotiations for all major cable network deals and negotiating new media content rights. Gathen has been at Cox for more than two decades and was part of the team at **The Weather Channel** that launched Weather.com in the late '90s. Cox recently signed on to offer **Charter** and **Comcast's** Xumo Stream Box to its broadband customers.

Cox is restructuring and forming two business units—one for commercial and one for residential services. With video declining industrywide, Cox is reallocating resources to internet service and its growing Cox Mobile business as well as business services areas that include fiber infrastructure, managed IT and cloud services offerings.

"We're making the changes to better serve customers, reorganize the company to continue to remain competitive, focus on growth areas and reduce operational costs," said a company spokesperson. "While we have seen declines in video and home phone service revenues there is tremendous growth opportunity in mobile and managed IT/cloud services and fiber infrastructure in the commercial space."

Cox Business EVP *Jeff Breaux* will lead commercial business as EVP, Chief Commercial Officer, while COO *Colleen Langner* will lead residential business as EVP, Chief Residential Officer. CTO *Len Barlik* will serve in a new role as Chief Network and Field Operations Officer. Chief Marketing and Sales Officer *Mark Lawson* will see his position change to Chief Digital and Information Officer. *Perley McBride* will remain CFO, *Kia Painter* will stay in her role as Chief People Officer and *Jessica Shrum* continue as Chief Strategy Officer.

The voluntary buyout program is expected to impact about 5% of the company's total workforce, primarily in corporate management and other positions that do not interact directly with customers. During this week's joint **NAMIC** and **WICT Network** Town Hall, Painter touched on some of the challenges in the wake of the



VIEW HONOREES

## Congratulations 2024 Diversity & Pride List Honorees!

The Cablefax team is thrilled to announce the honorees for this year's Diversity & Pride List, recognizing the most influential multi-ethnic and LGBTQ+ executives in the industry along with our D&I Champion. New this year, we've interspersed Cablefax's Work Culture Awards to highlight the innovative and attractive work environments alongside the dynamic individuals of our Diversity and Pride Lists. [Visit our site to view the digital issue and read the Q&As from the honorees.](#)

voluntary departures. “My focus is on what do I have to do to accelerate the rebuild of this pipeline because we have some very talented people opting to go start their next chapters,” she said. “Those are some of the things my team and I, along with our business leaders, are really getting laser-focused on. What does the pipeline look like and who should we be thinking about as partners to help us, which is why organizations like NAMIC and WICT are so super critical to help all our businesses.”

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## REPORT: DISH CREDITORS NOT HAPPY WITH MERGER PROPOSAL

The long-awaited merger between **DirecTV** and **DISH** was [announced a month ago](#), and it's no surprise that there seems to be plenty of work left to be done before the deal becomes official. [Bloomberg reports](#) that DISH creditors informed attorneys for DirecTV that the current merger proposal is “unworkable,” according to a letter. The current offer would have creditors absorb nearly \$1.6 billion loss, hence their disapproval. The creditors submitted a counteroffer that held around \$8.9 billion of DISH notes and proposed to change a debt exchange that the deal would be contingent on.

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## FRONTIER TRIES TO CONVINCE VERIZON DEAL DOUBTERS

After some of its bigger shareholders publicly vocalized doubts about its acquisition by **Verizon**, **Frontier** has published a presentation laying out reasons why it believes the proposed deal is in its best interest. Frontier's board believes the all-cash offer of \$38.50/share, a 66% premium to the company's volume-weighted average share price of the last year, would give the ISP's shareholders immediate liquidity. The presentation also argues Verizon's price exceeded nearly all analyst price targets for Frontier ahead of the deal. And while concerned shareholders have laid out their arguments as to why Verizon should pay more for Frontier, the company's leadership warned everyone that a rejection of a proposal now doesn't mean another suitor will come knocking any time soon. “If the transaction is not approved, Frontier stockholders may face immediate loss of stockholder value with no assurance of equal or greater value in the future,” the company said in a statement. “Additionally, there are no assurances that Verizon or any other bidder will return with another offer.”

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## AT&T PAYS UP TO SETTLE EBB, ACP INVESTIGATION

**AT&T** is paying the **FCC** \$2,299,990 to settle an investigation into

whether it violated the rules of the Emergency Broadband Benefit Program and the Affordable Connectivity Program. In a consent decree, the Enforcement Bureau said from at least May 2021 through Dec. 2023, AT&T enrolled 3,912 subscribers by repeatedly using the same benefit qualifying persons to enroll multiple subscribers. Additionally, during roughly the same time period, 21 AT&T in-store sales representatives were associated with enrollments of at least 220 subscribers with incorrect benefit qualifying persons and customer email address information. In both October and November of 2023, AT&T also claimed reimbursement for 3,289 ACP subscribers despite those subscribers having more than 45 consecutive days of non-usage of their internet service.

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## NTIA AWARDS FUNDS FOR DIGITAL EQUITY PLANS

**NTIA** is approving more funding applications, this time from the \$1.44 billion State Digital Equity Capacity Grant Program. On Wednesday, the administration approved applications from Georgia (\$22.5 million), Indiana (\$15.1 million), New Mexico (\$8.7 million) and California (\$70.2 million). The funding will be utilized by the states for everything from developing and promoting digital inclusion tools to telehealth expansion and the deployment of digital navigators.

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## DISNEY RECLAIMS TOP SPOT IN MEDIA DISTRIBUTOR GAUGE

The Mouse House is back at the top of **Nielsen's** Media Distributor Gauge for the month of September. **Disney** took 11.3% of total TV usage, driven mostly because of large gains by **ESPN**, **ESPN2** and **ABC** broadcast affiliates at 101%, 165% and 25%, respectively. **YouTube** came second in the Gauge with 10.6% of the TV usage pie, while **NBCUniversal** came down from the Olympics momentum with 9.3%. **Paramount** and **Netflix** had 8.2% and 7.9%, respectively, and **Fox**—which climbed 1.3 points from August—had 7.3%.

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## ESPN OFFERS SIRIUSXM SUB DEAL

**ESPN+** and **SiriusXM** are working together to offer subscribers deals. Select SiriusXM customers in the U.S. can now get up to a six-month subscription to ESPN+, and all ESPN+ subscribers will be eligible for a six-month subscription to SiriusXM's streaming-only service beginning later this month. Eligible SiriusXM subscribers will start with Platinum VIP customers before being expanded to additional tiers next month. SiriusXM's streaming-only service will offer its full library found on the SiriusXM app.

## FIBER FRENZY

The city of Burkburnett, Texas, is now a certified gigabit city according to **Vexus Fiber**. The company's multi-gig fiber network is now available to a majority of households and businesses throughout the community. Vexus has been in the area for over a decade, having expanded its service to nearly 5,000 residents and businesses. – **Ritter Communications** started construction on its \$7 million project to bring its RightFiber service to neighborhoods in Texarkana. The company has already been present in the area for more than four years. Timetable for completion is to be determined.

## RATINGS

The **WNBA** hit a number of milestones on **ESPN** platforms this season. The WNBA Finals finished as the most-viewed championship round in 25 years behind an average of 1.6

million viewers, a 115% improvement compared to the 2023 Finals. The full-season results came in at 1.2 million viewers on average, making it the most-watched full season on ESPN platforms ever and up 155% from 2023. Notably, P18-34 and Women viewership were up 164% and 165%, respectively. The league had 32 total telecasts averaging more than 1 million viewers. The regular season alone averaged 1.2 million viewers.

## CHANGE IN ADDRESS

Time to update those Rolodexes. With the **Bally Sports re-brand** to **FanDuel Sports Network**, the company's email addresses will be changed to @fanduelsportsnetwork.com. Any emails sent to @sbgvtv.com or @ballysports.com addresses after Thursday will no longer be received.

# 📣 CABLEFAX DASHBOARD

## Social Media Hits

**Liberty Global**  
@libertyglobal

We've hosted our first-ever #Cybersecurity Awareness Week - a series of events and activities aimed at building knowledge around identifying and protecting ourselves against potential cyber threats. 📱🔒

**Interactive Case Competition**  
@ItvWorks

We're pleased to announce Pragash Pillai, CTO, @gethotwire, will join the Judges Panel for the Fall 2024 Interactive Case Competition: Broadband Equity Challenge 2.0 live online November 21 📅  
Hotwire is a Gold Sponsor of the MBA student case competition 🌐👏  
#broadbandforall

**iab.**  
@iab

Arepas for #HispanicHeritageMonth are becoming an IAB tradition! Our team gathered in the New York City office to cook together, talk about their culture, and discuss the foods they grew up eating.

## 📅 Up Ahead

- OCT. 31:** [Sixth Circuit Hears Net Neutrality Oral Argument; Cincinnati](#)
- NOV. 14:** [Horowitz Research Cultural Insights Forum; Miami](#)
- NOV. 17-19:** [NECTA Convention; Newport, RI](#)
- DEC. 4:** [Cablefax Most Powerful Women Celebratory Luncheon; NYC](#)
- JAN. 7-10:** [CES 2025; Las Vegas](#)
- FEB. 23-25:** [NCTC Winter Educational Conference; Atlanta](#)