

Digital Infrastructure and Video Competition Act of 2006 (DIVCA) Employment Report Using December 31, 2021 Data

May 2023



**California Public
Utilities Commission**

Thanks to:

Michael Pierce, Pik Tang, Michaela Pangilinan, Selena Huang,
Jessica Warner, Kerriann Sheppard, Maria Ellis, and Robert Osborn

Contents

- I. INTRODUCTION AND BACKGROUND 1
- II. NUMBER OF EMPLOYEES OF THE FIVE LARGEST FRANCHISE HOLDERS 2
- III. EMPLOYEES AND AVERAGE WAGES CATEGORIZED BY OCCUPATION 3

I. INTRODUCTION AND BACKGROUND

The California Public Utilities Commission's (CPUC) Communications Division prepared this Employment Report as part of its reporting obligation pursuant to the Digital Infrastructure and Video Competition Act (DIVCA) of 2006¹ and California Public Utilities (Cal. Pub. Util.) Code §§ 914.4 and 5920. DIVCA² transferred responsibility for issuing cable television franchises from cities and counties to the CPUC.³

As of December 31, 2022, the CPUC had issued 59 state video franchises and 238 amendments to those franchises. Due to consolidations, mergers, and business closures, there are currently 27 video franchise holders in California. Amendments typically add or subtract areas to existing franchise service areas. The CPUC publishes the list of franchise holders, new franchises, and amended franchises online.⁴

Cal. Pub. Util. Code § 5920 requires the CPUC to collect the employment information below from state video franchise holders employing more than 750 employees in California:

- Number of California residents employed on a full-time basis
- Percentage of the franchise holder's total domestic workforce residing in California
- Employees categorized by occupation
- Average wages and salaries (including benefits) categorized by occupation
- Number of out-of-state residents employed by independent contractors, which personally provide services to the franchise holder, unless the franchise holder is contractually prohibited from disclosing this information to the public
- Forecast of the number of net new positions expected to be created during the next year.

Franchise holders with fewer than 750 employees do not have to submit this employment data.

Franchise holders' employees may be involved in wireline telephone, video, and/or data services. DIVCA does not require franchise holders to categorize their employees by the type of services/technologies they work on. The information in this Employment Report also includes employees of locally franchised affiliates of franchise holders.

¹ See Pub. Util. Code §§ 5800 et seq. All statutory references are to the Cal. Pub. Util. Code, unless otherwise noted.

² See DIVCA Statutes at https://leginfo.legislature.ca.gov/faces/codes_displayText.xhtml?lawCode=PUC&division=2.5.&title=&part=&chapter=&article= and http://www.leginfo.ca.gov/pub/05-06/bill/asm/ab_2951-3000/ab_2987_bill_20060929_chaptered.html.

³ See Pub. Util. Code § 5840(a).

⁴ See <https://www.cpuc.ca.gov/regulatory-services/licensing/video-franchising>.

II. NUMBER OF EMPLOYEES OF THE FIVE LARGEST FRANCHISE HOLDERS

The five reporting franchise holders with more than 750 employees reported a total of 19,187 employees in California as of December 31, 2021.

In 2007, the year after DIVCA became law, these same large franchise holders reported 56,748 employees. Between 2007 and 2021, the number of employees of the largest franchise holders decreased by 37,561, or 66.2%.

Table 1 also shows the percentage of each franchise holder’s workforce that resides in California and the forecasts for adding net new employees during 2022. Charter was the only franchise holder that forecasted hiring additional employees during 2022.

On August 2, 2021, AT&T announced it completed a transaction to spin-off their U-Verse linear video business into a newly created DIRECTV entity. As a result of AT&T transferring their video franchise to DIRECTV, the number of employees will only include DIRECTV staffing resources and average wages for 2021 and going forward. Published employment reports beginning this year will no longer include information describing AT&T’s staffing resources and average wages.

Table 1 – Number of Employees as of Dec. 31, 2021, Forecasted Number of Hires for 2022, and Percentage of Employees Residing in California of the Five Largest Franchise Holders

Franchise Holder	# of Employees Dec. 31, 2021	# of Employees Forecasted for 2022	% of Employees Residing in California
Cox	1,514	0	9.3%
DIRECTV	2,333	0	23.5%
Frontier	2,785	0	100%
Comcast	4,285	0	100%
Charter	8,270	304	99.7%

III. EMPLOYEES AND AVERAGE WAGES CATEGORIZED BY OCCUPATION

The five reporting franchise holders with more than 750 employees categorized their 19,187 employees into eight different occupational categories. Skilled craft workers made up the largest category of workers for four of these five franchise holders. The table also shows the average wage that each franchise holder reported for each occupational category.

**Table 2 – Employee Count & Average (Avg.) Wages (\$) on Dec. 31, 2021
Categorized by Occupation for Each of the Five Largest Franchise Holders**

Occupational Categories		DIRECTV Includes Benefits	Frontier Including Benefits	Comcast Including Benefits	Cox Including Benefits	Charter Including benefits
Exec / Sr. Leaders	<i>Count / Tally</i> <i>Avg, Wage</i>	0 N/A ⁵	7 248,104	42 179,628	1 N/A ⁶	3 714,476
Officials / Managers	<i>Count / Tally</i> <i>Avg, Wage</i>	404 175,059	211 131,256	746 165,972	256 126,517	1,196 133,902
Professionals	<i>Count / Tally</i> <i>Avg, Wage</i>	1,119 123,220	30 81,221	661 138,312	134 101,349	696 110,837
Technicians	<i>Count / Tally</i> <i>Avg, Wage</i>	724 64,941	0 N/A	130 162,696	162 83,090	191 88,385
Sales / Associates	<i>Count / Tally</i> <i>Avg, Wage</i>	24 102,975	216 104,930	792 135,924	266 91,322	1,659 72,247
Office / Clerical	<i>Count / Tally</i> <i>Avg, Wage</i>	20 82,509	41 92,290	320 131,508	186 71,494	1,881 61,958
Skilled Crafts	<i>Count / Tally</i> <i>Avg, Wage</i>	0 ⁷ N/A	2,280 101,378	1,594 169,392	475 78,016	2,644 72,892
Laborers	<i>Count / Tally</i> <i>Avg, Wage</i>	42 47,240	0 N/A	0 N/A	34 52,738	0 N/A
Total	<i>Count / Tally</i>	2,333	2,785	4,285	1,514	8,270

⁵ DIRECTV reported zero Executives / Sr. Leaders as of December 31, 2021.

⁶ Cox Communications California LLC reported one Executive/Senior Leader. Providing salary data would be individually identifiable, thus excluded from this Employment Report.

⁷ DIRECTV reported 0 skilled crafts and 724 technicians. AT&T California owns and maintains the wireline network that DIRECTV uses to deliver the U-verse linear video service, so the skilled crafts employees work for AT&T, not DIRECTV.