



# Cable Commission Meeting Agenda

Monday, September 23, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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## Call to Order

## Roll Call

## Notice of Open Meeting

## Approval of Agenda

## Approval of Minutes

- [1.](#) Approval of Minutes from August 26, 2024

## Public Comment

## Unfinished Business

- [2.](#) Updated Cable Ordinance

## New Business

- [3.](#) Discussion of Potential Interview Program

## Department Reports

- [4.](#) August Financial Report
- [5.](#) August Cable Programming Report
- [6.](#) August 2024 Cable Industry Report

## Items for Future Agendas

## Adjourn

\*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** September 23, 2024

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**Item Title:** Approval of Minutes from August 26, 2024

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Cable Commission will review, make any changes as necessary, and approve the minutes from August 26, 2024, Cable Commission meeting.

**List all Supporting Documentation Attached:**

August 26, 2024, Cable Commission Meeting Minutes

**Action Requested of the Cable Commission:**

Review and approve, with any necessary changes, the minutes from August 26, 2024 Cable Commission meeting.



## Cable Commission Minutes

Monday, August 26, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Called to order at 6:30 pm

Members Behl, Famularo, and Pyfferoen were present. Staff member Bennett was present. Roelke arrived at 6:47 pm.

Meeting was properly noticed.

Motion to approve the agenda by Pyfferoen, second by Behl. After unanimous vote, motion carries.

Motion by Behl to approve the July 29, 2024, minutes as presented. Pyfferoen seconds. After unanimous vote, motion carries.

### 1. Cable Meeting Minutes from July 29, 2024

There was no public in attendance for comment. Famularo brought up that a resident contacted her about cable channel 980 not being available on Charter's apps. Bennett will be addressing this issue during the July 2024 cable industry reports.

### Unfinished Business

2. Bennett presented an update to the proposed 2025 cable budget. After working with the City Treasurer, a few changes were made to it. The changes to budgeted revenues included reducing the anticipated franchise fees from \$51,223.00 to \$48,000.00 and State Aid Payment from \$12,806.00 to \$12,000.00. Interest earned was increased from \$2,000.00 to \$3,500.00. The only changes to 2025 budgeted expenditures were decreasing contribution to programs from \$30,964.11 in 2024 to \$10,487.07 and decreasing contribution to meetings from \$7,404.46 in 2024 to \$4,766.85.

The Treasurer suggested not carrying over the proposed \$100,000 for emergency or council chamber equipment upgrades as the upgrades may be included in the 2025 Capital Improvement Projects and if any emergency were to occur, staff may go to either the City Administrator or Council pending amount in request to use fund balance. Famularo asked if any budget surplus goes back to the fund balance if unspent. Bennett confirmed it would go back.

### New Business

3. Mayor Hammer had appointed to the Cable Commission Chris Behl with Council approval for a term of 2024 through 2024. The Cable Commission has one vacancy remaining.
4. Bennett informed the Cable Commission that due to the new IT contract with Rhyme, along with cable/media being pegged for the 2025 Capital Infrastructure Projects (CIP), that staff will meet with Rhyme to discuss their capabilities in selecting editing computers.

### Department Reports

5. Bennett provided a brief recap of revenues and spending in the month of July. Revenues on the year are \$26,852.46 after the addition of \$12,118.56 for franchise fees and interest earned. No

State Aid Payment has been received yet. There were no new expenditures beyond staff pay in July and total \$23,918.07 on the year.

6. Bennett reported that there were 21 new programs aired in July and included DailyDodge's WBEV radio show episode featuring the Columbus Area Historical Society. There were 24 video-on-demand files that were streamed via Cablecast along with the channel 980 live stream. The files combined for 395 views totaling 92 hours and 42 minutes of watch time. The stream had 167 views for 60 hours and 30 minutes of watch time. Famularo asked if there was permission to use DailyDodge's content. Bennett explained that a partnership was made back in fall of 2021 to use DailyDodge's content if it was Columbus-related and that no ads were removed or editing made.
7. Bennett provided insight into the cable industry highlighting Charter's 2nd quarter earnings report and Nielsen's The Gauge publication. Charter lost an additional 405,000 cable customers in quarter 2 of 2024 and 813,000 this year so far. Charter has seen a year-over-year decline of 1,353,000 cable customers from 2023 through 2024. Nielsen's publication analyzes all the TV watched in the US and shows that in July, cable TV viewing was only 26.7% which included a boost from the Olympics.

Bennett explained that only digital signals that Charter receives are eligible for airing on their app and Xumo box. Charter currently receives analog signal from Columbus and would need to upgrade their receiving to include digital signal. Bennett stated in Marshfield, they used an encoder and decoder. Roelke asked if there were other video service providers (VSPs). Bennett stated there were no additional providers in Columbus. There was a brief discussion about possibly encouraging another VSP to compete in Columbus. The Commission would like to learn more about VSPs in other states and create an awareness campaign. Behl would like interview programs to be made.

Items for future agendas include discussion on a possible interview program, digital awareness campaign, and additional information regarding video service providers in other states.

Motion to adjourn by Roelke. Second by Behl. After unanimous vote, motion carries. The meeting is adjourned at 7:16 pm.

- These minutes have not been formally approved by the Cable Commission at its next meeting and are submitted by David Bennett, Communications & Economic Development Coordinator.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** September 23, 2024

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**Item Title:** Updated Cable Ordinance

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Common Council voted to approve the update Cable Ordinance at its meeting on Tuesday, September 17, 2024.

**List all Supporting Documentation Attached:**

Chapter 26 Updated Ordinance

**Action Requested of the Cable Commission:**

None.

## CHAPTER 26

## CABLE COMMUNICATIONS

### Article I

#### SECTION 26-01 Columbus Cable Commission

- (a) **Purpose.** The Columbus Cable Commission is hereby established for the purpose of providing public access programming and production and programming on public access channels as well as providing community residents with a resource for communicating with their peers and elected representatives through video programming.
- (b) **How Constituted.** The Columbus Cable Commission shall consist of 5 members. One member shall be a member of the Common Council, and the remaining 4 members shall be residents of the City of Columbus. The Commission shall elect by majority vote of its members, a Chair, Vice Chair and Secretary at its meeting in June each year.
- (c) **Terms.** The Common Council representative shall be appointed annually by the Mayor subject to confirmation by the Common Council at its first meeting in May each year. The Mayor shall appoint the 4 resident members, subject to confirmation by the Common Council at its first meeting in May each year. All appointees shall serve for a three-year term. Any member may be appointed for consecutive terms.
- (d) **Duties.** The Cable Commission shall advise City Staff in preparing and maintaining a budget based on franchise fees received by the City. The Commission shall advise how all franchise fee revenues are allocated as it deems necessary to provide public access programming and to assist production and programming on the public access channels. In addition, the Commission shall have the following duties:
  - (1) Review and develop a master plan for use of the public access channels in council chambers and review needed upgrades to the equipment in the Council chambers and other facilities.
  - (2) Review and provide input to the City Administrator on job descriptions for appropriate staff or contracted positions and participate in interviewing of potential staff and independent contractors if requested by the City Council or the City Administrator.
  - (3) Review and develop a master plan for the use of public access channels. Develop policies regarding the use of public access channels and make recommendations to the City Administrator and the City Council regarding the same.
  - (4) Review and recommend programming to be funded by cable revenues.
  - (5) Solicit and receive public input regarding public access services.
  - (6) Investigate any task delegated to it by the City Administrator or the City Council.

#### SECTION 26-02 through 26-30 Reserved

## Article II

### SECTION 26-31     **Grant of Franchise.**

- (a) The City of Columbus Common Council does hereby adopt Wis. Stat. §66.0420, as may be amended from time to time, regarding video service and the granting of video service franchises by the State of Wisconsin. If any provision of Wis. Stat. §66.0420 conflicts with the terms and conditions of this Chapter, the terms of the statute shall control. If the terms of the statute and this Chapter can be read together without conflicting, then both provisions shall be followed to the maximum extent allowed by law. Should any word, phrase, clause, sentence, paragraph or portion of this Chapter be declared to be invalid by a court of competent jurisdiction, such adjudication shall not affect the validity of the remaining portions of this Chapter, but shall only affect the portion thereof declared to be invalid, and the City hereby expressly states and declares that it would nonetheless have passed this Chapter.
- (b) In the event any valid law, rule or regulation of any other governing authority or agency having jurisdiction including, but not limited to, the Federal Communications Commission contravenes the provisions of this Chapter, then the provisions hereof which are in conflict with any such law, rule or regulation shall be declared null and void, and the remaining portions of this Chapter shall remain in full force and effect.
- (c) For purposes of this Chapter, the term “Grantee” shall refer to any holder of a video service franchise issued by the Department of Financial Institutions to provide video services to the City of Columbus.

### SECTION 26-32     **Subscriber Privacy.**

- (a) The Grantee shall comply with provisions of Section 631 of the Cable Communications Policy Act of 1984, as amended, regarding “protection of subscriber privacy.”
- (b) No monitoring of any terminal connected to the system shall take place without specific written authorization by the user of the terminal in question on each occasion and without written notice to the City.
- (c) Grantee shall not, except as required by governmental action, provide any data concerning specific subscribers or users or their use of its services without first securing written authorization for the provision of such data.
- (d) Wis. Stats. §134.46, is hereby adopted by reference and made a part of this Chapter.
- (e) The Grantee shall not at any time require the removal or offer to remove any existing or potential subscriber’s antenna.

### SECTION 26-33     **Line Extension Policy.**

The City of Columbus recognizes that, in certain circumstances, for economic reasons, it may not be economically feasible for the cable television system to be extended to all residents of the City, in which case the following policies shall apply: The Grantee shall provide its services to all areas within the corporate limits of the City subject to its extension

policy for unusual or lengthy installations. In the event that the Grantee is requested to extend its system beyond 300 feet to its then-existing trunk cable or is requested to make an installation 300 feet beyond its main cable, Grantee shall be allowed to recover its costs from the subscriber in making the same. In the event said subscriber is not willing to pay the same, Grantee shall not be required to either extend the system or make the installation.

#### **SECTION 26-34     Technical Standards.**

Grantee shall maintain a cable television system in compliance with all technical standards of the Federal Communications Commission and applicable State Statutes.

#### **SECTION 26-35     Rates.**

Pursuant to the Cable Communications Act of 1984, the City of Columbus shall not exercise ratemaking authority over any services or charges of Grantee, including, but not limited to, the basic rates charged for basic services.

#### **SECTION 26-36     Grantee's Use of City Rights.**

Grantee is hereby granted the right to erect, maintain and operate a cable television distribution system in the streets, alleys and utility easements of the City of Columbus and other public places. The poles used for such distribution shall be those erected or used by the local utilities. The Grantee may erect its own poles, where necessary, after first obtaining permission from the Council.

#### **SECTION 26-37     Method of Installation.**

- (a) All installations made by the Grantee shall be made in good, substantial, safe condition and maintained in such condition at all times and shall be made in accordance with all applicable rules and regulations, included in the rules and regulations of the utility company owning any poles utilized by the Grantee. The Grantee shall make no excavations in the streets, alleys and public places without first procuring a written permit from an authorized representative of the City, and all work of such kind shall be done so as to meet the approval of the Utilities Director.
- (b) The Grantee's transmission and distribution system poles, wires and appurtenances shall be located, erected and maintained so as not to interfere with the lives or safety of persons, or to interfere with improvements the City may deem proper to make, or to unnecessarily hinder or obstruct the free use of the streets, alleys, bridges or other public property.
- (c) Grantee shall restore all areas of construction and/or excavation to the condition existing prior to the beginning of construction and/or excavation.

## **SECTION 26-38 Authority to Trim Trees.**

The Grantee shall have the authority to trim trees overhanging any streets, alleys, sidewalks and other public places of the City so as to prevent the branches of such trees from coming in contact with the wires and cables of the Grantee.

## **SECTION 26-39 Indemnity.**

- (a) The Grantee shall indemnify, defend and save the City and its agents and employees harmless from all claims, damages, losses and expenses, including attorney's fees, sustained by the City on account of any suit, judgment, execution, claim or demand whatsoever arising out of the installation, operation, maintenance, repair, use or removal of the cable system, except for such claims, damages, losses and expenses, including attorney's fees, which are attributable, in part or in whole, to acts of the City or its agents.
- (b) The Grantee shall maintain, throughout the term of the franchise, a general comprehensive liability insurance policy naming, as an additional insured, the City of Columbus, its officers, council, commissions, agents and employees, in a company approved by the City, which policy shall protect the City and its agencies and employees against liability for loss or damage for personal injury, death or property damage, occasioned by the operations of Grantee under the franchise granted hereunder, in not less than the following amounts:
  - (1) One million dollars for bodily injury or death to any one person within the limit.
  - (2) One million dollars for bodily injury or death resulting from any one accident.
  - (3) Five hundred thousand dollars for property damage resulting from any one accident.
- (c) The insurance policy shall contain an endorsement stating that the policy is extended to cover the liability assumed by the Grantee under the terms of this Chapter and shall further contain the following endorsement.
- (d) It is hereby understood and agreed that this policy may not be cancelled nor the amount of coverage thereof reduced until 30 days after receipt by the City Clerk by registered mail of a written notice of such intent to cancel or reduce the coverage.

## **SECTION 26-40 Complaint and Repair Procedures.**

- (a) The Grantee shall maintain an office which shall be open during all usual business hours, having a publicly listed telephone, and be so operated that complaints or requests for repairs or adjustments may be received toll-free on a 24-hour basis.
- (b) The Grantee shall maintain a repair and maintenance crew that shall respond to subscriber complaints or requests for service within 24 hours after receipt of the complaint or request. No charge shall be made to the subscriber for this service.
- (c) Upon failing to correct a service deficiency within 48 hours, the Grantee shall rebate one-thirtieth (1/30) of the monthly charge for basic service and additional service to each subscriber for each 24 hours or fraction thereof after the first 48 hours following

report of loss of service to the Grantee, except to the extent that restoration of service is prevented by strike, injunction or other cause beyond the control of the Grantee.

- (d) The Grantee shall establish procedures for receiving, acting upon and resolving subscriber complaints to the satisfaction of the City Council. The Grantee shall furnish a notice of such procedures to each subscriber at the time of initial subscription to the system.

#### **SECTION 26-41 Preferential or Discriminatory Practices Prohibited.**

Grantee shall not, as to rates, charges, service, services facilities, rules, regulations, employment or in any other respect make or grant any undue preference or advantage to any party, nor subject any party to any prejudice or disadvantage.

#### **SECTION 26-42 Unauthorized Connections or Modifications.**

- (a) **Unauthorized Connections Prohibited.** It shall be unlawful for any firm, person, group, company, corporation or governmental body or agency, without the expressed consent of the Grantee, to make or possess any connection, extension or division, whether physically, acoustically, inductively, electronically or otherwise, with or to any segment of the cable television system for any purpose whatever.
- (b) **Removal or Destruction Prohibited.** It shall be unlawful for any firm, person, group, company, corporation or governmental body or agency to willfully interfere, tamper, remove, obstruct or damage any part, segment or content of the cable television system for any purpose whatsoever.
- (c) **Penalties.** Any firm, person, group, company, corporation or governmental body or agency convicted of a violation of this Section shall, for each offense, forfeit a sum of not less than \$100.00 nor more than \$500.00, together with costs of such prosecution.

#### **SECTION 26-43 Additional Hookups.**

The Grantee shall require that only Grantee's employees or subcontractors perform hookups to additional television sets and other equipment within an individual housing unit receiving the signal from the Grantee's main distribution system.

#### **SECTION 26-44 Channel Allocation.**

Except as provided for by federal and state law, specifically the Cable Communications Policy Act of 1984 and the Rules and Regulations of the Federal Communications Commission, the Grantee shall have the exclusive right to determine the programming to be carried on the cable television system and the channel assignments on which the programming is carried.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** September 23, 2024

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**Item Title:** Discussion of Potential Interview Program

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

At the previous Cable Commission meeting, the commission entertained a possible interview program like ones in the past. There was discussion about the program being done in-house featuring local government topics or possibly as part of DailyDodge's Community Comment series. The Commission plans to explore the concept at this meeting.

**List all Supporting Documentation Attached:**

**Action Requested of the Cable Commission:**

None, discussion only.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** September 23, 2024

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**Item Title:** August Financial Report

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

No new revenues or expenditures in the month of August to report.

**List all Supporting Documentation Attached:**

August 2024 Cable Statement

**Action Requested of the Cable Commission:**

Review and discussion.

## August 2024 Cable Fund Statement

## REVENUES

Account	Description	2024 Budget	2024 YTD
225-434330-000	Franchise Fees	\$ 53,000.00	\$ 23,927.74
225-434350-000	State Aid Payment	\$ 12,891.97	\$ 0.00
225-484810-000	Misc. Revenues	\$ 0.00	\$ 0.00
225-484820-000	Interest Earned	\$ 2,000.00	\$ 2,924.72
225-494950-000	Transfer Surplus	\$ 0.00	\$ 0.00
<b>Cable Fund Revenues</b>		<b>\$ 67,891.97</b>	<b>\$ 26,852.46</b>

No new Franchise Fees to report

No State Aid Payment has been recorded

## EXPENDITURES

Account	Description	2024 Budget	2024 YTD
225-511220-111	Salary/Wages	\$ 3,360.00	\$ 58.80
225-511220-151	Soc. Sec./Medicare	\$ 257.04	\$ 4.50
225-511220-190	Training/Membership	\$ 1,275.00	\$ 0.00
225-511220-225	Telephone	\$ 650.00	\$ 557.02
225-511220-249	Repair/Maintenance	\$ 1,500.00	\$ 437.93
225-511220-291	Professional Service	\$ 3,500.00	\$ 3,202.44
225-511220-312	Operating Supplies	\$ 250.00	\$ 3.43
225-511220-387	Contract Programs	\$ 0.00	\$ 123.22
225-511220-388	Video/Website	\$ 775.00	\$ 700.22
225-511220-389	Contr. Econ. Dev.	\$ 0.00	\$ 0.00
225-511220-810	Capital Equipment	\$ 15,500.00	\$ 3,745.39
225-568000-610	Contr. Programs	\$ 30,964.11	\$ 11,935.15
225-568000-620	Contr. Meetings	\$ 7,404.46	\$ 3,149.97
<b>Cable Fund Expenditures</b>		<b>\$ 65,435.61</b>	<b>\$ 23,918.07</b>

No new expenditure beyond staff hours. Did not receive updated financial statement to adjust expenditure total and contribution line items for programs and meetings.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** August 26, 2024

---

**Item Title:** August Cable Programming Report

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

There were 38 new programs aired. Notably, sports have resumed and include home and away football and volleyball at both the JV and Varsity levels.

The streaming of the live channel had 49 views for 16.01 hours. The top video on demand files includes the City meetings collectively with 116 views for a total of 10.44 hours.

**List all Supporting Documentation Attached:**

August 16, 2024 – September 18, 2024, Cablecast Analytics

**Action Requested of Cable Commission:**

Discussion, no action requested

## Top Cablecast Video on Demand and Streaming Analytics

Item ID	Show ID	Live Stream ID	Title	Viewer Count	Hours Viewed
5467		4	City Live Stream	49	16.01
5464	3034		2024-08-20-City-Council_COW	36	3.29
5466	3021		2024-08-08-City-Plan_Commission	30	1.10
5465	3025		2024-08-15-City-Utility_Commission	29	0.11
5531	3044		2024-09-03-City-Council_COW	21	6.23
6560	3042		2024-08-30-CSD-FB_vs_Aquinas	5	0.01
5490	2750		2023-12-11-CSD-School_Board	3	0.15
5471	3015		2024-08-05-City-Council_COW	2	0.08
5480	2029		Columbus School Board, 8-22-22	1	0.70
5482	2533		School Board - 4/24/2023	1	0.46
5481	2363		School_Board_22-12-12	1	0.46
5508	1850		Columbus School Board, 4-11-22	1	0.38

50 Video on Demand files were viewed through Cablecast. Most did not register at least 15 minutes of viewing total.

## New Programs Aired on Cablecast

### City Meetings:

- Common Council
- Committee of the Whole
- Plan Commission
- Utility Commission

### Sports:

- JV Football
- Varsity Football
- JV Volleyball
- Varsity Volleyball

### Weekly worship services from:

- Columbus Community Church of the Nazarene
- Faith Lutheran
- Church
- New Testament Baptist Church
- United Methodist Church
- Zion Lutheran Church

### Shows:

- Both Sides of the Bars
- Out 'n About
- Speaking of Horses



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** September 23, 2024

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**Item Title:** August 2024 Cable Industry Report

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Nielsen's *The Gauge* highlights ongoing trends in TV viewership. In the month of August, the article reports that cable's total viewing is at 26.3%. This is a decrease from 26.7% in July. Cable did see a peak of 27.9% during the Democratic National Convention. Year-over-year, cable has decreased from 30.2% of all TV viewers to 26.3%.

Other tech news outlets report that DirectTV and Dish, the two largest satellite providers, who are counted towards linear TV along with cable are looking to merge again. It is believed that this time the merger probably won't be blocked by the FCC due to lack of cable / satellite TV competitiveness vs streaming.

Charter has not been advertising cable, just streaming for its TV offerings. Staff have not been able to reach any meaningful Charter employee about the possibility and feasibility of getting on its streaming platforms. Previous phone discussions ended with staff being told it was too costly for the City to set up. Currently the channel is broadcasting to Roku and staff is working on setting up the City's new YouTube channel.

**List all Supporting Documentation Attached:**

Spectrum Ad

Nielsen's *The Gauge* article from August 2024

**Action Requested of the Cable Commission:**

Review and discussion.

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Item #6.

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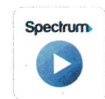
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## The Gauge: Olympics Drive Big Increases for NBC and Peacock, Fuel Above Average TV Viewership in August

- Broadcast viewership up 8% from July and nearly 12% YOY.
- NBC notched top 19 broadcast telecasts in August, while MSNBC owned the top 11 cable telecasts due to the DNC.
- Peacock viewership increased 39% over July; audiences 35-49 nearly doubled.



### The Gauge™

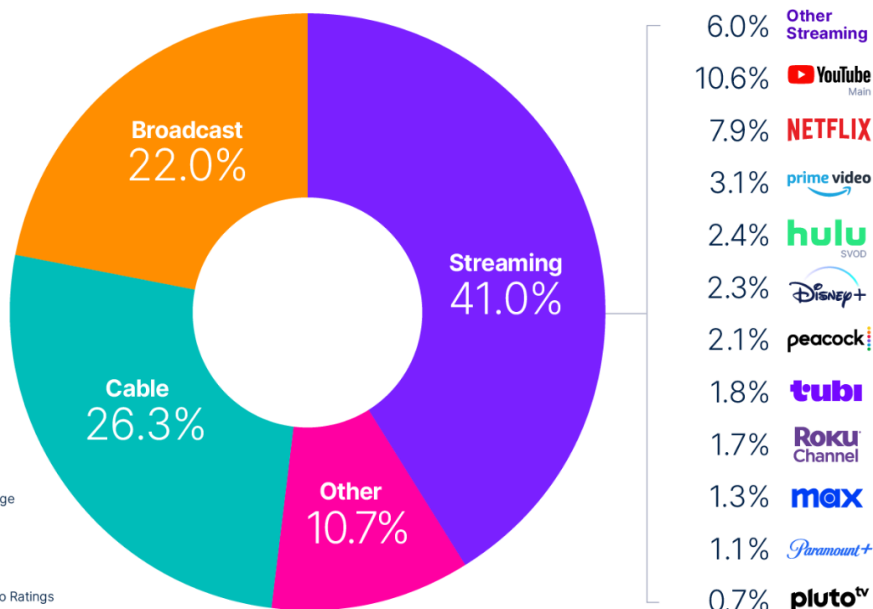
Nielsen's Total TV and Streaming Snapshot

August 2024

Total Day | Persons 2+

Linear Streaming (VMVPD/MVPD) Apps have been removed from the Streaming category. They have also been removed from Other Streaming and Hulu and Youtube now reflect usage to Hulu SVOD and Youtube Main without their respective VMVPD's (Hulu Live and Youtube TV).

Methodology available @ [www.nielsen.com/thegauge](http://www.nielsen.com/thegauge)  
Source: Nielsen National TV Panel Data plus Streaming Video Ratings  
Percentages may not sum to 100 due to rounding  
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**NEW YORK – September 17, 2024** – Television viewing in August was defined by the undeniable influence of the 2024 Paris Olympics, according to The Gauge™ report from Nielsen. The Summer Games had the most notable impact on broadcast viewership, notching growth levels more typical for September with increases of 8% versus July and 11.7% year over year. The broadcast category ultimately accounted for 22.0% of TV in August, and when looking week-by-week, its share peaked during the first week of the interval with 24.3% of TV.

On the streaming side, Peacock offered broad Olympics coverage to complement linear offerings, the success of which was demonstrated by a monthly viewership increase of 39% for the streaming service overall, and nearly double the amount of viewers aged 35-49. These factors helped lift Peacock from a 1.5% share of TV in July to a new platform-best 2.1% share in August (+0.6 pts.). It also makes Peacock only the third streaming platform this year to record a 0.5 point share increase or more on a monthly basis, in addition to YouTube (Feb. and July) and Netflix (June).

Olympics programming on NBC drew millions of viewers in both primetime and daytime windows. Across all of NBC's Olympics telecasts that aired during the August interval\*, 32 of them totaled more than 5 million viewers, and 17 garnered more than 10 million viewers.

Moreover, Olympics telecasts on NBC notched the top 19 broadcast telecasts of the month, with the primetime presentation of the Women's Gymnastics Team Final topping the charts with 17.9 million viewers.

From a total television usage perspective, August levels were even with July. However, a year-over-year comparison revealed a larger imbalance, as usage this month was up 3.5% versus August 2023. A notable year-over-year difference was also evident among broadcast program genres, with broadcast sports program viewership up 239% over August 2023, further illustrating the impact of the Games on the overall TV landscape.

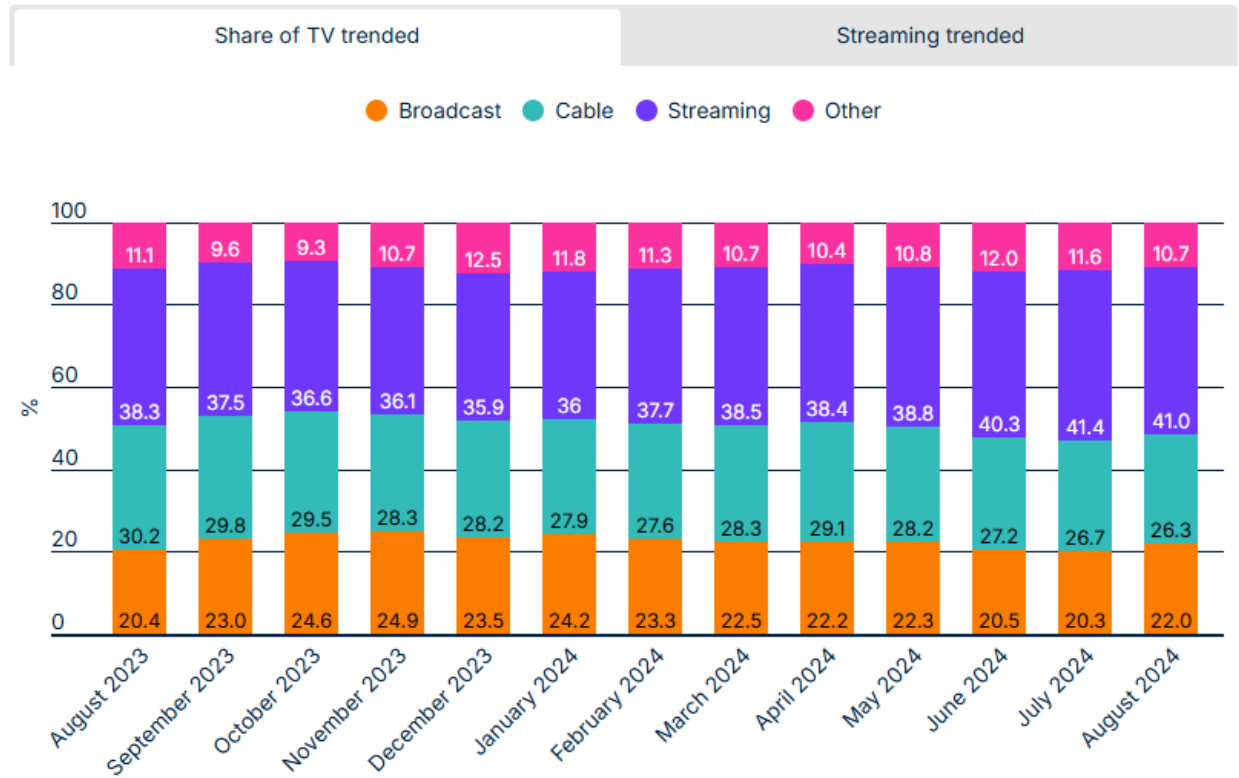
Like the broadcast category, cable also exhibited a peak viewing week that coincided with a major TV event. The Democratic National Convention aired for four nights across multiple networks during the final week of the August interval, and during that week, cable's share of television climbed to 27.9%. The DNC also contributed to the top cable programs in August, with MSNBC receiving most of the benefits. MSNBC owned the top 11 cable telecasts of the month, and 14 of the top 15. ESPN's coverage of the Florida State vs. Georgia Tech football matchup snagged the 12th spot. In the end, cable viewing was down 2% from July and finished the month with 26.3% of TV.

After several consecutive remarkable months, the streaming category had a softer month in August from a content perspective, but remained the clear winner overall with 41.0% of TV (down 1%, -0.4 pts.). Only one original program broke into the month's top 10—*The Umbrella Academy* on Netflix totaled 3.9 billion viewing minutes—while the rest went to acquired titles including *Prison Break*, which led the way with 5.4 billion minutes across Netflix and Paramount+. *Bluey* on Disney+ generated over 4 billion viewing minutes to secure the second most watched streaming title this month. The animated Australian import helped drive an 8% increase for the streamer, as Disney+ reached a platform high of 2.3% of TV in August. Some of the 8% boost can also be attributed to Hulu content available within the Disney+ platform to certain package subscribers.

YouTube won the month among streaming services for the 19th consecutive interval, posting another category and platform best in August with 10.6% of TV. Compared with August 2023, YouTube has the largest year-over-year difference in share for any streaming platform and has added 1.5 points to its share of TV (9.1% to 10.6%). Meanwhile, the overall streaming category has gained 2.7 points YoY and is up 11% versus August 2023.

*\* The measurement month of August 2024 included four weeks: 07/29/2024 through 08/25/2024. Nielsen measurement weeks run Monday through Sunday.*

## Trended view



Note: The streaming category does not include "linear streaming" (the aggregation of vMVPD/MVPD apps).

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### About The Gauge™

[The Gauge™](#) is Nielsen's monthly snapshot of total broadcast, cable and streaming consumption that occurs through a television screen, providing the industry with a holistic look at what audiences are watching. The Gauge was expanded in April 2024 to include *The Media Distributor Gauge*, which reflects total viewing by media distributor across these categories. Read more about [The Gauge methodology and FAQs](#).

### About Nielsen

Nielsen is a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their global audiences—now and into the future. Learn more at [www.nielsen.com](http://www.nielsen.com) and connect with us on social media (X, LinkedIn, YouTube, Facebook and Instagram).