

CableFAX Daily™

Tuesday — August 18, 2014

What the Industry Reads First

Volume 24 / No. 160

Marketing Summer Programming: Content Meets Culture?

Another summer is almost behind us, and once again the season was so jam-packed with premieres that marketers pulled out their most innovative tricks to grab viewers' attention. Ratcheting up pressure is competition from OTT content providers. Nowadays, marketers ensure campaigns aren't just loud, but also ubiquitous, in order to offer 'something for everyone' that reflects the evolving consumption habits of the modern viewer. *Alexandra Shapiro*, evp of marketing and digital at **USA**, said the key is finding "the intersection between [programming] content and culture." If marketers can "create dialogue about dominant trends or emerging trends, you give people a reason to care and to lean in." Take the marketing campaigns for USA's newest drama "Satisfaction," **FX**'s newest sci-fi thriller "The Strain," and the 2nd season of **Showtime**'s "Masters of Sex." All 3 series premiered this summer and boasted campaigns involving tactics reaching far beyond the traditional. "Traditional media is critical, but it is harder and harder to aggregate an audience because of the way in which people are consuming media," said Shapiro. "You have to cast your net wide. You have to create a myriad of levers and entry points for the consumers." To promote "Satisfaction," USA extended the show's concept to practically any platform where potential viewers might be, including **Facebook**, **Twitter**, **Instagram**, out-of-home ads and experiential events. Marketing for "The Strain" put the brand on social networks, **Microsoft**'s Xbox and at the most recent SXSW Festival. FX svp, marketing *Sally Daws* said "it's really hard for anyone to break through from an awareness perspective. Even for big noisy shows with big budgets... It's really crowded." Meanwhile, decisions about how to spend marketing budgets remain mostly case-by-case. "For certain shows you may do more in the online space or you may not do radio, but you just have to tailor. The budget may be different, but as far as tactics we still kind of hit all of those core buckets," said Daws. Social media platforms have definitely become obligatory, if you will. Nowadays more and more nets make teaser content available on OTT platforms like **YouTube** or create their own hubs where fans can engage for large amounts of time. As for what form the teaser content takes, few restrictions exist. "It can be a video, it can be an animated GIF, a Vine, an Instagram video, a Snapchat experience... It can be a prequel on WattPad," said Shapiro. Showtime partnered with director *Tatiana Piliieva* to produce "Undress Me," a 3-minute video and social experiment inspired by "Masters of Sex." *Don Buckley*, evp of program marketing and digital services at Showtime, said "in the competitive environment, no matter what you're

THE OVER
UNDER LIST

OVERACHIEVERS UNDER 30

Call for
Entries!



Who are cable's rising stars?

Enter Today!

Entry Deadline: August 27 | Final Deadline: September 3

It's your turn to decide—enter your favorite young cable professionals for consideration in Cablefax's new Over-Under List: Overachievers Under 30. This program honors budding young cable leaders from all walks of business.

Enter at www.cablefax.com/awards

24400

Sponsorship Opportunities: Amy Abbey at aabbey@accessintel.com | Questions: Mary-Lou French at mfrench@accessintel.com

Cablefax TV Innovation Summit

Thursday,
Sept. 18, 2014
8:00 am - 4:40 pm
Grand Hyatt,
NYC

Network. Strategize. Brainstorm

These industry peers are attending. Are you?

ABC Family, Manager, Social Media
A&E, Senior Director Social Media & Fan Engagement
A+E Networks
A+E Networks, VP, Distribution
A+E Networks, SVP, Digital Media
BET Networks, Director of Creative and Marketing Operations
Bloomberg TV, Head of Distribution
Bloomberg TV
Bravo/Oxygen, VP, Bravo and Oxygen Media Ad Sales Research
Bright House Networks, VP, New Product Development
Cable Public Affairs Channel, Director, Network and Programming Operations
Cablevision Media Sales, SVP-Product, Data & Analytics
Cablevision Media Sales, Vice President, Product Management
Cablevision Media Sales Corp., Director, Audience Measurement
Cablevision Media Sales Corp., Vice President
Canoe Ventures, Head of Product, Sales & Marketing
Carlsen Resources, Founder & CEO
Comcast, VP, Advanced Advertising
Cox Media, Senior Director, Media Business Operations
CSG International, Director of Products Strategy
Davis Communications Group, President and CEO
Discovery Communications, SVP, Digital Distribution & Partnership
Disney & ESPN Media Networks, Vice President - Digital Video Distribution
Disney & ESPN Media Networks, Sr. Director - Digital Video Distribution
Electronic Arts, SVP, Global Publishing and Marketing
Ember Media, Executive Producer
eMediaTRADE, Chief Revenue Officer
Ensequence
EPIX, Digital Manager
EPIX, Product Manager
ESPN, EVP, ESPN Multimedia Sales
ESPN, SVP, Digital Video Distribution, Disney and ESPN Media Networks
Former NBC Universal President, Distribution Consultant
Fox Networks Group, SVP, Finance & Operations
FOX News Channel, SVP Creative Director
Frontier Communications, VP-Video Strategy & Product Development
Greenberg Taurig, Shareholder, Greenberg Taurig
Horizonte, Digital Strategy and Intelligence Coordinator
HSN, Director, Advanced Services
HSN, Vice President, Advanced Services
IBB Consulting, Partner
INVIDI Technologies, SVP, Technical Business Development
Jewelry Television, Chief Strategy Officer
Jewelry Television, Director Strategic Initiatives
Jewelry Television, CFO
Leap Media Investments, CEO/Co-Founder
Leflein Associates, Social Media Manager
Leflein Associates, President/Founder
Management Science Associates, Sr. Manager
Management Science Associates, VP
Media Storm, Head of Digital
Mediacom Communications, SVP, Marketing and Sales
National Geographic Channels, SVP, Programming Planning and Research
National Hockey League, Vice President, Affiliate Sales & Marketing
NBCUniversal, EVP, Digital Distribution
Outdoor Channel, Vice President, Distribution & Affiliate Marketing
Outdoor Channel, Executive Vice President, Distribution & Affiliate Marketing
Outdoor Channel, Vice President Distribution, Affiliate Sales & Emerging Media
Pac-12 Networks, Director, Research
Parks Associates, Research Analyst
Purdue University, Professor/Founding Head
Remarkable Content Group, Principal
Rentrak, Corporate President
Rovi Corporation, VP, Sales
Scripps Networks Interactive, Director, New Media Distribution
Scripps Networks Interactive, Manager, IT Service Delivery
Scripps Networks Interactive - Food Network SVP, Marketing, Creative Services and PR
Scripps Networks Interactive - Food Network VP, On Air/Off Air Media Strategy
SES, Senior Sales Director
SES, Senior Sales Director
SJI Associates, President
SJI Associates, Vice President/Partner
Starz, Chief Revenue Officer
Studio 3 Partners, Chief Digital Officer
Sundance TV, VP, Consumer Marketing
Telecine Programacao de Filmes Ltda, CEO
Time Warner Cable, EVP and Chief Technology and Network Operations Officer
TiVo Research, VP, Network Audience and Purchaser Insights
Viamedia, Senior Vice President Marketing & Research
Viamedia, President/CEO
Viamedia Inc., Chief Operating Officer
WE tv, SVP, Digital Media & Business Development
zaci inc, CEO

The advanced registration rate ends August 31.

Don't get left behind and register your team today at www.cablefaxtvsummit.com.

Sponsored By:



Questions: Contact Diana Rojas at drojas@accessintel.com

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Sr Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Scott Gentry, Dir of Business Development, sgentry@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,599/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

watching, no matter who you're watching, you have to find marketing tools that are distinctive and unique. It's the mosaic of the marketing campaign that ultimately paints the larger image that we aspire to." -- *Ashley Powell*

FCC to Collect Special Access Data: Sorry, cable. The Office of Management and Budget has given the **FCC** the OK to collect data from providers and purchasers of special access service as it conducts an evaluation of competition in the marketplace. "Consistent with the terms of OMB's approval, we will move forward with data collection and fact-based analysis that will help the Commission better understand competition in this marketplace, and the impact on consumers as we pursue the Commission's statutory mandate to ensure special access services are provided at reasonable rates and on reasonable terms and conditions," FCC chmn *Tom Wheeler* said Mon. **NCTA** and **ACA** have both argued that the agency has underestimated the amount of work and money surrounding the reporting requirement. With the OMB giving the data collection a thumbs up on Fri, the FCC said Mon it will move forward with the data collection approved by the agency in 2012. Special access lines are dedicated high-capacity connections used by businesses and institutions to transmit voice and data traffic. NCTA had argued that the FCC's order failed to satisfy obligations under the Paperwork Reduction Act and that the agency could reduce the burden on operators with the detailed data now required on the revised FCC Form 477 on the availability of commercial services on a geographically granular basis. How expensive could this be? NCTA said in a March filing that it could work out to roughly \$2mln for **Cox** and more than \$20mln for **Comcast**.

NAB Goes After Incentive Auction: On Mon, **NAB** asked the US Court of Appeals for DC to review certain elements of the **FCC's** broadcast spectrum incentive auction order. It's challenging the agency's decision to change the methodology used to predict local television coverage areas and population served, saying it could result in significant loss of viewership of broadcast TV stations after the FCC repacks TV stations into a shrunken TV band. "We are not looking to delay the auction. We merely hope that, if the FCC does not change course on its own, the Court will help put the auction back on the track Congress envisioned so that we can quickly achieve a balanced auction that benefits all stakeholders," *Rick Kaplan*, NAB evp, strategic planning, said in a statement. NAB also believes the FCC failed to ensure proper protections for broadcast translators and to take steps to preserve licensees' coverage areas in repacking.

Nielsen Catalina Adds FourthWall: Nielsen Catalina Solutions is linking up with **FourthWall Media**, which will give it anonymous TV viewing data from nearly 1mln new cable set-top box households. FourthWall's data expands the single-source panel to 1.4mln HHs. Nielsen Catalina ties advertising with retail sales by integrating data from Nielsen's TV panel and set-top homes with shopper data.

At the Portals: The **FCC's** Wireline Bureau extended the filing deadline for reply comments in the Open Internet proceeding until Sept 15 to compensate for its extension of the comment deadline from July 15 to July 18.

Synacor Showdown: The **Synacor** saga continues, with **JEC Capital Partners** and **Ratio Capital Partners** (who together own about 10% of Synacor's common stock) saying they are willing to pay the costs of a special meeting so shareholders can vote on the removal of *Jordan Levy* as chmn and *Andrew Kau* as dir. "We are so confident that an overwhelming number of Synacor shareholders are in support of changes to the board that we will pay the costs of the Special Meeting," the shareholders wrote in an open letter to the board Mon. "If the board is confident in the results of a shareholder vote, it should not be afraid to call a Special Meeting of Shareholders at our expense. Among their complaints: Synacor's stock price is down 60% from its IPO, while the board has increased its compensation by 500% by raising stock options; the termination of a share repurchase program after utilizing just 10% of the funds authorized to repurchase shares; and new CEO *Himesh Bhise's* announcement of the beginning of a 45-day period to develop a strategy for the company—which they argue confirms their assertion that the board had no turnaround plan.

Smart Home News: As cable expands into home automation, here's something to keep in mind. **Parks Associates** found that about 25% of US broadband households with smart home devices experience problems monthly. Parks' Internet of Things research found that 57% of consumers with IP security cameras and 58% with electronic door locks or thermostats would value tech support services these solutions. -- Former **Charter** CMO *Ted Schremp*, now CEO of SmartHome Ventures, is helping roll out what he bills as the industry's 1st mass-market home automation service that's flexible, scalable and affordable, with no contract requirement. PEQ (pronounced peek), which is powered by **icontrol Networks**, is available now at mypeq.com, and will launch at select **Best Buy** stores on Aug 31.

BUSINESS & FINANCE

Happy 1st Birthday: Fox Sports 1 and companion net Fox Sports 2 celebrated their first birthday Sat—just a few days after the latest sports net launch (**ESPN's SEC Network**), reminding us of the popularity of live sports. FS1 is available in approximately 90mln homes and delivered nearly 5K hours of live event, news and original programming in its inaugural year, including **UFC**, regular season **MLB** and **Big 12** and **Pac-12** football. Year 2 will see the addition of more than 150 live events, including MLB Division and League Championship Series games, **NASCAR** Sprint Cup and nationwide races and **FIFA Women's World Cup**. Since switching from **Speed**, the net's up 48% in prime time vs a year ago; 18-49s are up 62%.

Sportsman Goes HD on GCI: GCI launched **Sportsman Channel HD** as part of its Digital Variety package last week, a few weeks after the net launched on the AK operator.

People: **A+E Networks** promoted *Alexandra MacDowell* to svp, production mgmt for **A+E Studios**. -- **TVGN** named *Jessie Surovell*, of **Shed Media US**, as vp, development and upped *Kristan Giordano* to vp, original programming. -- *Ed Kozek* was named svp, product and engineering for **The Weather Company's** WeatherFX.

Oops: In Mon's STEM Progress Report article, the 99mln households number should have been associated with **Discovery Comm.**

CableFAX Daily Stockwatch

Company	08/18 Close	1-Day Ch	Company	08/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	84.19	(0.02)	CONCURRENT:	7.23	0.01
DISH:	65.04	0.27	CONVERGYS:	18.78	0.38
ENTRAVISION:	4.55	0.32	CSG SYSTEMS:	27.92	0.53
GRAY TELEVISION:	10.52	0.22	ECHOSTAR:	48.98	0.63
MEDIA GENERAL:	16.98	0.96	GOOGLE:	582.16	8.68
NEXSTAR:	45.00	1.01	HARMONIC:	6.21	0.06
SINCLAIR:	29.45	0.44	INTEL:	34.41	0.24
MSOS					
CABLEVISION:	18.28	0.10	INTERACTIVE CORP:	68.38	0.99
CHARTER:	157.41	1.80	JDSU:	10.99	0.12
COMCAST:	54.73	0.10	LEVEL 3:	41.96	(0.02)
COMCAST SPCL:	54.50	0.11	MICROSOFT:	45.11	0.32
GCI:	11.28	0.20	NIELSEN:	48.13	0.59
GRAHAM HOLDING:	719.79	7.49	RENTRAK:	49.71	1.05
LIBERTY GLOBAL:	43.91	0.15	SEACHANGE:	7.40	0.07
LIBERTY INT:	28.84	0.46	SONY:	18.52	0.11
SHAW COMM:	24.96	0.05	SPRINT NEXTEL:	5.62	(0.07)
TIME WARNER CABLE:	148.43	0.12	TIVO:	13.71	0.29
PROGRAMMING					
21ST CENTURY FOX:	35.97	0.11	UNIVERSAL ELEC:	54.57	1.63
AMC NETWORKS:	61.88	0.93	VONAGE:	3.22	(0.04)
CBS:	60.23	0.24	YAHOO:	37.38	0.91
CROWN:	3.47	0.04	TELCOS		
DISCOVERY:	44.39	0.91	AT&T:	34.65	(0.09)
DISNEY:	89.97	0.69	CENTURYLINK:	40.42	0.02
GRUPO TELEVISIA:	37.32	0.55	TDS:	25.50	0.17
HSN:	60.95	1.53	VERIZON:	48.78	(0.02)
LIONSGATE:	32.91	0.17	MARKET INDICES		
MADISON SQUARE GARDEN:	62.72	1.49	DOW:	16838.74	175.83
SCRIPPS INT:	80.98	0.86	NASDAQ:	4508.31	43.39
STARZ:	29.24	0.25	S&P 500:	1971.74	16.68
TIME WARNER:	76.86	0.36			
VALUEVISION:	4.96	0.30			
VIACOM:	82.16	0.64			
WWE:	14.06	0.20			
TECHNOLOGY					
ADVANTAGE:	2.36	0.03			
ALCATEL LUCENT:	3.21	0.03			
AMDOCS:	45.83	0.41			
AMPHENOL:	101.79	1.40			
AOL:	43.57	(0.06)			
APPLE:	99.16	1.18			
ARRIS GROUP:	31.25	(0.34)			
AVID TECH:	7.64	(0.06)			
BLNDER TONGUE:	1.51	(0.04)			
BROADCOM:	38.13	0.12			
CISCO:	24.63	0.20			



THE 2014 WICT
LEADERSHIP CONFERENCE

SEPTEMBER 15-16, 2014
DURING DIVERSITY WEEK
NEW YORK MARRIOTT MARQUIS

THE 2014 WICT
TOUCHSTONES LUNCHEON

SEPTEMBER 15, 2014
11:15 AM-1:15 PM
NEW YORK MARRIOTT MARQUIS

REGISTER TODAY AT WICT.ORG

Cablefax TECH by Joyce Wang

Verizon CFO: Get Ready for Multicast Video

Cable will soon face a new competing service from **Verizon** thanks to multicast technology, which steams content over the telco's LTE Network. The technology is still about a year out, Verizon evp/CFO *Fran Shammo* said during the **Oppenheimer** 17th Annual Technology, Internet & Communications Conference last week. "We will start to embed the chips in the fourth quarter of this year, but you have to go through an upgrade cycle to start to get the millions of customers that you need to have that type of technology in that handset to be able to use that multicast technology." The multicast technology is "the pivotal point that starts to change the way video is delivered over a mobile handset which opens up content into the wireless world," he said, noting the **Samsung** Galaxy 5 smartphone already has multicast chipset. Still, the video-over-wireless ecosystem needs to be developed. "As you know, one of the things that is missing in the ecosystem for wireless is the third-party independent person who says who watches what and rates the shows. So advertisers and network content providers can't get their hands around how many eyeballs are actually watching that individual content," Shammo said. "Now our understanding is that we will maybe have that from a third party by the end of this year and I think that will be the first step to it." He's presumably talking about **Nielsen's** plan to add cross-platform measurement sometime this fall. And exactly what's the target market for multicast video? "If you think about a wireless customer who consumes video, they are normally in 30-minute segments, and they are normally on live real-time events, and that is where we think multicast will really be important," he said. Citing mobile data usage jump during World Cup, Shammo said "people are willing to watch those live events at that point in time in places where they can't be sitting at home to do that and that is where we think sporting events—things like the Emmys or concerts—things that are real live time will be the ecosystem for that." But will this be an advertising model, a revenue sharing model, a PPV model? "That's yet

to be worked out," Shammo said. However, multicast video is "absolutely a revenue generator and something for the content providers to be able to deliver content very easily through the wireless network."

Synacor 2Q: Charter's long-standing relationship with **Synacor** is tapering off as the MSO has indicated it plans to take its Charter.net start Web page in-house. The MSO represents more than 10% of Synacor's revenue. "We have signed an agreement to continue to provide services to Charter and explore new product and revenue opportunities," CFO *Bill Stuart* said during the TV authentication service provider's 2Q conference call last week. "Their contract has recently been amended to allow them to take over the portal," which might happen in March next year, he said. Synacor has factored Charter's impact into its 3Q guidance, which projects revenue of \$25m-\$26m. "We have several other opportunities in the pipeline," including "a lot of opportunity for desktop and laptop in our traditional search and ad business," Stuart noted. Synacor is also expanding into mobile, which is expected to contribute to revenue next year, he said. The takeaway from Charter's move is "not that we just lost a customer. It was a company that decided... to do more in-house, and I completely respect that," CEO *Himesh Bhise*, a former **Comcast** exec said. The new agreement with Charter offers "a whole series of new services and support over the next year," he said. During the quarter, the company engaged 17.9m average unique visitors per month, down 9% YOY. Revenue for the quarter was \$24.2m, compared to \$26.7m a year ago.

Elemental Gets Contract: Elemental Technologies, which provides video processing service, scored a contract with **Roberts Communications Network**. The Vegas-based simulcast horse and greyhound racing video service provider will use Elemental's technology to deliver OTT, IPTV, desktop and mobile video streaming.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at jwang@accessintel.com



TURN IT UP
ACTIVATE YOUR POWER.
IGNITE YOUR FUTURE.
NAMIC
CONFERENCE 2014

Breakfast Recognizing the Cablefax 2014 Most Influential Minorities in Cable

Join Cablefax and NAMIC as we honor this distinguished group of professionals and their achievements. It's an inspiring kickoff to the 28th Annual NAMIC Conference!

Tuesday, September 16 | 7:30 - 8:45 am
New York Marriott Marquis | 1535 Broadway, New York, NY

Purchase tickets at www.namic.com by August 29.

Presented in partnership with:
Sponsored by:
Follow us on:







#NAMICConference

