

# Cablefax Daily™

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What the Industry Reads First

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## AMC's Path: Walkers Back, Reality Gone

Given the eye-popping numbers for the Season 4 premiere of AMC's "The Walking Dead" last October, there are some pretty big expectations for the series' return Sun night. Last year, the show debuted as the #1 cable series telecast ever, garnering 16.1mln viewers for its initial telecast. Subsequent episodes often won the night for cable and broadcast. Season 5's premiere could be even bigger given the marketing efforts surrounding it. To keep returning and new viewers up-to-date, the net started airing eps from Seasons 1, 2 and 3 in order every night last week. Over the weekend, AMC was set to raise the stakes, with a marathon of eps from Season 3 and 4, beginning at noon and continuing right up to the premiere Sun at 9pm. There also have been plenty of binge opportunities with Season 4 hitting **Netflix** on Sept 28 and all the episodes from the most recent season available on **Comcast** and **Verizon FiOS'** binge marathons last month. AMC counted down to the premiere in an uniquely undead way, displaying an oversized walker hand in Times Square pin NYC and at the corner of Hollywood and Highland in L.A. With every day that passes, the hand will lose a finger until there are none left. Other initiatives have included the "Dead Alert: The Walking Dead Insiders Club," which delivers early and exclusive access to photos, videos, interviews and news from the show, to members' email inbox. Members will be automatically entered to win weekly prizes from AMC. As walkers return to the net, reality series are on their way out as AMC looks to focus on scripted fare. "Scripted originals are at the core of the AMC brand. Iconic shows like 'Mad Men,' 'Breaking Bad' and The Walking Dead have driven AMC's evolution into a must-have television network. We are proud of our efforts in unscripted programming and the unique worlds we have been able to introduce, but in an environment of exploding content options for viewers, we have decided to make scripted programming our priority," the net said in a statement. To be fair, the net isn't cutting all unscripted content. It's keeping shows that are doing well, such as the Walking Dead after show "Talking Dead," and "Comic Book Men," which has scored loyal viewership at midnight on Sun nights. While Talking Dead Season 4 averaged 5.6mln total viewers in live+3, Comic Book Men Season 3 averaged 1.35mln total viewers in the same demo. For other unscripted shows, such as "Game of Arms" and "Small Town Security," production or development will be discontinued. AMC has about 10

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employees in NY and LA focused on unscripted programming and some staff reductions related to the strategy shift are possible. Originally, unscripted programming at AMC was seen as an eventual replacement of movies, which have performed well in recent years.

**Nielsen Glitch:** Nielsen revealed Fri that a technical error caused faulty attribution of small amounts of viewing for some national broadcast nets and syndicators. Cable and local TV ratings weren't affected, but given how much is riding on Nielsen measurement, we asked some cable folk for their thoughts. "It is my understanding the issue being addressed by Nielsen has to do with data which represent 0.1%-0.25% of all viewing minutes Nielsen credits nationally. That said, Nielsen's acknowledgement and expedient resolution of the issue indicates to me that Nielsen continues to be committed to upholding the highest standards of television audience measurement," said *Jess Aguirre*, svp, research and media planning for **Crown Media**. Nielsen deployed a fix for the problem on Oct 9, meaning all commercial data for the current season being released this weekend will be correct. All previous data released since Sept 22 will be reprocessed and reissued by Oct 17. The glitch actually was introduced Mar 2, but Nielsen said it was "generally imperceptible" until it saw the high viewing levels associated with broadcast's fall premiere week. Nielsen also plans to reprocess impacted data going back to Aug 18, when the 1st new broadcast programming hit the air, and it's conducting an analysis to see if additional weeks should be reprocessed. "In the vast majority of cases, the impact is small; in a handful of cases, the impact is more significant," Nielsen said.

**Suddenlink's Welcome Mat:** Suddenlink is using social media to highlight the new networks it has launched to replace **Viacom's** suite of channels. It has been more than a week since **MTV, Nick, Comedy Central** and other channels went dark on the MSO, with the operator now really focusing on spreading the word about the new nets. It has been running regular contests—4 to 6 day—offering up tchotchkes, such as a **Pivot MiiR** water bottle, a **Revolt** prize pack, an **UP** wireless speaker, a **GSN** tic-tac-toe towel, an **Investigation Discovery** duffel bag, an **FXX** lip balm—you get the idea. The MSO is actually borrowing a tactic it saw **Cable One** deployed earlier this year after it bid goodbye to the Viacom portfolio.

**Universal Sports' NCTC Deal:** Universal Sports reached a multi-year distribution agreement with **NCTC**, giving members rights to its 1200 hours of live programming. The net also has carriage on **Time Warner Cable, Bright House, Cox, Verizon FiOS, Google Fiber, WAVE Broadband, GCI, DirecTV** and **DISH**.

**Hockey Ratings:** NHL is back and off to a nice start for **Fox** RSNs. Thurs night's Detroit-Boston match pulled in **Fox Sports Detroit's** highest-rated Oct season opener since '05, notching a 5.6 rating (+32% vs last year's 4.2). **Fox Sports Southwest** earned a 1.52 HH rating for Dallas' 3-2 loss to Chicago, up 149% over last year's opener. The St. Louis Blues scored their highest-rated opener ever on **Fox Sports Midwest**, with a 6.4 HH rating, up +32% over last year's opener (4.9).

**Programming:** **A+E Studios** signed a 3-year, 1st look deal with Emmy winner *Carlton Cuse*. Cuse is a writer and producer on 5 active series: **A&E's** "Bates Motel" and the upcoming "The Returned," **FX's** "The Strain," **Amazon's** "Point of Honor" and **USA's** upcoming "Colony." "Carlton is a consummate showman and one of the greatest creative minds working in television today," said A+E Studios evp *Barry Jossen*. -- Ever wondered about what happens to the animals in a zombie apocalypse? **Animal Planet** may have the answer. It has exclusively optioned zombie animal graphic novel "The Other Dead" to be developed into a scripted series. -- **Starz** picked up a 2nd season of "Survivor's Remorse," with the sophomore season featuring 10 eps, up from 6. -- On Veterans Day, **A&E** presents new series "Dogs of War," in which veterans with PTSD are paired with shelter dogs trained to help them recover. After its debut, the series moves to Sundays beginning Nov 16. -- **Nick** rolls out a new STEM-focused preschool series, "Blaze and the Monster Machine," Mon, noon. -- **IFC** and **Apostle's** *Jim Serpico* and *Tom Sellitti* are working on scripted comedy "Uncle Chubby's," about a group of friends in their late 20s who play adult league hockey.

**People:** *Lisa Choi Owens* has left **Scripps Nets Interactive**, where she most recently served as COO of its digital platform **uLive**. Sept 30 was her last day with the company.

### CableFAX Week in Review

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	86.21	(1.7%)	24.83%
DISH:	DISH	61.63	(5.42%)	6.41%
ENTRAVISION:	EVC	4.18	(0.48%)	(31.36%)
GRAY TELEVISION:	GTN	7.26	(12.11%)	(29.99%)
MEDIA GENERAL:	MEG	12.71	(14.24%)	(43.76%)
NEXSTAR:	NXST	36.45	(10.38%)	(34.6%)
SINCLAIR:	SBGI	23.94	(7.39%)	(33%)

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION:	CVC	17.48	(1.63%)	(2.51%)
CHARTER:	CHTR	148.12	(2.98%)	8.31%
COMCAST:	CMCSA	52.62	(1.92%)	1.25%
COMCAST SPCL:	CMCSK	52.49	(1.78%)	5.23%
GCI:	GNCMA	10.69	(2.73%)	(4.13%)
GRAHAM HOLDING:	GHC	691.69	(1.49%)	4.28%
LIBERTY GLOBAL:	LBTYA	41.90	(1.76%)	(33.45%)
SHAW COMM:	SJR	24.15	(1.63%)	(0.78%)
TIME WARNER CABLE:	TWC	141.21	(2.28%)	4.21%

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	32.43	(5.84%)	(7.79%)
AMC NETWORKS:	AMCX	53.74	(5.64%)	(21.1%)
CBS:	CBS	49.91	(5.97%)	(21.7%)
CROWN:	CRWN	3.08	(6.1%)	(12.75%)
DISCOVERY:	DISCA	35.07	(5.22%)	(61.21%)
DISNEY:	DIS	86.27	(2.46%)	12.92%
GRUPO TELEVISIA:	TV	34.04	(0.58%)	12.49%
HSN:	HSNI	61.35	0.28%	(1.52%)
LIONSGATE:	LGF	30.11	(8.4%)	(4.9%)
MSG:	MSG	63.17	(2%)	9.71%
SCRIPPS INT:	SNI	73.66	(6.81%)	(14.76%)
STARZ:	STRZA	32.23	(1.56%)	10.23%
TIME WARNER:	TWX	71.82	(3.88%)	3.01%
VALUEVISION:	VVTV	4.78	(7.9%)	(31.62%)
VIACOM:	VIA	70.70	(6.11%)	(19.45%)
WWE:	WWE	13.56	(3.69%)	(18.21%)

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.37	0.85%	(11.9%)
AMDOCS:	DOX	44.90	(2.96%)	8.87%
AMPHENOL:	APH	45.70	(54.01%)	(48.76%)
AOL:	AOL	41.28	(5.47%)	(11.45%)
APPLE:	AAPL	100.73	1.11%	7.50%
ARRIS GROUP:	ARRS	24.70	(11.64%)	1.50%
AVID TECH:	AVID	9.50	(8.12%)	16.56%
BLNDER TONGUE:	BDR	1.16	(23.68%)	16.00%
BROADCOM:	BRCM	36.05	(7.25%)	21.59%
CISCO:	CSCO	23.34	(7.78%)	4.06%
COMMSCOPE:	CTV	24.81	0.89%	(6.48%)
CONCURRENT:	CCUR	7.18	(3.88%)	(12.12%)
CONVERGYS:	CVG	17.73	(0.56%)	(15.77%)
CSG SYSTEMS:	CSGS	25.69	(2.54%)	(12.62%)
EHOSTAR:	SATS	44.32	(5.52%)	(10.86%)
GOOGLE:	GOOG	544.49	(5.35%)	(51.42%)
HARMONIC:	HLIT	5.66	(11.01%)	(23.31%)
INTEL:	INTC	31.91	(6.23%)	22.92%
INTERACTIVE CORP:	IACI	60.23	(4.64%)	(12.27%)

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
JDSU:	JDSU	11.62	(10.52%)	(10.59%)
LEVEL 3:	LVL	38.95	(10.69%)	17.43%
MICROSOFT:	MSFT	44.03	(4.47%)	17.70%
NIELSEN:	NLSN	41.70	(4.05%)	(9.13%)
RENTRAK:	RENT	71.84	9.70%	89.60%
SEACHANGE:	SEAC	6.81	(3.27%)	(44%)
SONY:	SNE	17.12	(2.78%)	(0.98%)
SPRINT NEXTEL:	S	5.80	(7.2%)	(46.05%)
TIVO:	TIVO	11.93	(7.23%)	(9.07%)
UNIVERSAL ELEC:	UEIC	49.00	(0.81%)	28.58%
VONAGE:	VG	3.15	(14.4%)	32.91%
YAHOO:	YHOO	39.60	(3.49%)	(2.08%)

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	34.25	(2.92%)	(2.59%)
CENTURYLINK:	CTL	39.13	(4.56%)	22.86%
TDS:	TDS	22.23	(5.12%)	(13.77%)
VERIZON:	VZ	48.94	(1.67%)	(0.41%)

Company	Ticker	10/10 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW:	DJI	16544.10	(2.74%)	(0.2%)
NASDAQ:	IXIC	4276.24	(4.45%)	2.39%
S&P 500:	GSPC	1906.13	(3.14%)	3.13%

### WINNERS & LOSERS

<b>THIS WEEK'S STOCK PRICE WINNERS</b>				
COMPANY	CLOSE	1-WK CH		
1. RENTRAK:	71.84	9.70%		
2. LIBERTY INT:	29.92	6.36%		
3. APPLE:	100.73	1.11%		
4. COMMSCOPE:	24.81	0.89%		
5. ADVANTAGE:	2.37	0.85%		

<b>THIS WEEK'S STOCK PRICE LOSERS</b>				
COMPANY	CLOSE	1-WK CH		
1. AMPHENOL:	45.70	(54.01%)		
2. BLNDER TONGUE:	1.16	(23.68%)		
3. VONAGE:	3.15	(14.4%)		
4. MEDIA GENERAL:	12.71	(14.24%)		
5. GRAY TELEVISION:	7.26	(12.11%)		



Call for Entries

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