

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Support Team: Harmonic, Corning Ride the Waves in 3Q Reports

Broadcom, Comcast and **Charter** made waves at **SCTE** TechExpo last month with the announcement they'd be working together to develop Unified DOCSIS chipsets. While that's an overall positive for the industry, it has complicated the near-term outlook for companies like **Harmonic** that have been impacted by the announcement.

"Until literally six weeks ago, Unified was limited to a small community of operators. Now, it's available to everybody. When I say everybody, some of them were on the sidelines because they were kind of desperate to do something, but DOCSIS 4.0 was undecided. There is Full Duplex, Extended Spectrum and they did not even have access to the technology," Harmonic President/CEO *Nimrod Ben-Natan* said on the company's earnings call late Tuesday. "With Unified becoming available, that solved that problem for them."

CFO *Walter Jankovic* called Unified a very positive step for Harmonic long-term from a market leadership perspective. It gives the company the opportunity to gain more share at the node level, but there may be some hurdles to overcome in the near term as customers adjust their plans.

"We're looking at various scenarios right now in terms of what that business is going to look like, and obviously working with customers to bring together their budgets and work with them as they set their firm plans for 2025," Jankovic

said. "I think in the short term, there's a potential challenge for us as we see customers reconsider their deployment plans, the deployment timing." With that in mind, Harmonic is being cautious about putting out expectations when it comes to 2025 until it has those in-depth conversations with customers.

Harmonic's revenue was \$195.8 million, up 54% compared to \$127.2 million in the prior year period, and broadband segment revenue came in at \$145.3 million. That's a huge leap forward from the \$75.8 million recorded in the year-ago period.

Meanwhile, **Corning** reported its results Wednesday morning, and it saw a massive lift off the back of Tuesday's announcement that **AT&T** agreed to a multiyear purchase agreement for the provision of next-generation fiber, cable and connectivity solutions to support the expansion of the company's broadband capabilities. The agreement is valued at more than \$1 billion.

It's all part of Corning's Springboard plan, the ultimate goal of which is to add more than \$3 billion in annualized sales along with strong incremental profit and cash flow by the end of 2026. Additionally, the company wants to achieve an operating margin of 20% by that same deadline.

The company has seen huge success with its GenAI products which were introduced in June. That lifted the company's Optical Communications division, which saw 3Q24 sales hit \$1.2 billion, up 36% YOY, and the enterprise por-



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.](#)

tion of the business hit record numbers, up 55%, because of the GenAI products.

“We’ve also introduced a set of innovations to help our customers build a new network to interconnect AI-enabled data centers,” CEO *Wendell Weeks* said on the company’s earnings call. As part of a deal with **Lumen Technologies** that reserves 10% of Corning’s global fiber capacity for each of the next two years, Corning recently launched the first outside plant deployment of its GenAI fiber and cable system. The system allows Lumen to fit anywhere from two to four times the amount of fiber into its existing conduit.

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OCTOBER RATINGS

Not only did **Fox News** top the primetime and total day cable rankers for October, but it also scored its second highest-rated October in network history during an election year. In prime, it delivered 2.8 million viewers and 359,000 in the 25-54 demographic, growing its audience by 30% year-over-year in total viewership and 40% in the 25-54 demo. In total day, Fox News’ drew 1.6 million viewers and 212,000 in the 25-54 demo. It has plenty of reasons to feel confident heading into election night, holding 94 of the top 100 cable news telecasts for the month. Plus, its viewership is up across the board. **MSNBC**, which ranked fourth in prime for October, saw its P2+ viewership in prime stay relatively flat (1.39 million in 2024 vs. 1.33 million in 2023), while **CNN** is up a bit YOY (830,000 vs 722,000). Compared to four years ago, MSNBC has quadrupled its viewership advantage over CNN in the month prior to the election (+87,000 viewers to +371,000). **Newsmax**’s prime viewership hit 319,000 in October vs 282,000 a year ago as it looks to continue narrowing the gap with CNN. October’s primetime runner-up **ESPN** saw its viewership rise YOY, averaging 2.3 million in total viewers vs 2.2 million a year ago. The net’s been helped by strong numbers for “College GameDay.” Through Week 9, viewership among 18-24s on ESPN platforms is up 41% compared to 2023. Rounding out the month’s top five cabler’s in prime are **TBS** (third with 1.5 million) and fifth-place finisher **Fox Sports** (1.2 million). In total day, Fox News handily took the crown with a 1.6 million P2+ average, compared to MSNBC’s 903,000 and ESPN’s 811,000.

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ASTRONOMERS ASK FCC TO STUDY SATELLITE MEGA-CONSTELLATIONS

More than 100 astronomy researchers, including professors at Columbia, Harvard and Yale, are asking the **FCC**

to look before it leaps when it comes to broadband satellite launches. “The environmental harms of launching and burning up so many satellites aren’t clear. That’s because the federal government hasn’t conducted an environmental review to understand the impacts,” they wrote in a letter last week. The scientists said the number of large satellites in the lowest level of low earth orbit has increased by 127 times and the overall number of large LEO satellites has increased 12 times in five years, led by **SpaceX**. And they warn that there could be an additional 58,000 launches by 2030. They’re asking the FCC to pause new satellite LEO launches until it conducts environmental reviews. “The long-term effects of this massive change to our environment aren’t clear. What is clear is that we can bring the world online without the unknown environmental harms of satellite mega-constellations,” they wrote. “The FCC should coordinate closely with the **EPA**, **NASA**, and other national and international regulators to require extensive environmental reviews for the new space age.”

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CARRIAGE

Starz and **YouTube** renewed their carriage relationship through a new multi-year deal that includes additional bundling opportunities and special promotional offers. In addition to YouTube’s Entertainment Plus add-on (which includes Starz, **Max** and **Paramount+ with Showtime**), Starz will also be available as a bundle with **MGM+** on YouTube TV. Starz said it will continue to expand its bundling options with other video services. The programmer first launched on YouTube TV in 2018. Today, the vMVPD boasts more than 8 million subscribers and 100+ channels.

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COMCAST, GOODWILL UNVEIL DIGITAL NAVIGATOR CERTIFICATION

Goodwill Industries International has partnered with World Education and **Comcast** to develop a new online training program aimed at providing comprehensive guidance and resources to secure competitive jobs and help close the digital divide. The Goodwill Digital Navigator Certificate is available to anyone interested in serving their communities as career counselors, coaches, library staff and other community supporters. Those who complete the training will earn a certificate through Coursera. The self-paced course costs \$49 and can be taken on a mobile device via the Coursera app or on a computer through Coursera.org.

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC | www.cablefax.com | 301.354.2101 | Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com | VP/Group Publisher, Cablefax and Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com | Managing Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com | Associate Editor: Noah Ziegler, 301.354.1704, nziegler@accessintel.com | Director of Business Development, Cablefax: Ellen Kamhi, 917.626.5574, ekamhi@accessintel.com | Production Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com | Group Subs/Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,999.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

OPTIMUM BUSINESS INVESTS IN LOCAL GRANTS

Optimum Business partnered with the **Edison Chamber of Commerce** in New Jersey to fund a grant program designed to support the local community. The program, dubbed Lifting up Small Businesses in Edison, New Jersey, will distribute \$5,000 grants to 20 small businesses to help support their growth and long-term success. Grant recipients who are new to the Edison Chamber of Commerce will also receive a one-year complimentary membership for 2025 to help them build their networks. Grant recipients are expected to be announced in early 2025.

AT THE COMMISSION

The **FCC's** Privacy and Data Protection Task Force struck a new Memorandum of Understanding with the **California Privacy Protection Agency**, a state entity dedicated exclusively to protecting consumers' privacy rights. The two agencies will work together to enforce privacy laws and ensure businesses and consumers are informed of their rights and obligations.

FIBER FRENZY

Add Iowa's Council Bluffs to the list of cities **Metronet** plans to bring its multigig speed internet to. It's set to be the 40th community in Iowa that the provider serves, joining Cedar Falls, Des Moines and dozens of others. Metronet's two-year construction plan is expected to connect the first customers next fall.

GEN Z FINDS THAT SOCIAL MEDIA IS NOT SO SOCIAL

If your plan to reach Gen Z focuses on social media, you may want to revise it. A new [report](#) from **The Video Advertising Bureau** highlights that the time spent on major social media networking apps for those 18-24 is down 25% YOY, with 83% of Gen Zs having taken intentional steps to distance themselves from social media. VAB suggests premium video, cinema and other real-life communal experiences may be the solution. "Shared experiences—like watching TV and streaming content and going to the cinema with others—provide Gen Z with a sense of community and excitement, standing in contrast to the isolation of social media. High-quality premium video content profoundly influences Gen Z's mood and behavior, providing brands with a unique opportunity to engage these highly attentive audiences," said *Jason Wiese*, SVP, Director of Strategic Insights for VAB.

PROGRAMMING

Bravo will debut new real estate series "Sold on SLC" Dec 4 following a new ep of "The Real Housewives of Salt Lake City." It follows Presidio Real Estate CEO *Jennifer Yeo* and her team of agents as they navigate impressive high-end properties and Salt

Lake City's LDS community. – **History Channel** will bow new non-fiction series "Mysteries Unearthed with Danny Trejo" on Dec. 6 at 10pm. The eight-episode series will reveal the history behind some of the world's most significant discoveries, from ancient animals uncovered as permafrost melts to amazing excavations. – **Magnolia Network's** November premieres include "Human vs. Hamster," a wacky competition series pitting humans against elite hamsters (premiering on cable and streaming) and a new season of home renovation series "Restoring Galveston" (cable only). – **Lifetime** gave the green light to a biopic of *Lisa Velez*, who was in the '80s pop group Lisa Lisa and the Cult Jam. "Can You Feel the Beat: The Lisa Lisa Story" will premiere next year. – A new adaptation of the 1999 film "Cruel Intentions" is set to premiere next month on **Prime Video**. The series explores the intricate social hierarchy navigated by the students at a D.C.-adjacent university. All eight episodes of Cruel Intentions will debut on Nov. 21. – **Apple TV+** series "Prime Target" starring *Leo Woodall* and *Quintessa Swindell* will premiere its first two episodes on Jan. 22. The thriller delves into the world of the NSA, numbers and conspiracies. Subsequent episodes of the eight-episode series will be released weekly every Wednesday throughout the season.

PEOPLE

Ericsson Chief People Officer *Maj Britt Arfert* will step down at the end of May. He's been a part of Ericsson for nearly four decades, joining the executive ranks in 2016. A recruitment process will begin soon to find a successor. – *Nneka Chiazor* will become President of the **Public Affairs Council** on Jan 2, succeeding *Doug Pinkham*, who will retire after 27 years leading the International Association for Public Affairs professionals. Chiazor currently serves as the Market VP at **Cox Communications**, a company she joined on the public affairs side back in 2017. Before that, she spent 14 years at **Verizon**, most recently as VP, Public Policy and Government Relations. – Ad tech company **ShowSeeker** promoted *Nick Anaclerio* to SVP, Product Strategy. During his tenure, ShowSeeker has expanded from a team of 10 in 2017 to more than 75 today. – **TEGNA** has appointed *Alex Tolston* as SVP/Chief Legal Officer. Tolston will oversee all legal functions, including corporate governance, content creation and distribution, regulatory matters and more. He previously served as EVP/Chief Legal Officer at **Hemisphere Media Group**, where he played a key role in orchestrating the company's intellectual property strategies and a public sale.

EDITOR'S NOTE

Don't delay in registering for **Cablefax's** Most Powerful Women luncheon, set for Dec. 4 at City Winery. Featured speakers *Stacy London* (wellness advocate/former host of **TLC's** "What Not to Wear") and Angel City pro soccer player *Jasmyne Spencer* will join us in celebrating the 2024 Most Powerful Women. Register for tables or individual seats at [CablefaxWomen.com](https://www.cablefaxdaily.com).