

CableFAX Daily™

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What the Industry Reads First

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TVE Changes: CTAM Readying Standards, New Name for TV Everywhere

It might be time for TV Everywhere to get a new name. That's just one of the proposals CTAM is readying for the industry. In the next 4-6 weeks, the marketing association expects to release a set of recommendations aimed at helping MVPDs have "a consistent national message, positioning ... and great user experience across all the various TV Everywhere apps in the industry," CTAM CEO John Lansing told us. TV Everywhere ultimately won't be the category name because it's not a moniker cable can own (there are others with claims on it) and the brand doesn't research well with consumers, he said. The upcoming recommendations are the result of field research and the work of CTAM's industry-wide steering committee, both of which were well underway before Lansing joined the organization in Nov (replacing Char Beales, who retired at the end of '13). CTAM is testing category names for the steering committee to consider now, as well as experimenting with different on-screen experiences for the user. As for the name TV Everywhere, Lansing said the problem goes beyond CTAM being able to lay claim to the rights. "It does not appear to be the strongest or even close to the strongest category name," he said, citing consumer research. With the Olympics kicking off this week, TV Everywhere will receive increased exposure as Comcast makes live streaming a priority, even offering limited time passes to unauthenticated users. "We had hoped to be a little further along [with the standards], but I think the Olympics represents one of several big tent poles throughout 2014 that will allow us to, as we progress with the work of the steering committee, measure closely the adoption of the recommendations, the increase in awareness of consumers, the overall improvement of the positioning of TV Everywhere and the consumers' experience," Lansing said. More from our interview with Lansing next week.

HRTS Notebook: Nope. **Netflix** still won't share any viewership numbers with the rest of us. But according to Chief Content Officer *Ted Sarandos*, it's not because the OTT giant is embarrassed by potentially low ratings. It's quite the opposite. "Our ratings success would be spun in a negative story to our suppliers that we have shows that are being watched in greater numbers than are being watched on television," he said at the HRTS luncheon on Thurs. "So there's no benefit in me saying we're beating X network." The lack of reporting by Netflix has been a thorn in the side of the traditional biz, especially as it has garnered buzz for shows like "House of Cards" and "Orange is the New

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Black.” Sarandos may be wise not to reveal too much, especially as Netflix continues its push for in-season stacking rights, placing many cable nets in a precarious position with distributors that also feel entitled to those rights for SVOD as part of affiliate deals. Sarandos has balked at paying top dollar when people can access the full seasons on SVOD because “then it’s not exclusive anymore, and the rate goes down... It’s not that we won’t do it. We just won’t pay as much.” **Showtime** pres, entertainment *David Nevins* noted that bingers still have to wait months for the next season, so it’s a longer version of waiting a week for the next episode in a linear environment. “You binge on all 13 and then you have to wait anyway,” he said, noting that he still prefers the more traditional “slow, steady” rollout of shows. But Nevins said new viewing habits are starting to influence perceptions on live viewing. “You can feel the world change,” he said. “Advertisers, journalists are looking at the world differently.” *Jeff Wachtel*, pres/chief content officer at **NBCU Cable Entertainment**, said bingeing means people now watch TV “almost the same way you read a book” but that there remains “still a very significant value to some version of linearity.” And he said traditional nets still do the best job of incubating new shows. “Somebody has to be first mover,” he said, calling TV nets the “beacon” that raises initial awareness before shows become binge-able. “Somebody has to invest in this content,” he said.

Earnings: **21st Century Fox’s** 2Q revenue climbed 15% YOY to \$8.16bln, ahead of analyst estimates, as OIBDA fell 4% to \$1.54bln. OIBDA decreased primarily as a result of lower contributions from the company’s Filmed Entertainment segment, as well as from the Television and DBS segments (including the rebrand of its cable nets). The cable net programming segment saw a 14% increase in rev to \$366mln, with a 7% increase in affil fees (15% in domestic affil fees). Cable network expenses are up 22% in the 1st half of the year. CFO *John Nallen* said US sports rights costs will moderate slightly in 4Q. 21st Century Fox lowered its guidance for the full year, citing the weaker results in film and prime-time ad sales. EBITDA is now expected to grow in the mid to high single-digit range vs possible low double digits.

At the Portals: Much like **Verizon Wireless’** earlier spectrum transaction to a group of cable MSOs, **AT&T** is looking to buy **Cable One’s** AWS spectrum in 24 cellular market areas in various states, according to an **FCC** filing. AT&T plans to use the spectrum for 4G deployment and increase its network capacity. The FCC set a Feb 20 comment deadline. -- As expected, the **FCC** granted 2 L.A. broadcasters special temporary authority to test channel sharing. The stations, **KLCS** and **KJLA** are the 1st to ask the agency to trial sharing a single 6 MHz broadcast channel, freeing up spectrum for auction.

M&A: **Ericsson** is looking to beef up its **IPTV** operations: Following its recent acquisition of **Mediaroom** from **Microsoft**, it agreed to acquire **Azuki Systems**, a provider of TVE delivery platforms for service providers and programmers. The deal, expected to close before the end of the month, would accelerate Ericsson’s TVE expansion with new technologies like adaptive bit rate and content protection services. It’s also expected to accelerate Ericsson’s TVE offering. As part of the deal, Azuki will be incorporated into Business Unit Support Solutions.

Digital: The latest cable net to launch a digital companion channel is **Science**. It launched **Sci2**, featuring short-form videos and live feeds across platforms. Also not fit for TV: *Elise Andrew*, who created the popular **Facebook** page “I Fxcking Love Science,” will be the chief curator for the digital net.

Ratings: **FOX Sports 1** scored a touchdown during Super Bowl week with several viewership records. Thurs night’s “Fox Fight Night: Golden Boy Promotions” boxing event was the franchise’s most-watched to date, drawing 365K viewers, more than doubling its previous average of 175K. Sat’s “Monster Energy Supercross” was the most-watched Supercross event on the net since its launch, with 439K viewers. The most-watched college basketball game on the net was Georgetown’s victory over Michigan State on Sat, averaging 539K viewers. During Super Bowl Week, the 5-month-old net drew 1.7mln new viewers, the largest number of new additions since the week of Nov 25.

Programming: **AMC Networks** and **Sony Pictures Television** inked a deal to develop “Preacher,” the ‘90s comic book series, as a dramatic series on **AMC**. -- **AXS TV** purchased the rights to air the 2014 Stagecoach Country Music Festival. Teaming with **StubHub**, the net will offer more than 12 hours of live coverage over 3 days, starting April 25. -- **WEtv** is adding an Olympics twist to its Feb programming: On Feb 7, it will encore its docu-series “Sanya’s Glam & Gold,” which chronicles the life of 4-time Olympic gold medalist *Sanya Richards-Ross* and her husband **NFL** star *Aaron Ross*. In addition, the net will recap top moments from its shows, starting with “Braxton Family Values Gold Medal

BUSINESS & FINANCE

Moments” on Feb 14, followed by the “Mary Mary Gold Medal Moments” on Feb 21. -- With the first 4 eps averaging 1.9mln viewers, **TLC** has opted to order 35 more eps of “Sex Sent Me to the ER.” The series will return in 2Q. -- **NUVOtv** announced its spring programming lineup. New shows include “The Collective” (March 6), “Nu Point of View: The Emerging Latino Filmmakers” (March 19), “Knockout” (April 9) and “Love and Salsa” (May 6). Returning shows include “Dexter” (Feb 24) and “Mario Lopez: One-on-One” (June 3).

People: Veteran producer and media exec *Barry Jossen* joined the newly formed **A+E Studios** as evp, reporting to **AETN's Bob DeBitetto**, pres of brand strategy, business development. -- **CMT** named *Morgan Selzer* as vp, programming development, effective immediately.

Business/Finance: **Mediacom** completed \$475mln of financing transactions, with S&P raising its corporate credit rating to “BB-“ from “B+” with a stable outlook. Moody’s affirmed Mediacom’s B1 corporate family rating and revised its outlook to positive from stable. “We enjoy today the best credit metrics in the company’s history, given our success with debt reduction and the meaningful deleveraging of our balance sheet since Mediacom completed its go-private transaction in March 2011,” Mediacom CFO Mark Stephan said in a statement.

CableFAX Daily Stockwatch

Company	02/06 Close	1-Day Ch	Company	02/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
21ST CENTURY FOX:	32.15	0.43	GOOGLE:	1159.96	16.76
DIRECTV:	70.14	1.42	HARMONIC:	6.43	0.13
DISH:	57.26	UNCH	INTEL:	23.99	0.47
DISNEY:	75.56	3.80	JDSU:	13.10	0.42
GE:	24.95	0.43	LEVEL 3:	36.56	2.01
MSOS					
CABLEVISION:	16.31	0.21	MICROSOFT:	36.18	0.36
CHARTER:	136.50	(0.85)	NIELSEN:	43.49	1.01
COMCAST:	54.03	0.65	RENTRAK:	58.63	(0.61)
COMCAST SPCL:	51.96	0.59	SEACHANGE:	11.62	0.13
GCI:	9.45	0.11	SONY:	16.52	0.62
LIBERTY GLOBAL:	80.69	0.17	SPRINT NEXTEL:	7.88	(0.62)
LIBERTY INT:	26.84	0.60	TIVO:	11.95	(0.04)
SHAW COMM:	22.72	0.26	UNIVERSAL ELEC:	35.00	(0.21)
TIME WARNER CABLE:	135.65	0.83	VONAGE:	4.41	0.04
PROGRAMMING					
AMC NETWORKS:	64.95	0.95	YAHOO:	36.24	0.75
CBS:	60.29	1.35	TELCOS		
CROWN:	2.93	0.06	AT&T:	32.00	(0.08)
DISCOVERY:	81.94	2.55	VERIZON:	46.68	(0.01)
GRUPO TELEVISA:	28.92	0.57	MARKET INDICES		
HSN:	55.12	0.12	DOW:	15628.53	188.30
INTERACTIVE CORP:	65.42	0.38	NASDAQ:	4057.12	45.57
LIONSGATE:	31.73	1.05	S&P 500:	1773.43	21.79
MADISON SQUARE GARDEN:	58.56	1.30			
SCRIPPS INT:	74.44	1.45			
STARZ:	27.94	0.57			
TIME WARNER:	63.29	0.20			
VALUEVISION:	5.72	(0.14)			
VIACOM:	81.02	0.83			
WWE:	22.70	(0.16)			
TECHNOLOGY					
ADVANTAGE:	2.95	(0.02)			
ALCATEL LUCENT:	4.47	0.32			
AMDOCS:	42.59	0.26			
AMPHENOL:	86.70	1.37			
AOL:	47.15	(0.42)			
APPLE:	512.51	(0.08)			
ARRIS GROUP:	25.86	0.21			
AVID TECH:	6.99	0.05			
BLNDER TONGUE:	0.95	UNCH			
BROADCOM:	29.42	0.43			
CISCO:	22.49	0.51			
CONCURRENT:	8.45	0.04			
CONVERGYS:	19.54	0.13			
CSG SYSTEMS:	27.03	0.11			
ECHOSTAR:	47.09	0.26			

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PROGRAMMER'S PAGE

Arrrr...

Since former **HBO** chief *Chris Albrecht* took over **Starz**, the premium net has honed its original programming strategy with an eye toward epic series that aren't afraid to push the envelope. In the wake of wrapping the visceral orgy that was "Spartacus," Starz spawns a new testosterone-fueled adventure with pirate drama "Black Sails," which while lower key than its Roman predecessor still recounts a lawless and brutal world. Men were men. Women, well... acted like men. And no one could be trusted—not even the British Navy. Snarling his way through every episode since the series premiered on Jan 25 is *Zach McGowan* as *Charles Vane*, a real pirate who spent the better part of the 1710s wreaking havoc, eluding capture, double-crossing everyone and, of course, capturing plenty of booty. "Literally, every actor I meet is like 'You get to go be a pirate. I hate you,'" jokes McGowan, who calls it "very fun to play uncompromising people who don't shy away from a fight, who don't back down." That's perhaps an understatement. In the pilot, Vane kills an old man and punches a woman in the face, among other atrocities. "He'll do a lot more morally questionable things. But I think as you come to understand this world, you start to understand that if you're not willing to do morally questionable things, you've probably been killed at this point," he says. McGowan says the historical record is so flimsy on Vane that he found most of it "useless" in researching the role. "My best research was really just the animal kingdom," he says. "Predators. You've got to remember that these are hunters. So while there's this level of democracy in this world, there's also this level of jungle rules." Rest assured that *Black Sails* won't shy away from those jungle rules as the story unfolds this season. Whatever the net's doing is working: The Jan 25 premiere was Starz's highest rated original debut yet. Arrrr... - *Michael Grebb* [Read the full interview with Zach McGowan at www.cablefax.com]

Reviews: "Coast Guard, Cape Disappointment/Pacific NW," premiere, Sun, 9p ET, **Weather.** The aptly named Cape, aka the "Graveyard of the Pacific," is home to some of the most dangerous waters surrounding the U.S. In the compelling opening ep, fishermen fall into the freezing drink as their vessel capsizes. Weather's cameras intimately capture the rescue from start to finish, making for extremely thrilling viewing. -- "Far From Home," premiere, Sun, 7p ET, 8p PT, **Up.** You'll see a different side of the Pacific NW in this quirky, enjoyable prodigal son story, which takes place in the gorgeous San Juan, WA, islands. In fact, location is a critical plot element as natives battle developers to preserve the island's beauty. *Barry Watson* and *Stefanie von Pfetten* star. -- "Brain Games," Mon, 9:30p, **Nat Geo.** In anticipation of Valentine's Day, a special ep of the melon-focused series looks at the science behind attraction. The ep's thesis is much of what we call attraction is rooted in the brain and can be measured. As usual, the series uses games to illustrate its points. One features 4 couples, although 3 couples really are actors. Science says couples mirror each other's smiles and lean toward each other. Perhaps. We picked, correctly, the real couple since they looked least like actors. So much for science. - *Seth Arenstein*

Basic Cable Rankings (1/27/14-2/02/14)			
	Mon-Sun	Prime	
FOXN	1	1.8	1690
USA	2	1.7	1695
ESPN	3	1.6	1537
HIST	4	1.5	1478
DSNY	5	1.4	1379
TBSC	6	1.3	1314
TNT	7	1.1	1106
HGTV	7	1.1	1092
DISC	7	1.1	1049
DSE	7	1.1	82
FX	11	1.0	985
A&E	11	1.0	944
LIFE	11	1.0	942
ID	11	1.0	870
NAN	15	0.9	889
ADSM	15	0.9	859
SYFY	17	0.8	818
TLC	17	0.8	807
AMC	17	0.8	779
FOOD	17	0.8	773
SPK	17	0.8	767
FAM	17	0.8	725
MSNB	23	0.7	699
BRAV	23	0.7	693
TVLD	23	0.7	647
MTV	23	0.7	640
CMDY	27	0.6	555
APL	27	0.6	544
DSJR	27	0.6	378
VH1	30	0.5	504
TRU	30	0.5	480
CNN	30	0.5	478
HALL	30	0.5	436
BET	30	0.5	426
LMN	30	0.5	420
OWN	30	0.5	383
H2	30	0.5	367
HMC	30	0.5	290
EN	39	0.4	401
NGC	39	0.4	355
WE	39	0.4	349
TRAV	39	0.4	337
OXYG	39	0.4	321
GSN	39	0.4	311
INSP	39	0.4	306
DXD	39	0.4	295

*Nielsen data supplied by ABC/Disney

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