

Cablefax Daily™

Friday — October 3, 2014

What the Industry Reads First

Volume 24 / No. 192

5 Questions: Weather's New Strategy Chief Jennifer Dangar

The Weather Company's pres of distribution Jennifer Dangar recently added the role of chief strategy officer to her title (the company announced it internally in July). We chatted with her about the newly created position and the company's plan to move to a more personalized, on-demand world across platforms, which entails a potential OTT offering. **Tell us about your new responsibilities.** I partner with our CEO to explore and investigate opportunities. A big part of it is to look at where we can really allow all these screens to converge. The distribution piece is an important part of that. No matter what, when there's severe weather, people need storytelling, in-depth coverage and expertise. The storytelling and information and data on different screens are used differently. Bringing them together for each different audience is fundamental to what I do. **How do you plan to achieve that?** We are moving forward with our Universal Profile program. We have just initiated it. It's on our list to really slide that through next year. The program means you can carry with you your own unique identity on every screen. The idea is if you have things you save on your tablets, you should have the same things on television and other platforms. There's a pattern when it comes to second screen usage: Multiple devices are often being used at the same time. The most compelling use case is alerts. Depending on where the user is, we want to make sure you have the right information on the right device at the right time. **How do you plan to juggle two roles?** The two roles kind of align with one another. The way I look at distribution is the only way to be productive in this business is to find new ways to provide and add value to distributing partners. Because 2/3 of the US population use our platform at least once a month, we have tons of data and we have a cloud-based data service. What we have done in the last year and a half is to expand our capabilities on data and cloud, which would allow us to map a lot more information and data. Everyone in the video space, whether it's MVPDs or programmers, is working on different screens. We are playing along in various ways to help them differentiate. The goal is to provide access to all the weather information that you want in the format that you wanted in a more on-demand and personalized way. The direction we are going is to personalize these experiences more and more and more. **Moving on to your distribution role. What's new in carriage deals these days in terms of rights terms?** First it's VOD. Then it's authentication. Now you are seeing a lot of OTT-type language.

Free Webinar

Cutting Through the Clutter:

Using Contextual Intelligence to Improve Entertainment Discovery

Thursday, October 16

10 a.m. PT / 1 p.m. ET

Enter to win an Xbox One!

Register Now

Cablefax

IDC
Analyze the Future

powered by rovi

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 ● Associate Publisher: 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 ● Jr. Acct. Exec: Olivia Murray, 301.354.2010, omurray@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, dschwartz@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

People are totally transparent about their plans. The trend is to bring the mobile, online and television world together to create new and unique experiences. **Are you guys looking at a possible OTT offering?** We are looking at it and we have a number of weather brands through which we can build upon. The way to play in this space is to be helpful for everyone in the ecosystem. It's going to be more beneficial for MVPDs to work with us and figure out ways to fulfill consumer demand in different ways. We are in conversation with just about everyone.

Windstream's Kinetic: Windstream has its sights set on **Time Warner Cable** customers with the launch of Kinetic, a fiber video service that will be available to 50K Lincoln, NE, homes starting in the 1st half of 2015. The service, which will be supported by the **Ericsson** Mediaroom platform, will launch in select additional Windstream communities in the latter half of '15. Windstream, which already has a bundle partnership with **DISH**, plans to offer bundles that include Kinetic, HSD and phone. Windstream is touting that its video service will include wireless set-tops, whole-home DVR, VOD and the ability to watch up to 6 channels at 1 time. "Our relationship with this community, coupled with the local residents' appreciation and desire for innovative technology, makes Lincoln the obvious choice for Kinetic's inauguration," *David Redmond*, pres of consumer services at Windstream said in a statement. No details on price, but Redmond's interview with the *Lincoln Journal Star* indicates it's willing to go to battle. "We understand we're coming into a marketplace with zero video customers, battling a very large incumbent and we're going to need to be very competitive to win market share. We want to be a strong video alternative," he told the paper.

Viacom-Suddenlink Refunds: Not much new Wednesday in the **Viacom-Suddenlink** showdown. The programmer has taken the interesting tactic of posting "tips" for Suddenlink customers to get the "best refund" from the MSO. KeepViacom.com walks customers through the calling center prompts to get connected with a CSR and recommends they tell the operator they plan on switching to another provider unless they're fairly compensated. "This is the only way they will take you seriously. Customers are currently getting \$10 refunds per month for six months and other free products and services," says the site, which also recommends calling on a weekday between 9am-12pm. "We don't take a one-size-fits-all approach to customer service. And many of the customers who have called us have had basic questions about the new channels, such as where to find them and what's on them," a Suddenlink spokesman said. "In short, the results of the feedback we received before making this very difficult decision are holding true: Customers don't value the Viacom channels as much as they do others. They don't want to pay significantly more to keep the Viacom channels. And the new channels we've introduced are consistent with what customers have told us they'd like to have."

Ratings: ESPN's telecast of Wed's San Fran at Pittsburgh game was the most-watched and highest-rated **MLB** Wild Card Game across any network, with it seen by a record 5.6mIn viewers and delivered a record 3.6 rating, according to Nielsen fast nationals. That's a 22% increase in viewership and a 20% increase in ratings compared to last year. The game also marked the most-viewed MLB game ever on WatchESPN with more than 9.9mIn total minutes viewed.

Programming: **Disney** went ahead and ordered up a 2nd season of **Lucasfilm's** animated series "Stars Wars Rebels" ahead of its TV premiere. The series will be introduced with a movie Fri (10/3) at 9pm on Disney (encores Mon on Disney XD at 8pm). The series will launch on Disney XD on Oct 13, 9pm. -- **USA** ordered a 10-ep sophomore season of drama series "Satisfaction," which has averaged 2.2mIn viewers (L+7). -- **Sportsman Channel** will remain the exclusive national TV partner for the Iditarod. A full slate of programming around the Alaskan dog sled race is planned, culminating with coverage of the '15 race beginning on Mar 7. -- **Starz's** pirate series "Black Sails" will return for a 2nd season on Jan 24. -- **TV Land** ordered 2 new comedies to premiere next year. "Impastor," revolves around a man (Michael Rosenblum) who steals an identity while on the run from a loan shark, and ends up posing as a gay pastor in a small town, and "Teachers" is based on a web series about elementary school teachers trying to mold young lives, even though they don't seem to have their own lives together.

People: Disney extended chmn/CEO *Bob Iger's* contract through June 30, 2018, keeping the same annual compensation terms in place. He'll have the opportunity to earn a performance-based retention bonus if certain financial performance goals are met over a five-year period ending with fiscal year 2018. -- *Pascal Desroches* will become evp, CFO of **Turner**, effective Jan 1. He was most recently svp, controller at **Time Warner**. Turner CFO *John Kampfe* will leave at the end of the year. "John has played a major leadership role at Turner over a period of extraordinary

BUSINESS & FINANCE

success, and his professional stamp is on the financial operations of every division, network and business we operate,” Turner CEO *John Martin* said in a memo to employees.

Doing Good: Lifetime is celebrating the 20th anniversary of its Breast Cancer Awareness Month campaign, “Stop Breast Cancer for Life,” with this year’s theme being “1 in 8,” highlighting the stat that 1 in 8 women are diagnosed with breast cancer. A PSA with *Heidi Klum* (“Project Runway”) will air across all **A+E Networks’** channels, as well as social media that supports **Breast Cancer Research Foundation’s** #BetheEnd campaign. Lifetime further solidified its partnership with BCRF by sponsoring in part the foundation’s fundraiser at the Waldorf Astoria.

WICT Touchstones: The **WICT DC/Baltimore** chapter will recognize 6 women with Touchstones of Leadership Awards during its annual PowerBrokers Breakfast on Oct 16. **BET Nets’** *Jane Quilter* will receive the Geraldine Laybourne Fearless Award, while **Animal Planet & TLC’s** *Victoria Lowell* will receive the Inspire Award. Other winners: **Comcast’s** *Aimee Metrick* (Communicate Award), **Time Warner Cable’s** *Heather James* (Connect Award), former **FCC** commish *Susan Ness* (Public Service) and **TWC’s** *Debby Cole* (the Glenn Britt Emerging Leader Award).

CableFAX Daily Stockwatch

| Company | 10/02 Close | 1-Day Ch | Company | 10/02 Close | 1-Day Ch |
|------------------------------|-------------|----------|--|-------------|----------|
| BROADCASTERS/DBS/MMDS | | | CONCURRENT: 7.22 (0.07) | | |
| DIRECTV: | 87.34 | 0.75 | CONVERGYS: | 17.59 | 0.06 |
| DISH: | 63.58 | (0.02) | CSG SYSTEMS: | 26.36 | (0.08) |
| ENTRAVISION: | 3.98 | 0.05 | ECHOSTAR: | 46.69 | (0.16) |
| GRAY TELEVISION: | 7.83 | 0.12 | GOOGLE: | 570.08 | 1.81 |
| MEDIA GENERAL: | 13.23 | 0.51 | HARMONIC: | 6.35 | 0.14 |
| NEXSTAR: | 39.36 | (0.32) | INTEL: | 33.52 | (0.47) |
| SINCLAIR: | 25.00 | (0.79) | INTERACTIVE CORP: | 63.38 | (0.67) |
| MSOS | | | JDSU: | 13.13 | (0.02) |
| CABLEVISION: | 17.38 | 0.08 | LEVEL 3: | 43.13 | (0.85) |
| CHARTER: | 148.85 | 0.53 | MICROSOFT: | 45.76 | (0.14) |
| COMCAST: | 52.84 | (0.09) | NIELSEN: | 43.72 | (0.11) |
| COMCAST SPCL: | 52.61 | (0.11) | RENTRAK: | 60.21 | 1.13 |
| GCI: | 11.06 | 0.28 | SEACHANGE: | 7.04 | 0.11 |
| GRAHAM HOLDING: | 700.23 | 5.04 | SONY: | 17.46 | (0.31) |
| LIBERTY GLOBAL: | 42.59 | 0.08 | SPRINT NEXTEL: | 6.25 | UNCH |
| LIBERTY INT: | 27.88 | (0.02) | TIVO: | 12.91 | 0.33 |
| SHAW COMM: | 24.29 | 0.05 | UNIVERSAL ELEC: | 48.83 | 0.37 |
| TIME WARNER CABLE: | 141.46 | (0.44) | VONAGE: | 3.41 | 0.23 |
| PROGRAMMING | | | YAHOO: | 40.50 | 0.18 |
| 21ST CENTURY FOX: | 33.41 | (0.29) | TELCOS | | |
| AMC NETWORKS: | 56.34 | (0.2) | AT&T: | 34.97 | 0.01 |
| CBS: | 52.34 | (0.47) | CENTURYLINK: | 40.76 | 0.34 |
| CROWN: | 3.15 | 0.06 | TDS: | 23.44 | 0.01 |
| DISCOVERY: | 36.27 | (0.04) | VERIZON: | 49.29 | (0.14) |
| DISNEY: | 86.79 | (0.7) | MARKET INDICES | | |
| GRUPO TELEVISA: | 34.02 | 0.70 | DOW: | 16801.05 | (3.66) |
| HSN: | 61.59 | 0.35 | NASDAQ: | 4430.19 | 8.11 |
| LIONSGATE: | 32.53 | 0.44 | S&P 500: | 1946.17 | 0.01 |
| MSG: | 63.31 | (0.94) | | | |
| SCRIPPS INT: | 78.01 | 0.02 | | | |
| STARZ: | 32.30 | 0.03 | | | |
| TIME WARNER: | 73.20 | (0.51) | | | |
| VALUEVISION: | 4.93 | (0.04) | | | |
| VIACOM: | 74.85 | (0.54) | | | |
| WWE: | 13.79 | 0.42 | | | |
| TECHNOLOGY | | | | | |
| ADVANTAGE: | 2.30 | (0.02) | | | |
| AMDOCS: | 45.67 | 0.15 | | | |
| AMPHENOL: | 98.72 | 0.62 | | | |
| AOL: | 43.16 | (0.31) | | | |
| APPLE: | 99.90 | 0.72 | | | |
| ARRIS GROUP: | 27.72 | 0.19 | | | |
| AVID TECH: | 9.95 | UNCH | | | |
| BLNDER TONGUE: | 1.25 | (0.01) | | | |
| BROADCOM: | 38.84 | (0.5) | | | |
| CISCO: | 25.06 | 0.03 | | | |
| COMMSCOPE: | 24.45 | 0.06 | | | |

CableJobs

Post your job openings on Cablefax’s Job Board today!

- Reach the most qualified candidates.
- Check out resumes for free, and only pay for the ones that interest you!
- Job posting packages allow you to post multiple jobs at your convenience at a discounted rate.

Cablefax has a recruitment product to fit your budget and business needs.

Visit us at www.cablefax.com/jobs



PROGRAMMER'S PAGE

Current Affairs

As "Homeland's" 4th season premiere approaches (**Showtime**, Sun, 9pm), the Middle East remains rife with conflict, the US has committed to playing a more aggressive military role against Islamic extremism, and perceptions of Muslims by media pundits as liberal as *Bill Maher* have come under fire. That might be worrisome for some writers and show creators who've chosen such topics around which to fashion a fictional world. For Homeland's crew, it's motivational. "We really do get a chance to comment on what is happening in the world in a very immediate way," said showrunner *Alex Gansa* at the **Television Critics Association** press tour this summer. "I sort of like it. Not the controversy, but the fact that we can write about things that people talk about and read about internationally," added writer *Meredith Stiehm*. "It feels like you're writing about something that matters." In terms of accuracy, the creators go through great lengths to meet it by conversing with **CIA** retirees and **State Department** officials—and also to mine for storylines. *Claire Danes* and the team of writers meet with them before each season. "Sitting down for those days in these marathon sessions, we got a fairly clear and profound briefing about what is going on, what is being discussed in the halls of power, what the intelligence agencies are most afraid of, and that is represented in the season, as it is represented in every season," Gansa said. Does it measure up to the experts? "Mostly we're told that we don't get the letter always perfect, but we get the spirit right," Gansa explained. It's fiction, after all. "We're telling stories from characters' points of view. Some are pro-Islamic. Some are not. There's a wide range of opinions within the characters," according to show writer *Alex Cary*. Ultimately, it's interesting to be a part of the conversation. "Everybody has an opinion," Cary said. "And I don't think anybody really, when you sit down, is more outraged than they are interested in what we're trying to do." — *Kaylee Hultgren*

Reviews: "Playing for the Mob," 9pm ET, Tues, **ESPN**. "30 for 30" gets off to a terrific start with a film touching on sports only tangentially. It's really about how mobsters, headed by *Henry Hill* (played by *Ray Liotta* in "Goodfellas"), pushed Boston College players into allegedly fixing basketball games in 1979-80 and how it went undetected until Hill was questioned in connection with the Lufthansa heist. Several versions of this compelling story are told via interviews with nearly all the principals: players, coaches, mobsters and **FBI** agents. The viewer is left to decide who actually did what. Several great touches include apposite Goodfellas footage throughout and Liotta's Goodfellas-like narration. -- "Survivor's Remorse," premiere, Sat, 9pm, **Starz**. It's unclear how much input exec prod *LeBron James* had in this spot-on send-up of what goes on behind the scenes of basketball superstardom. He should be proud regardless. Although heavy on stereotypes, "Remorse" deftly mixes satire, comedy and strong writing. You'll be entertained, and sometimes repulsed by heavy stereotyping, but many truths about sports, money, family and media lurk behind the comedy. -- "Selena: Death of a Superstar," Sun, 9pm, **Oxygen**. A solid re-telling through interviews of the tragic killing of Tejano singer Selena in 1995 by her assistant/fan club president. — *Seth Arenstein*

| Basic Cable Rankings | | | |
|----------------------|------|-----|------|
| (9/22/14-9/28/14) | | | |
| Mon-Sun Prime | | | |
| 1 | ESPN | 1.3 | 3031 |
| 2 | USA | 0.7 | 1776 |
| 2 | FOXN | 0.7 | 1707 |
| 2 | DSNY | 0.7 | 1623 |
| 5 | TBSC | 0.6 | 1562 |
| 6 | HIST | 0.5 | 1259 |
| 6 | HGTV | 0.5 | 1174 |
| 8 | FX | 0.4 | 1068 |
| 8 | TNT | 0.4 | 1065 |
| 8 | ADSM | 0.4 | 1050 |
| 8 | DISC | 0.4 | 986 |
| 8 | LIFE | 0.4 | 933 |
| 8 | DSE | 0.4 | 87 |
| 14 | FAM | 0.3 | 822 |
| 14 | A&E | 0.3 | 821 |
| 14 | TLC | 0.3 | 814 |
| 14 | SYFY | 0.3 | 806 |
| 14 | FOOD | 0.3 | 784 |
| 14 | NAN | 0.3 | 775 |
| 14 | SPK | 0.3 | 750 |
| 14 | AMC | 0.3 | 736 |
| 14 | HALL | 0.3 | 680 |
| 14 | ID | 0.3 | 680 |
| 14 | CMDY | 0.3 | 660 |
| 14 | BRAV | 0.3 | 615 |
| 14 | NFLN | 0.3 | 540 |
| 14 | DSJR | 0.3 | 536 |
| 28 | CNN | 0.2 | 543 |
| 28 | VH1 | 0.2 | 531 |
| 28 | MSNB | 0.2 | 512 |
| 28 | TRU | 0.2 | 488 |
| 28 | APL | 0.2 | 486 |
| 28 | BET | 0.2 | 485 |
| 28 | MTV | 0.2 | 482 |
| 28 | TVLD | 0.2 | 446 |
| 28 | LMN | 0.2 | 442 |
| 28 | ESP2 | 0.2 | 434 |
| 28 | NGC | 0.2 | 432 |
| 28 | OWN | 0.2 | 410 |
| 28 | EN | 0.2 | 409 |
| 28 | DXD | 0.2 | 394 |
| 28 | H2 | 0.2 | 352 |
| 28 | WETV | 0.2 | 349 |
| 28 | FXX | 0.2 | 343 |
| 28 | NKJR | 0.2 | 341 |
| 28 | MLBN | 0.2 | 279 |

*Nielsen data supplied by ABC/Disney



& Top Ops AWARDS BREAKFAST

Honoring those who create amazing content and the experts who deliver it to viewers.

October 14 | 8:30 to 10:30 a.m. | Loews Hollywood

Register at www.cablefaxprogramawards.com