

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

State of DEI: NAMIC, AIM Analyze Workforce Representation

At a time when investments in DEI efforts are being questioned, **NAMIC** is checking in to remind the industry of the tangible change these initiatives are making.

It hosted a 2024 Multi-Ethnic Diversity Report virtual town hall Thursday, and panelists did not ignore the pressure being placed on many DEI programs that have come to be over the last several years. **NCTA** Chief of Staff *Nilda Gumbs* said she didn't want to "ignore the elephant in the room" in the 2024 election, adding that she feels "the season has changed."

"We're in a new world sort of order here," she said. "So the real question is not why is there resistance—the question is how do we pivot and take what we know to be something that should be part of our DNA, and how organizations like NAMIC will still be there to help navigate for employees and employers?"

One way NAMIC Chief, Strategy & Programs *Anne-Marie Burton* thinks DEI can be woven into the inner workings of a company is by creating data and metrics that are tied to the notion. That way there's consistent messaging and avoids putting the pressure of ensuring representation on one person's shoulders.

"I think there needs to be a weaving of DEI across everything every company does. It's not just a one-person job, it is a job that everybody needs to own, and then there needs to be data and metrics that are tied to that," Burton said. "So

for instance, if you are going to be promoted, that should be a metric that's tied to your success as a leader."

NAMIC had plenty of data to share, using the town hall to dissect the findings of a NAMIC/**AIM** survey that illustrated trends and influences that shape DEI within media, entertainment and technology. The survey, which was conducted this year and reported on 2023 workforce data, found that overall industry representation of people of color has increased from 37% in 2021 to 41% in 2023. Improvements were measured across multiple job levels, with the biggest jump happening among board of director positions with an 8% improvement over two years.

"We did see a lot of emphasis in DEI during these years in between 2021-23, where there was a lot of recognition of the importance of making sure that we had equity, that we had a more representative group and representation across different positions," **PwC** U.S. Principal, Workforce Transformation *Shebani Patel* said. "We do see that coming across in some of the numbers that we saw in 2023."

Within industry sectors, people of color representation within the overall operator workforce was 39% compared to 55% among programmers. That represents an 11-point percentage jump for programmers compared to the 44% it recorded in 2021. The percentage of people of color in executive and senior manager jobs was 31% for programmers and 16% for operators. For managers, programmers recorded 39% and MSOs clocked in with 26%. When it came to their boards,



The Cablefax team is thrilled to announce this year's honorees for The Most Powerful Women Awards, recognizing the distinguished women leaders who are innovating and inspiring in the media and broadband space.

JUST RELEASED

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programmers improved POC representation from 19% to 36%.

“Let’s be clear, every business exists to make profitability ... If you look at the McKinsey report—the one that talked about diversity wins and I think has been out in the field for a while—that was a very clear indicator that companies that were more diverse were at 36% more likely to be profitable than companies that were not. They would outperform their peers,” Burton said, referencing a 2020 study from McKinsey & Company about the business case for diversity and inclusion.

Women of color representation among the overall industry workforce fell by 2% to 21%. The percentage in that category was higher among programmers (28%) than it was among operators (16%). For young professionals (those born on or after Jan. 1, 1983), people of color accounted for 50% of the operators’ workforce, 40% of programmers and 46% of the overall industry.

“We do know that women continue to be paid less than men for the same jobs and the same functions, right? ... The challenges persist,” Burton said. “We have not achieved equity. We have not achieved a society where people are being hired on the merit of what they can do. We all know it’s who you know. So in an ideal world, wouldn’t that be amazing? But we’re not we’re in reality here, and this is what NAMIC fights for every day. It is to get us to a place of equity where maybe we fight new battles, but we’re still in that battleground today, and that’s why we benchmark. That’s why this study exists.”

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COX INCREASING VIDEO RATES IN 2025

The new year brings new rate cards for many MVPDs, with Cox Communications among those announcing price increases that will take effect on a rolling basis across its footprint next month. “We are increasing the rates of our video services to reflect the increased costs of doing business,” Cox said in a notification of the increase. “We don’t make this decision lightly as we know that any bill increase can have an impact. With that in mind, we remain strongly committed to helping our customers however we can.” Specific pricing and timing vary by market, but similar increases are planned across the footprint for 1Q25. In Connecticut, the Cox TV Starter, Basic Starter and Contour Starter packages (primarily broadcast channels) will increase by \$10 to \$71/month. The monthly rate for Cox TV Preferred and Contour Preferred will go from \$115 to \$130, while its Ultimate package will climb from \$20 to \$172. For legacy packages, Cox will no longer put its broadcast surcharge fee as a separate line item in bills, including it as part of the TV package price. The FCC passed a rule that takes effect Dec. 19 requiring cable and satellite TV providers

to specify the “all-in” price clearly and prominently for video programming service in their promotional materials and on subscribers’ bills. Video providers with annual receipts of \$47 million or less have until March 19 to meet the obligation. Operators are gearing up for the rule to take effect. Comcast said it will continue to itemize fees, such as its RSN charge, but is making changes to the format of the bill so customers can see a breakdown of costs. Others, such as DirecTV, said their pricing model already meets the rule.

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NTIA GIVES OUT MORE FUNDS FOR OPEN RAN

NTIA is continuing to direct funding toward wireless innovation, awarding more than \$273 million as part of the first batch of grants from the Public Wireless Supply Chain Innovation Fund’s second Notice of Funding Opportunity. This round of awards supports projects focused on open radio unit hardware commercialization, and applicants were required to partner with a mobile network operator to produce products that would be commercially viable. The ultimate goal is to improve adoption of Open RAN technology globally. The Wireless Innovation Fund, created as part of the CHIPS Act, will invest \$1.5 billion over the next decade to support the development of open and interoperable networks. So far, NTIA has awarded more than \$413 million of that funding. It plans to award up to an additional \$146 million in additional grants under the second NOFO.

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FCC LAUNCHES UPDATE TO BROADBAND HEALTH MAP

The FCC updated its Mapping Broadband Health in America platform Friday to include new variables to better examine maternal health. Now, the platform allows users to visualize and survey data on maternal health, chronic disease, opioid abuse, cancer and social determinants of health, especially in areas where broadband connectivity is limited or nonexistent. Additional updates introduced Friday include current information on broadband availability, adoption and mobile access as well as a redesigned UI to make the system easier to use.

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GRACENOTE SHIFTING HOW FANS INTERACT WITH SPORTS

Nielsen’s Gracenote unveiled a new solution designed to change how viewers find and engage with sports content across platforms. Gracenote On Sports provides streaming and linear

video platforms with a metadata solution that aggregates the sports video ecosystem. It's the first time video services have the ability to use a single API to access Gracenote sports data that spans more than 150 leagues and competitions, all while being connected to video data such as imagery and content IDs. Gracenote On Sports also enables providers with tailored recommendations for live games based on preference and viewing history, a comprehensive hub that aggregates live events and related content, implemented live scores into a UI and more. Gracenote will spotlight the new sports discovery technology at CES from Jan. 7-9.

now has access to broadband speeds of up to 10 Gbps for residents and up to 100 Gbps for businesses. The project originally began in June 2023 and was completed in October.

ON THE CIRCUIT

Joey Chestnut is getting involved in the 2024 DirecTV Holiday Bowl festivities. The 16-time champion of the Fourth of July hot dog eating contest will be the "Chief Egnog Official" of the game and will serve as the Grand Marshal of the San Diego Holiday Bowl Parade. Chestnut will oversee the celebratory "eggnog dump" on the winning coach. The Holiday Bowl will air on Fox and kicks off Dec. 27 at 5pm between Syracuse and Washington State.

PROGRAMMING

Apple TV+ inked a seven-episode global acquisition of the Spanish-language romantic comedy "Love You to Death" from Atresmedia TV. The show will make its global premiere Feb. 5 with the first two episodes, followed by a new episode every Wednesday through March 12.

FIBER FRENZY

Bluepeak is embarking on a multi-million project to bring its internet to 6,100 homes and businesses in Okmulgee, Oklahoma. Construction will begin in 2025 before service is expected to roll out in phases shortly after. – UTOPIA Fiber wrapped up its \$17.6 million FTTH project in West Haven City, Utah. Each residential and business address in the city

 **CABLEFAX DASHBOARD**

Social Media Hits

Patty Boyers
@BoyersPatty

🎄 HANG the HOLLY! 🎄
🎄 TRIM the TREE! 🎄 Newly promoted COO Reid Morgan continues the 32 year tradition @BoycomCablevisionInc!
#MERRY #CHRISTMAS to All & to All a Good Night!!
@ACAConnects @LtGovMikeKehoe @Bean_Cotton



Chris Bakke ✓
@ChrisJBakke

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I'm so glad that I made the right financial decision in 2018 and ditched my \$89/mo cable package so that I can now pay \$83/mo for YouTube TV, \$23/mo for Netflix, \$16/mo for Disney+, \$13/mo for Paramount, \$15/mo for Prime, \$10/mo for AppleTV, and \$21/mo for HBO

11:18 AM · Dec 12, 2024 · 6M Views

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Red Light, Green Light at the #SquidGame2 🇰🇷 Los Angeles premiere 🎥



 **Up Ahead**

JAN. 7-10: [CES 2025](#); Las Vegas

JAN. 15: [FCC Open Commission Meeting](#); D.C.

FEB. 23-25: [NCTC Winter Educational Conference](#); Atlanta

FEB. 23-26: [NTCA's RTIME](#); San Antonio

MARCH 4-6: [ACA Connects Summit](#); D.C.