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TECHNOLOGY



(AT&T)

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(T) has reshuffled top management six months after acquiring satellite TV broadcaster DirecTV, putting John Stankey in charge of consumer wireless for the first time, as well as broadband and video businesses.

Stankey, CEO of AT&T Entertainment Group, takes on consumer wireless as AT&T battles aggressive marketing by both (TMUS) and (S). AT&T has targeted DirecTV subscribers with new wireless product bundles.

AT&T also plans to launch new mobile video services. Top rival (VZ) has ramped up marketing for its G090 mobile video service.

Glenn Lurie, who in 2014 was promoted to CEO of AT&T's consumer mobility business, will report to Stankey under the shift. Lurie had reported to Ralph de la Vega, who AT&T on Monday appointed vice chairman.

De la Vega will continue running AT&T's landline business-solutions unit, serving both large and small companies, as well as AT&T's wireless business services.

De la Vega also gets responsibility for AT&T's international operations. AT&T, though, is reportedly exploring the sale of DirecTV's Latin American assets. Spain-based (TEF) could be interested.

AT&T has stepped up wireless investments in Mexico, taking on (AMX). De la Vega will be in charge of Mexico, where AT&T also has satellite TV assets.

Analysts do not expect a major acquisition by AT&T in 2016 as it integrates DirecTV. On the telecom giant's Q4 earnings call, AT&T said nothing to further fuel speculation that it's interested in a media company, such as (TWX). Some analysts say AT&T could take a fresh look at Europe and (VOD) down the road.

In Q4, AT&T lost 256,000 postpaid phone subscribers, marking the fifth consecutive quarter of postpaid phone subscriber losses. DirecTV added 214,000 U.S. subscribers, but AT&T lost 240,000 U-verse landline TV customers in the quarter.

AT&T reported 593,000 wireless subscriber additions in Mexico after losing a total of 689,000 in the past three quarters.

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