

# CableFAX Daily™

Friday — June 27, 2014

What the Industry Reads First

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## VidContagious: Online Video Stars, Fans Converge in Anaheim

A bit like **Comic-Con** for the **YouTube** crowd, both digital and traditional media execs mixed and mingled Thurs in Anaheim for the 5th annual **VidCon**, which celebrates online video both as a creative phenomenon—but also as a playground for traditional media companies. Longtime media exec *Fred Siebert*, founder and exec producer at **Federator Studios**, told the crowd of online video stars and wannabes that supposedly big, scary media execs spend sleepless nights worried they won't find the next big star: "You're their goldmine," he said, noting that he has spent a career listening to execs tell him they knew better than him (even when they didn't). "If we meet, and I tell you you're wrong, please throw it back in my face," he said. Perhaps that was the biggest theme of the day: disruption as a business plan, rebellion as a strategy. And it's increasingly a well-funded rebellion, with **Fullscreen** founder/CEO *George Stropoulos* announcing a new \$10m investment in online content creators during the morning session. Of course, the space remains fragmented and experimental. "I don't think any of us know what we're doing," admitted conference organizer *Hank Green*, a well-known YouTube personality in his own right. And he said it's not too late for those who think they're tardy to the game. "This is a big deal, and we are at the beginning of it," he said. **Dreamworks Animation** chief *Jefrey Katzenberg* showed up in tennis shoes to tout the company's YouTube Nation curation channel that launched earlier this year. "It pissed me off that I would find out on 'The Today Show' what I should be watching on YouTube," he said. "We have created a lighthouse that is in service of everything that is great and unique and singular about what I believe will be the most valuable media platform in the world, which is YouTube." That's perhaps best illustrated by Dreamworks' own acquisition of **Awesomeness TV**, not to mention **Disney's** recent purchase of *Maker Studios*. In that case, the benefits can flow both ways, as Maker chief audience officer *Chris Williams* noted that "the plan is to really leverage Disney's IP" for integration into Maker's short-form videos. Ultimately, few believe the deals will stop any time soon. "The era of M&A has just started," said **Endemol Beyond USA** pres *Will Keenan*, noting that traditional players now know one thing for certain: "If they hold out any longer, they'll be left behind."

**On the Hill:** Not only did STELA, the Satellite Television Extension and Localism Act, get a new name, but it was passed by Sen Judiciary Thurs in a relatively clean form. The bill, now named the Satellite Television Access Reautho-



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rization Act of 2014 (STARA), would simply extend the Act, which sunsets at the end of the year, for another 5 years. Broadcasters, which have been advocating for a clean bill, were pleased. “In an era of divided government, the Senate Judiciary Committee approach to STELA offers a clear path to final passage of a satellite TV bill this year. America’s local broadcasters pledge our strong support for this bill and look forward to its final adoption by the full Senate,” **NAB** pres/CEO *Gordon Smith* said in a statement. However, to have a clean final version of the bill passed, the broadcasters still have a ways to go. Not only does Senate Commerce play a role as legislators work on the final Senate version of the bill, House Commerce’s own proposal currently contains some video reform provisions.

**Akamai Reports 4K Readiness:** The 4K momentum is building with cable MSOs and OTT providers working to offer 4K content, but the US didn’t even make **Akamai**’s top 10 list of 4K-ready countries. With 4K adaptive bitrate streams generally requiring between 10-20 Mbps of bandwidth, the rankings identified regions most likely to be able to sustain such streams within the range. South Korea topped the list with 60% of HHs ready for 4K, followed by Japan (32%) and Hong Kong (26%). China had the lowest readiness level at 0.2%. Ranking 17th on the global list, the US has 39 states with 4K readiness levels above 10%. MA led the chart at 27%, followed by DE (26%) and NH (24%). KY placed last (6.1%). Globally, some 11% of all connections are 4K ready.

**SCTE’s Energy Plan:** SCTE unveiled “Energy 2020,” a campaign to provide cable ops with new standards, innovation, training and more to reduce energy. Goals include reducing power consumption by 20% on a unit basis and reducing energy cost by 25% on a unit basis by 2020. Operators active in the initial stages of Energy 2020 include **Comcast, Time Warner Cable, Cox, Bright House, Bend Broadband, Rogers, Suddenlink** and **Buckeye**, with more to come. Once ops’ objectives are aligned, vendors will jump in to help create standards that will be incorporated into future cable network equipment requirements. **Cisco, Arris, Intel** and others are already involved, according to SCTE pres/CEO *Mark Dzuban*. More details at **Cablefax.com**.

**More Aereo Reaction:** The Supreme Court’s ruling against **Aereo** disappointed Rep *Anna Eshoo* (D-CA). “Every day I hear from my constituents who are fed up with rising cable bills and a business model that forces them to buy a bundle of channels they will never watch. Aereo provided the innovative solution needed to disrupt the video marketplace, giving consumers greater choice in how they watch their favorite free over-the-air broadcast programming,” she said in a statement. Eshoo, ranking member of the House tech subcmte, took the opportunity to urge video reform. “The Court’s decision is a reminder that our video laws are broken and ripe for reform. Legacy laws written in a time long before the Internet existed are hindering innovation and consumer choice, while protecting incumbent interests.”

**Carriage:** Under a carriage deal with specialty TV net operator **Anthem Media Group**, **Cablevision** became the 1st major US cable MSO to carry combat sports channel **Fight Network** and fantasy sports-focused **FNTSY Sports Network**. Both are available as part of the Optimum Gold and Optimum Sports & Entertainment Pak. -- **Media-com** added European cinema VOD channel **Eurocinema**, expanding the on demand service’s reach to more than 37.5mln subs. Eurocinema offers global box office features a la carte, from \$2.99-\$5.99.

**TiVo’s Binge Numbers:** Everybody’s binging these days. **TiVo**’s Spring Binge-Viewing survey found 91% of the more than 15K respondents considered it common behavior, with 40% having partaken in binging within a week (69% had binged within a month of the survey). The biggest reasons for binging were catching up or learning of a series late, but 29% said they purposefully put off watching an entire season so they can watch it at one time. The most-binged show was **AMC**’s “Breaking Bad” (35%), followed by **Netflix**’s “House of Cards.”

**Programming:** **AMC** rolls out “4th and Loud,” which chronicles the inaugural season of the LA KISS Arena Football League team, debuts Aug 5, 10pm. The team’s owners include *Paul Stanley* and *Gene Simmons* of KISS fame. -- **MTV** closed a multi-year production deal with *Rob Dyrdek* and his production company **Super Jacket**. The deal includes a pilot in development, new competition series “Snack-Off,” and additional seasons of “Rob Dyrdek’s Fantasy Factory” and “Ridiculousness.” -- **Sportsman Channel** will roll out its 3Q programming lineup beginning June 30. It includes more than 16 new series and 700 new eps. The net will continue to focus on the top big-game animal—whitetail deer—with 22 series and more than 780 hours of big buck programming during the season. The Q3 lineup is part of the net’s “Red, Wild & Blue America” initiative.

# BUSINESS & FINANCE

**Viggle Adds Digital Rewards:** Viggle is acquiring **Choose Digital**, a digital marketplace platform that allows companies to incorporate digital content into existing rewards and loyalty programs. The acquisition means Viggle users will be able to receive digital media rewards, such as TV shows, music, audiobooks, for watching live TV with the app. Choose Digital works with all the major music labels, and streaming for thousands of TV shows and movies is expected to launch in coming months.

**People:** **Starz** upped *Ken Segna* to vp, original programming. -- **Suddenlink** named *Jared Sonne* svp, ops for its NC region, based in Greenville. Sonne replaces *Phil Ahl-schlager*, who retires July 1. -- **Cablevision** vet *James Nuzzo* joined **Charter** as evp, business planning, reporting to COO *John Bickham*. Nuzzo most recently served as sr evp, ops and business planning at Cablevision. -- **NBCU TV** Everywhere gm *Alison Moore* hired *Dina Juliano* as svp, consumer product strategy. The two previously worked together at **HBO** and **HBO Go**.

**Betsy Magness 30 & 31:** **WICT** announced the members of Classes 30 and 31 of the '14-'15 Betsy Magness Leadership Institute, which is celebrating its 20th anniv. The year-long program incorporates direct feedback on leadership styles and guidance on strategic vision. Visit [WICT.org](http://WICT.org) to see the new class lists.

## CableFAX Daily Stockwatch

Company	06/26 Close	1-Day Ch	Company	06/26 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>CONVERGYS:</b> .....21.00.....(0.06)		
DIRECTV:	85.10	0.70	CSG SYSTEMS:	25.48	(0.08)
DISH:	63.76	0.63	ECHOSTAR:	52.00	(0.6)
ENTRAVISION:	6.08	0.10	GOOGLE:	576.00	(2.65)
GRAY TELEVISION:	12.56	0.36	HARMONIC:	7.38	(0.03)
MEDIA GENERAL:	20.04	(0.29)	INTEL:	30.78	(0.1)
NEXSTAR:	48.44	(0.37)	INTERACTIVE CORP:	69.28	0.35
SINCLAIR:	33.64	(0.16)	JDSU:	12.39	0.65
<b>MSOS</b>			LEVEL 3:	43.65	(0.22)
CABLEVISION:	17.58	0.12	MICROSOFT:	41.72	(0.31)
CHARTER:	152.00	UNCH	NIELSEN:	48.28	0.05
COMCAST:	53.60	0.39	RENTRAK:	51.69	(2.04)
COMCAST SPCL:	53.31	0.46	SEACHANGE:	7.71	(0.07)
GCI:	11.24	(0.09)	SONY:	16.81	(0.1)
GRAHAM HOLDING:	717.85	1.26	SPRINT NEXTEL:	8.41	(0.13)
LIBERTY GLOBAL:	43.53	0.24	TIVO:	12.54	(0.09)
LIBERTY INT:	29.12	UNCH	UNIVERSAL ELEC:	47.67	(0.35)
SHAW COMM:	24.65	0.05	VONAGE:	3.80	0.04
TIME WARNER CABLE:	146.60	1.39	YAHOO:	33.66	0.41
<b>PROGRAMMING</b>			<b>TELCOS</b>		
21ST CENTURY FOX:	35.15	0.27	AT&T:	35.26	UNCH
AMC NETWORKS:	60.51	(0.3)	CENTURYLINK:	36.16	0.01
CBS:	61.99	(0.49)	TDS:	25.80	(0.08)
CROWN:	3.55	UNCH	VERIZON:	49.21	(0.2)
DISCOVERY:	72.89	(1.67)	<b>MARKET INDICES</b>		
DISNEY:	84.45	0.55	DOW:	16846.13	(21.38)
GRUPO TELEVISIA:	34.94	0.06	NASDAQ:	4379.05	(0.71)
HSN:	58.18	(0.12)	S&P 500:	1957.22	(2.31)
LIONSGATE:	28.20	0.18			
MADISON SQUARE GARDEN:	60.37	(0.01)			
SCRIPPS INT:	80.84	0.11			
STARZ:	29.09	(0.14)			
TIME WARNER:	69.40	0.33			
VALUEVISION:	5.02	0.02			
VIACOM:	85.44	0.24			
WWE:	11.56	(0.15)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.80	(0.03)			
ALCATEL LUCENT:	3.60	0.02			
AMDOCS:	46.43	(0.11)			
AMPHENOL:	95.57	(0.56)			
AOL:	38.68	(0.07)			
APPLE:	90.90	0.54			
ARRIS GROUP:	32.25	0.39			
AVID TECH:	7.47	(0.03)			
BROADCOM:	36.99	(0.17)			
CISCO:	24.65	(0.07)			
CONCURRENT:	7.60	0.10			

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# PROGRAMMER'S PAGE

## The Sun Sets on Bon Temps

Last week HBO's "True Blood" premiered its 7th and final season to an audience of 5.8m viewers. We caught up with season regular Carrie Preston, who plays the sassy, Southern waitress Arlene Fowler. Here's Preston on the series' sunset, balancing multiple TV shows at once and how strong female characters have evolved over time. **How do you feel about the show ending?** It has been an extraordinary 7 years and it's going to be hard to say goodbye... That said, I feel like the writers knew they had one more season in them and I want to respect them... We want to go out with a strong story and not keep it going for the sake of keeping it going. You've been on the show from the beginning. **How has the series evolved over time?** The first season we were all trying to nail down what the tone of the series was—what the characters were... And then you get into a groove and you go along for seasons and you trust the writers. A lot of our writers have been there since the beginning. And then Daddy left—Alan Ball. He left us on our own, all grown up. And the show took on a different tone under our new showrunner. **You've worked on several shows simultaneously—True Blood, "The Good Wife" and "Person of Interest."** **How do you balance the work?** Logistically, it can be challenging. However, I do have to get permission from HBO to do the other shows, because contractually they take precedence over everything else. They're what we call, in the business, in first position. Luckily, HBO has been supportive of me playing these other roles and I'm very grateful to them, because if they hadn't given me the permission to do it I wouldn't have had those rich experiences and I certainly wouldn't have an Emmy award sitting on my shelf. — *Kaylee Hultgren* [For the full Q&A check out [Cablefax.com](http://Cablefax.com)]

**Reviews:** "Buying Naked," series premiere, Sat, 10p, **TLC**. Cameras follow FL-based realtor *Jackie Youngblood* as she sells homes. Seen this before? Probably not. Jackie's clientele are nudists and sales are, um, taking off. TLC plays it for laughs mostly, with humorous music and carefully edited footage. Yet there's plenty of skin and more shots of buns than a year's worth of **Food Network**. There also are real estate tips: 'Nudists prefer kitchens without sharp countertop edges.' If this series isn't the definition of a complete hoot I'm not sure what is. -- "Nurse Jackie," Season 6 finale, Sun, 9p, **Showtime**. Jackie (*Edie Falco*) has been ruled by her drug addiction more this season than in any of the previous 5, lying, cheating and stealing to get her fix. In the season finale she forces loyal supporters to confront her, but flees and ends up in far worse trouble. -- "The Leftovers," series debut, Sun, 10p, **HBO**. A small town and a family react to the sudden disappearance of 2% of the world's population. Justin Theroux is solid as a perplexed police chief, husband and father in this fine adaptation of Tom Perrotta's excellent novel. -- "White, Blue and White," Tues, 8p, **ESPN**. A very good look at Argentine Ossie Ardiles' troubles playing soccer in England during the Falklands crisis. — *Seth Arenstein*

Basic Cable Rankings (6/16/14-6/22/14)			
Mon-Sun Prime			
1	TNT	0.9	2217
2	USA	0.8	1897
2	HIST	0.8	1859
4	DSNY	0.7	1842
4	ESPN	0.7	1719
4	FOXN	0.7	1684
7	TBSC	0.6	1535
7	HGTV	0.6	1413
9	A&E	0.5	1304
9	TLC	0.5	1144
9	FX	0.5	1134
9	SYFY	0.5	1118
13	NAN	0.4	1107
13	FAM	0.4	1085
13	ADSM	0.4	1036
13	DISC	0.4	991
13	FOOD	0.4	987
13	LIFE	0.4	887
13	ID	0.4	833
13	DSE	0.4	101
21	VH1	0.3	846
21	SPK	0.3	839
21	AMC	0.3	828
21	BRAV	0.3	765
21	TRU	0.3	654
21	APL	0.3	613
21	DSJR	0.3	606
21	HALL	0.3	561
21	HMC	0.3	356
30	CMDY	0.2	606
30	MSNB	0.2	603
30	MTV	0.2	559
30	TVLD	0.2	555
30	LMN	0.2	522
30	BET	0.2	522
30	CNN	0.2	500
30	OWN	0.2	500
30	ESP2	0.2	491
30	NGC	0.2	478
30	WETV	0.2	472
30	EN	0.2	451
30	NKJR	0.2	429
30	TRAV	0.2	401
30	OXYG	0.2	383
30	DXD	0.2	382
30	H2	0.2	377

\*Nielsen data supplied by ABC/Disney



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