

Cablefax Daily™

Friday — October 10, 2014

What the Industry Reads First

Volume 24 / No. 197

Net Neutrality: New Group Formed to Push Strict Rules

The comment period may have closed, but companies and groups continue to campaign for their Open Internet proposals. Say hi to new DC-based group the **Internet Freedom Business Alliance**. Launched Thurs and to be led by former Rep *Chip Pickering* (R-MS), the group seems to be pushing for strong net neutrality rules. Founding and steering committee members include **COMPTEL** (Pickering is CEO), which represents competitive communications service providers, **National Association of Realtors**, **Tumblr** and **Etsy**. COMPTEL, for one, has asked for strong open Internet protections in its **FCC** filings. "Internet openness enables a self-reinforcing cycle of investment and innovation—and we're ready to take this message to bipartisan policymakers with our new alliance of conservatives, Main Street, small businesses and technology companies," Pickering said in a statement. *Marvin Ammori*, counsel to the alliance, fired shots at cable in his statement. "Almost every business and industry today relies on the Internet—from payments giants to educational institutions to craftsmen. The greater business community opposes the giant cable and phone companies' plans to put some businesses in Internet slow lanes, making it harder for people to start and grow businesses and create more jobs. We support a strong open Internet policy that will provide the necessary protections for a growing and thriving Internet economy." On the other side of the battlefield, **NCTA** has been working on its "Onward Internet" initiative, which started over the summer. A blog post by NCTA vp of communications *Brian Dietz* seemed to suggest the campaign isn't specifically targeting the net neutrality debate. The initiative is designed to "provoke big ideas and inspire a sense of awe in the Internet," he wrote. And instead of turning events into a well-worn public policy debate, NCTA hired actors and dressed them as 'employees of the Internet' who encouraged passers-by to submit ideas with a 5-foot long pen into a 6-foot suggestion box. The goal is to show that "we love the Internet, we're hopeful for its future, we're excited for its potential, and most importantly, how much we have in common with everyone else who loves the Internet as much as we do." Also as part of the initiative, the group launched a campaign website, www.onwardinternet.com, and Twitter handle (#OnwardInternet), as well as a 1-800 number seeking input. "We made it NCTA's 2014 goal to champion the Internet for what it is: The most important technology since Gutenberg's printing press," the blog post said. Full branding of the initiative is being imple-

Cablefax PROGRAM AWARDS & 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

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

mented in the coming days along with several new features. From there, NCTA will share the input it receives and create original content that shows “what we want for the next ten years.” We’ll see whether these 2 initiative draw mainstream support. Back at the FCC, Republican commish *Ajit Pai* announced he will host a forum on Internet regulation on Oct 21 in College Station, TX, featuring panelists including professors, public advocates and chmn of the state PUC.

TWC Shareholders’ Vote: More than 99% of the votes at **Time Warner Cable’s** stockholder meeting Thurs were in favor of the company’s acquisition by **Comcast**. Under the \$45bln deal, all of the outstanding Time Warner Cable shares automatically will be canceled and will be converted into the right to receive 2.875 shares of Class A common stock of Comcast at merger completion.

Rentrak Buying Kantar Media: Rentrak will shell out \$98mln in common stock for **WPP’s Kantar** TV measurement business. The deal only affects Kantar’s US TV measurement. Rentrak said the transaction will give it better scale. Under the agreement, Rentrak will integrate its national and local TV measurement with a number of Kantar’s US-based services that focus on digital media, advertising expenditures and purchase data. It also picks up Kantar Media’s customer contracts and relationships in the US. The stock purchase price equates to approximately 1.53mln Rentrak shares, or 12.4% of Rentrak’s total shares outstanding (valued at \$98mln). As part of the agreement, WPP will also purchase shares directly from the company for \$56mln in cash, giving WPP a final ownership stake of 16.7% of Rentrak’s stock. WPP may also purchase Rentrak shares on the open market so long as its total ownership of Rentrak stock does not exceed 20%.

Houston RSN Saga: A federal bankruptcy judge issued against **Comcast** Wed a ruling that could clear the way for his approval of a reorg plan that would make **AT&T** and **DirectTV** the new home of **Comcast SportsNet Houston**. The judge ruled Comcast’s decision to play the Houston Regional Sports Net into Chapter 11 last year (including more than \$100mln in lost rights fees to the **Astros** and **Rockets**) render a key Comcast contract to be without value, the Houston Chronicle reported. The paper said judge *Marvin Isgur* could issue a decision on the bankruptcy plan as soon as Oct 21. That could put the new net in place by the Rockets’ home opener on Oct 29.

Sinclair Gets Grit: Sinclair will carry male-centric over-the-air broadcast net **Grit** in 47 markets, including Baltimore, St Louis and Milwaukee, as part of a distribution agreement with **Katz Broadcasting**. The deal follows similar distribution agreements for Grit with **Univision** and **Raycom**. Grit focuses on westerns and action motion pictures. Its sister net is women-focused **Escape**, which launched in Aug.

O’Rielly Renomination: Republican **FCC** commish *Michael O’Rielly* was renominated by President Obama for another term. He’s been serving out the remaining term of former commish *Robert McDowell*, whose term ran through July 1. His reappointment will have to be approved by the Senate.

WE’s Takes 2nd Screen 360°: **WE tv** announced “WE-D,” allowing viewers to experience 360° camera views of a network original series in real time via their mobile devices. The offering is available exclusively through WE tv’s re-designed mobile app on iOS and Android. Viewers will be prompted to open the app on their mobile device so WE-D can sync with the show. By swiping their mobile screen in all directions they’ll see exclusive 360° alternate views of the scene playing on screen in real time. The first WE-D experience launched Thurs night with “Braxton Family Values.”

Rowe’s CNN Ratings: The premiere of **CNN** original “Somebody’s Gotta Do It,” hosted by “Dirty Jobs” *Mike Rowe* averaged 507K 25-54s, according to **Nielsen** fast nationals, making it the net’s best premiere ever in the demo. It averaged 943K total viewers.

Programming: Discovery Family (nee **Hub**) made its 1st programming announcement. It’s obtained the TV rights to feature film “My Little Pony Equestria Girls: Rainbow Rocks” and will debut the movie Oct 17 at 3:30pm ET. -- **Nickelodeon** ordered a 20-ep season sophomore season of preschool series “Dora and Friends: Into the City!” in which an older Dora and her new friends have adventures in the city. Want more Dora? Look for her on a float during the Macy’s Thanksgiving Day Parade. -- **Fox Sports 1** will offer Sat’s NLCS game with a side-by-side telecast focused on advanced stats. One side of the screen will be **Fox** broadcast’s traditional MLB telecast, while the FS1 side will feature statistics, sabermetrics, and graphics with open debate and conversation. It’ll be driven by FOXS-

BUSINESS & FINANCE

ports.com's baseball blog, "Just a Bit Outside (JABO)." -- TBS will make the 1st ep of the new season of "American Dad!" available on **Facebook**, **Twitter** and **YouTube** Sun-Tues, a week ahead of the Oct 20 linear debut (9pm on TBS, 10pm on **Adult Swim**).

MTV to Look Different: On Mon, **MTV** launches "Look Different," a week-long takeover of programming on MTV, MTV2, mtvU and Logo to spotlight racial, gender and anti-LGBT bias. On Oct 17, MTV and Logo will simultaneously premiere "Laverne Cox Presents: The T Word," a 1-hour doc hosted by the actress will take viewers inside the lives of 7 transgender youth.

People: Former **Discovery** exec *Julia Rao* was named CFO for **National Geographic Channels US**. -- *Trevor Rose* was promoted to svp, talent & series development for **VH1**. -- **Destination America** elevated *Sara Helman* to vp, development and production and *Caroline Perez* to vp, production & development. -- *Sara Burns* was upped to vp, programming for **Investigation Discovery** and **American Heroes Channel**.

Editor's Note: Don't miss a free webinar on using contextual intelligence to improve entertainment discovery on Thurs, Oct 16 from 1-2pm. You can also register to win an Xbox One Powered by Rovi. Visit Cablefax.com/webinars to register.

CableFAX Daily Stockwatch

Company	10/09 Close	1-Day Ch	Company	10/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	86.60	(1.1)	CONVERGYS:	17.71	(0.35)
DISH:	63.45	(0.77)	CSG SYSTEMS:	25.90	(0.59)
ENTRAVISION:	4.36	(0.17)	ECHOSTAR:	45.15	(0.45)
GRAY TELEVISION:	7.55	(0.33)	GOOGLE:	560.88	(11.62)
MEDIA GENERAL:	13.19	(0.36)	HARMONIC:	6.01	(0.19)
NEXSTAR:	37.83	(1.86)	INTEL:	33.62	(0.65)
SINCLAIR:	25.18	(0.71)	INTERACTIVE CORP:	61.84	(1.58)
MSOS					
CABLEVISION:	17.37	(0.7)	JDSU:	12.59	(0.21)
CHARTER:	151.35	(2.9)	LEVEL 3:	40.87	(1.87)
COMCAST:	53.32	(1.45)	MICROSOFT:	45.85	(0.93)
COMCAST SPCL:	53.13	(1.31)	NIELSEN:	41.29	(1.72)
GCI:	10.76	(0.45)	RENTRAK:	72.07	7.56
GRAHAM HOLDING:	699.00	(8.75)	SEACHANGE:	7.01	(0.08)
LIBERTY GLOBAL:	42.55	(0.67)	SONY:	17.18	(0.61)
SHAW COMM:	24.70	(0.2)	SPRINT NEXTEL:	5.98	(0.09)
TIME WARNER CABLE:	142.48	(4.8)	TIVO:	12.17	(0.71)
PROGRAMMING					
21ST CENTURY FOX:	33.11	(1)	UNIVERSAL ELEC:	47.88	(0.63)
AMC NETWORKS:	54.62	(1.82)	VONAGE:	3.19	(0.09)
CBS:	50.72	(1.87)	YAHOO:	41.10	0.02
CROWN:	3.05	(0.07)	TELCOS		
DISCOVERY:	35.79	(1.37)	AT&T:	34.66	(0.49)
DISNEY:	85.71	(2.4)	CENTURYLINK:	39.73	(1.09)
GRUPO TELEVISA:	34.82	(0.18)	TDS:	22.86	(0.77)
HSN:	61.23	(1.01)	VERIZON:	48.93	(0.94)
LIONSGATE:	30.97	(1.23)	MARKET INDICES		
MSG:	64.19	(0.41)	DOW:	16659.25	(334.97)
SCRIPPS INT:	74.53	(2.87)	NASDAQ:	4378.34	(90.26)
STARZ:	32.07	(0.68)	S&P 500:	1928.21	(40.68)
TIME WARNER:	72.07	(1.92)			
VALUEVISION:	4.93	(0.18)			
VIACOM:	72.17	(2.44)			
WWE:	13.82	(0.48)			
TECHNOLOGY					
ADVANTAGE:	2.35	0.01			
AMDOCS:	45.35	(0.54)			
AMPHENOL:	98.68	(1.13)			
AOL:	43.30	(0.79)			
APPLE:	101.02	0.22			
ARRIS GROUP:	26.00	(0.53)			
AVID TECH:	9.85	0.05			
BLNDER TONGUE:	1.17	(0.04)			
BROADCOM:	38.13	(1.01)			
CISCO:	24.19	(0.47)			
COMMSCOPE:	24.80	(0.03)			
CONCURRENT:	7.18	(0.15)			

Cablefax THE MAGAZINE MOST POWERFUL WOMEN IN CABLE

Advertise Today! Promote your brand and honor your female colleagues in our print and digital issue of Cablefax: The Magazine

Bonus Distribution at: WICT Betsy Magness Graduate Institute
 Contact: Diane Schwartz, SVP, Group Publisher at dschwartz@accessintel.com



Publication Date: Nov. 6
 Ad Space Close: Oct. 16

PROGRAMMER'S PAGE

Zombies on My Mind

Georgia is proud of being the home of Coca-Cola, peaches and ... zombies. Life after death is pretty well accepted in the state, but as part of the Bible Belt, the viewpoint is usually more pearly gates than barbed wire fences. But the dark subject matter of **AMC's** "The Walking Dead" (Season 5 premieres Sun at 10pm) hasn't prevented Georgians from embracing the show, which is filmed around the Atlanta area. I reached out to the governor—the real one, not Woodbury's maniac leader—for his perspective. "Georgia has become third in the nation for TV and film production, and that's also boosted our tourism industry as fans come to see the places they've watched on television," said Georgia governor *Nathan Deal* (R). "The Walking Dead" has a particularly loyal following. We appreciate their business, and we welcome their fans. Once they realize there are no zombies, they probably won't ever want to leave." As a Georgia native who frequently returns home to see family and friends, I see the show's influence everywhere—from my 75-year-old father warning about road closures because of the undead to my niece who attended a "Zombie School" casting session (she makes an appearance around the 2:16 mark [here](#)). And then there are the tourists. *Carrie Burns*, co-owner of **Atlanta Movie Tours**, told me about 93% of visitors on their zombie tours of public filming locations are from people out-of-state. The touring company, whose tour guides are Walkers, has seen more than 10K customers, and is gearing up for Walker Stalker Con in Atlanta next week with a guided tour hosted by *Emily Kinney* (Beth). I spoke to one regular Walker, who has a full-time job, but enjoys getting to be a part of her favorite show in her spare time. It also gives her a close-up look at the fan frenzy outside filming locations. "People line up and camp out in their chairs. They just want to see something," she said, recalling an overnight shoot with people still outside at 6am. While Season 4 has hinted our favorite survivors may be headed north, Georgia Dead-heads can relax as there's no indication filming will leave the state. — *Amy Maclean*

Reviews: "The Affair," premiere, Sun, 10pm, **Showtime**. At first, "The Affair" seems familiar—a fairly successful family man cheats on his wife. Hang in, however; the pilot's brilliance is in the telling, from different points of view, a la **HBO's** "True Detective." Leads *Dominic West* as the cheating father, and fellow Brit *Ruth Wilson* as the object of his passion are strong. -- "American Horror Story: Freak Show," Wed, 10pm, **FX**. There was plenty of scoffing when, in Oct '11, FX introduced this anthology drama. More scoffed at FX's attempt to play in the horror genre. With "AHS"'s success, nobody's laughing now, they're too busy brainstorming their own anthologies. Comparisons with earlier AHS seasons are inevitable as fans debate the proper mix of story and gory. "Freak" has both, and, as its title suggests, a bevy of uncommon-looking characters, hanging on as carnival acts in '52. In addition to the stellar duo of *Kathy Bates* and *Jessica Lange*, standouts include *Michael Chiklis* and *Sarah Paulson*, who should demand 2 salaries (you'll see). -- "Chrisley Knows Best," Season 2 premiere, Tues, 10pm, **USA**. Ya might be scratchin' yo hey-ad after watchin' this Southern-fried reality series 'bout a wealthy family who battle an overprotective dad. It's a hoot, has occasional laughs and Season 1 skewed young, averaging 1.7mln viewers. 'Nuff said. — *Seth Arenstein*

Basic Cable Rankings (9/29/14-10/05/14)			
Mon-Sun Prime			
1	ESPN	3.0	2842
2	TBSC	2.3	2258
3	FOXN	1.5	1391
4	USA	1.4	1384
4	DSNY	1.4	1365
6	DSE	1.3	86
7	HIST	1.0	934
8	HGTV	0.9	907
8	ADSM	0.9	855
8	TNT	0.9	829
8	FS1	0.9	793
12	FX	0.8	787
12	DISC	0.8	777
12	LIFE	0.8	742
15	TLC	0.7	717
15	A&E	0.7	716
15	SYFY	0.7	699
15	FOOD	0.7	650
15	NAN	0.7	632
15	ID	0.7	591
21	AMC	0.6	618
21	SPK	0.6	592
21	BRAV	0.6	559
21	CMDY	0.6	538
21	HALL	0.6	507
21	DSJR	0.6	432
21	HMM	0.6	339
28	FAM	0.5	458
28	MSNB	0.5	454
28	VH1	0.5	431
28	TVLD	0.5	427
28	OWN	0.5	384
28	NFLN	0.5	362
34	APL	0.4	415
34	MTV	0.4	391
34	CNN	0.4	389
34	WETV	0.4	358
34	NGC	0.4	353
34	BET	0.4	332
34	TRU	0.4	320
34	H2	0.4	310
34	DXD	0.4	301
34	NKJR	0.4	274
34	FXX	0.4	266
45	EN	0.3	330
45	TRAV	0.3	312

*Nielsen data supplied by ABC/Disney

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

