

# Cablefax Daily™

Monday — April 13, 2015

What the Industry Reads First

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## 5Qs: Getting Smart with NatGeo Programming & Production Head Tim Pastore

NatGeo is set to have its upfront presentation on April 15. We chatted with Tim Pastore, pres of programming/production on the net's content priority, the "smartertainment" strategy, and new programming trends. **What's new to your programming strategy this year versus last year? What's your priority?** Our priority has and will always be producing and developing programming that is authentic, but that doesn't mean boring. We feel it is imperative to be both authentic and entertaining. Therefore, we're rebooting "Explorer" and introducing new characters that will truly feed and inspire our audience's curiosity, creativity, and sense of awe. And in addition to our resiliency to maintain such authorship and authenticity, we feel it is imperative to both build upon our bold legacy, and disrupt ourselves with a commitment to evolving. The yellow border is a lens through which to see the world, and with that said, sometimes that world requires a little humor. And from that fundamental belief, we'll be launching the first ever comedy event series on the channel, "History of the World... For Now." **You said last year that the network will continue to develop its "smartertainment" platform, driven by programs like "Brain Games." Is that still the case this year?** We're still committed to developing our smart programming. With the success of Brain Games and "Cosmos," we're re-imagining the breadth of and creative strategy for this genre. It's imperative to continue to find ways to make it relatable, relevant, and real. **Are you seeing any new programming trends?** We are definitely experiencing a resurgence and movement back towards authenticity and premium factual content. Feature docs are making noise across distribution platforms unlike years ago, and even recent event series like "The Jinx" can help us all reimagine the scope and impact that documentary filmmaking can have on the marketplace, as a well as society. **The network's slate last year has some wilderness-focused series such as "Live Free or Die." Will you go after this particular genre this year?** Our audience's appetite for stories surrounding the self-reliance of individuals braving the wild is insatiable. "Life Below Zero" has been the 2nd highest rated series on the network over the last few years, and we just launched a new season. And Live Free or Die, a series touching on the re-wilding movement, had a stellar premiere season. We are thrilled with the future potential for both series, and additional projects that touch on the same space in the future. **With pay-TV providers pushing shorter content windows, what is NatGeo's strategy on time-shifted viewing?** The whole industry is experiencing changes and increases in time-shifted viewing, and frankly it won't settle down any time soon. That's why we at NGC, like others, are playing around with sneak peeks and earlier on-demand windows in an effort to help push out our shows, broaden our audience, and provide promotional platforms.

**FCC Meeting:** Spectrum will be front and center at the FCC's Open Meeting on Fri. The Commission will consider a Report and Order and 2nd FNPRM aimed to use innovative spectrum sharing technologies to make 150 MHz of spectrum available in the 3550-3700 MHz band for wireless broadband and other uses. Also on the agenda is a Public Notice requesting additional comment on how to ensure small businesses, rural telcos and businesses owned by members of minority groups and women get an opportunity to participate in the agency's spectrum incentive auctions while ensuring

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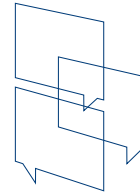
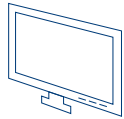
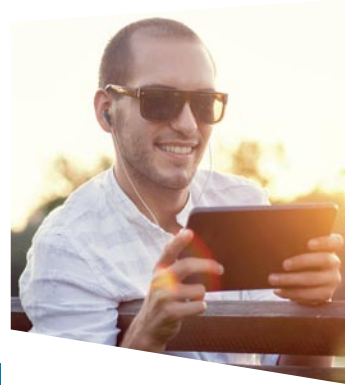
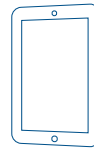
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adequate safeguards to protect against “unjust enrichment to ineligible entities.”

**Close Captioning:** Several entities have filed for exemptions from the FCC’s closed captioning requirements, claiming compliance would be “economically burdensome.” The FCC seeks comments on the requests, which are due on May 11.

**Cox on Merger:** Cox’s regulatory affairs gang recently met with the FCC to reiterate the MSO’s position on the pending AT&T-DirecTV merger. The MSO urged imposing conditions including ensuring the combined entity will be subject to “the full range of restrictions under Section 628 of the Communications Act and the FCC’s program access and unfair competition rules,” Cox said in an ex parte filing. AT&T-DirecTV should also be required to comply with the same basic tier requirements that currently apply to cable ops, Cox said. In addition, it asks the FCC to apply targeted conditions to prevent unfair competition practices such as exclusive programming agreements, volume discounts and bundle services.

**ACA on Competition:** ACA supports the FCC’s proposal to implement Congress’ directive (as part of the STELA Reauthorization Act) by reversing the existing presumption that cable systems don’t face effective competition, the group said in a filing with the agency Thurs. The new presumption requires franchising authorities to demonstrate that effective competition doesn’t exist as a prerequisite to regulate rates or enforcing other rules that apply to cable systems that aren’t subject to effective competition. ACA agrees that applying the revised presumption across-the-board rather than limiting it to small cable MSOs is appropriate. In addition, the group urged the agency to take an additional step to update its rules by creating a rebuttable presumption that effective competition is present in any franchise area in which a local exchange carrier MVPD is offering video service. Broadcasters oppose the changes as they continue to fight cable ops over retrans issues.

**Wave Acquisition:** To beef up its service in Seattle, Wave Broadband agreed to acquire ReallyFast, an ISP that serves residential and commercial customers in multi-unit residential and office buildings throughout the Seattle area. Both companies promised transition plans won’t impact current ReallyFast customers.

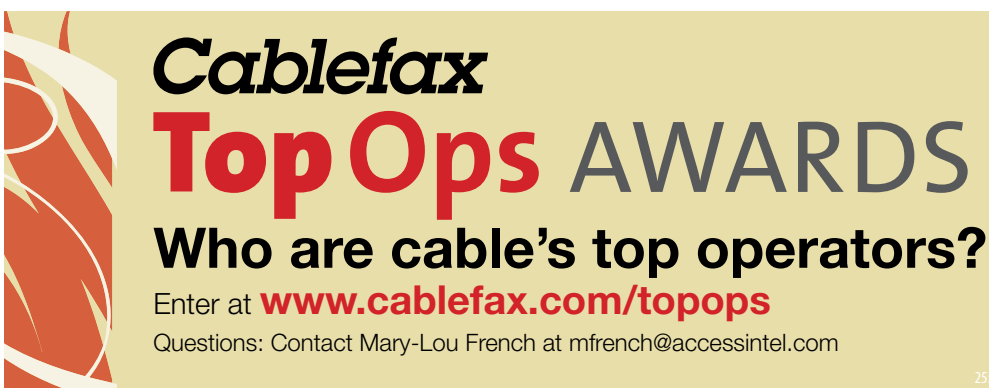
**SCTE Seeking Noms:** Nominations for the 2015 SCTE Cable-Tex Expo Awards are now being accepted. Deadline is May 22 for nominations for the SCTE Member of the Year Award, the SCTE Hall of Fame induction, the SCTE Excellence in Standards Award and the SCTE Safety Awards. Awards will be presented at the Expo Oct 13-16 in New Orleans.

**On the Circuit:** Nick kicked off its annual Get Dirty initiative this month to celebrate Earth Day contributions of kids making a positive impact. The “Get Dirty Challenge” is a nationwide contest for kids to show how they help the environment.

**CEA On the Hill:** CEA’s DC Tech Showcase on Wed features various DC startups and major tech players including DISH, Google, HTC, Microsoft and Samsung. The trade group invited lawmakers to a preview. On Tues night, CEA will honor Rep Bob Goodlatte (R-VA) and Revolution chmn/CEO Steve Case at the Digital Patriots Dinner.

**Programming:** AMC premieres “The Making of The Mob: New York” on June 15 to kick off “Mob Mondays.” The 8-part series traces the rise of Charles “Lucky” Luciano, Meyer Lansky, Benjamin “Bugsy” Siegel and other gangsters.

**Obituary:** Wendell Woody, past pres and board member of the SCTE, died on April 8, in North Kansas City, MO. Woody, 80, founded the SCTE Heart of America Chapter and was SCTE Member of the Year in 1994. “Wendell exemplified what SCTE is all about; sharing knowledge and encouraging others to grow in their knowledge of the cable industry,” said SCTE pres/CEO Mark Dzuban. “All of us will miss his contributions, kindness and his thoughtfulness.”



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Cablefax Week in Review

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV	DTV	87.31	1.09%	0.70%
DISH	DISH	71.83	1.23%	(1.45%)
ENTRAVISION	EVC	6.37	(0.47%)	(1.7%)
GRAY TELEVISION	GTN	14.15	0.35%	26.34%
MEDIA GENERAL	MEG	16.65	(4.31%)	(0.48%)
NEXSTAR	NXST	58.38	1.06%	12.72%
SINCLAIR	SBGI	31.62	0.22%	15.57%

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION	CVC	18.31	0.83%	(11.29%)
CHARTER	CHTR	191.81	1.18%	15.12%
COMCAST	CMCSA	59.81	3.23%	3.10%
COMCAST SPCL	CMCSK	59.53	3.35%	3.40%
GCI	GNCMA	16.41	(3.24%)	19.35%
GRAHAM HOLDING	GHC	1058.08	0.81%	22.50%
LIBERTY BROADBAND	LBRDA	56.03	0.34%	11.86%
LIBERTY GLOBAL	LBTYA	52.55	0.90%	4.66%
SHAW COMM	SJR	23.30	2.10%	(13.67%)
SHENTEL	SHEN	34.24	(0.67%)	9.57%
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TIME WARNER CABLE	TWC	160.81	3.88%	5.75%

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX	FOXA	34.34	0.88%	(10.6%)
AMC NETWORKS	AMCX	76.84	2.00%	20.50%
CBS	CBS	61.60	0.72%	11.31%
CROWN	CRWN	3.93	(1.75%)	11.02%
DISCOVERY	DISCA	33.04	2.77%	(4.09%)
DISNEY	DIS	106.95	0.90%	13.55%
GRUPO TELEVISIVA	TV	35.37	3.00%	3.85%
HSN	HSNI	66.80	(0.85%)	(12.11%)
LIONSGATE	LGF	31.31	(6.68%)	(2.22%)
MSG	MSG	83.39	(0.63%)	10.80%
SCRIPPS INT	SNL	69.01	(0.59%)	(8.32%)
STARZ	STRZA	35.91	6.40%	20.91%
TIME WARNER	TWX	85.49	0.58%	0.08%
VIACOM	VIA	69.49	2.28%	(7.96%)
WWE	WWE	13.42	(18.77%)	8.75%

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE	AEY	2.40	(0.41%)	(1.64%)
AMDOCS	DOX	54.37	1.25%	16.52%
AMPHENOL	APH	59.54	1.26%	10.65%
AOL	AOL	39.04	0.72%	(15.44%)
APPLE	AAPL	127.10	1.42%	15.15%
ARRIS GROUP	ARRS	29.19	(0.38%)	(3.31%)
AVID TECH	AVID	15.69	0.90%	10.42%
BLNDER TONGUE	BDR	0.79	(53.53%)	(70.63%)
BROADCOM	BRCM	44.23	4.74%	2.08%
CISCO	CSCO	28.04	3.35%	0.79%
COMMSCOPE	CTV	26.44	0.57%	3.12%
CONCURRENT	CCUR	6.07	(3.5%)	(14.39%)
CONVERGYS	CVG	23.12	1.00%	13.50%
CSG SYSTEMS	CSGS	30.63	(0.1%)	22.18%
ECHOSTAR	SATS	51.86	1.09%	(1.22%)
GOOGLE	GOOG	540.01	0.84%	2.59%
HARMONIC	HLIT	7.57	(0.79%)	7.99%

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
INTEL	INTC	31.93	3.64%	(12.01%)
INTERACTIVE CORP	IACI	72.54	7.47%	19.33%
JDSU	JDSU	13.07	(5.97%)	(4.74%)
LEVEL 3	LVT	53.68	(1.01%)	8.71%
MICROSOFT	MSFT	41.72	3.55%	(10.18%)
NETFLIX	NFLX	454.57	9.78%	33.07%
NIELSEN	NLSN	46.01	1.05%	2.86%
RENTRAK	RENT	53.31	(0.58%)	(26.79%)
SEACHANGE	SEAC	6.38	(18.93%)	0.00%
SONY	SNE	30.56	9.73%	49.29%
SPRINT NEXTEL	S	4.97	0.40%	19.76%
TIVO	TIVO	11.04	1.33%	(6.8%)
UNIVERSAL ELEC	UEIC	57.56	1.37%	(11.49%)
VONAGE	VG	4.94	(4.45%)	29.66%
YAHOO	YHOO	45.18	2.33%	(10.55%)

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T	T	32.77	(1.09%)	(2.44%)
CENTURYLINK	CTL	35.82	1.10%	(9.5%)
TDS	TDS	26.81	1.63%	6.18%
VERIZON	VZ	49.22	(0.51%)	5.22%

Company	Ticker	4/10 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW	DJI	18057.65	1.66%	1.32%
NASDAQ	IXIC	4995.98	2.23%	5.49%
S&P 500	GSPC	2102.06	1.70%	2.10%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. NETFLIX	454.57	9.78%
2. SONY	30.56	9.73%
3. INTERACTIVE CORP	72.54	7.47%
4. STARZ	35.91	6.40%
5. BROADCOM	44.23	4.74%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE	0.79	(53.53%)
2. SEACHANGE	6.38	(18.93%)
3. WWE	13.42	(18.77%)
4. LIONSGATE	31.31	(6.68%)
5. JDSU	13.07	(5.97%)

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