

Cablefax Daily™

Friday — April 17, 2015

What the Industry Reads First

Volume 26 / No. 073

From Sundance to BBCA: Sarah Barnett Reflects on New Gig

Having been named pres, gm of BBC America late last year, Sarah Barnett officially left SundanceTV this month and is solely focused on the network. She'd been running it on an interim basis following the BBCA appointment, but that ended this month with AMC pres/gm Charlie Collier adding oversight of SundanceTV to his responsibilities. She inherits a network that has some really passionate fans—particularly for “Orphan Black” (it was the show’s fans, not the net, who came up with Clone Club) and “Doctor Who.” Barnett talks to us about the role she sees BBCA playing and how she wants to play up the “A” in its name some. **What are your early impressions of BBCA? How has it changed since you left the net about 10 years ago?** It has changed tremendously. I had a blast at BBC America from the years 2001-2005. It was in DC. We were a joint venture with Discovery. Paul Lee hired me, and it was a 40-person strong team. It was the 1st part of my American adventure—I was new to the country and new to the start-up mentality. It became this great ride. Fast forward 10 years, and the network is at an immeasurably different place, geographically as well as business wise. I think I’m taking it over at a time when I have such a great foundation to build off of. When I was there, I think we were in 20mln odd homes and now we’re in 80mln homes. There’s a great platform and a really robust pipeline of original content. There are some shows that really have a quite remarkable vitality among audiences. **One of those shows is Orphan Black, whose 3rd season debuts Sat. What’s behind the strategy of road blocking it across all the AMC Networks—AMC, IFC, SundanceTV, WE tv and BBCA?** I think it’s an expression of why AMC Networks was so interested in adding the jv of BBC America to its fold in that there’s really a commitment to smart TV across the whole portfolio. This roadblock, which has never before been done across the AMC Networks, is an incredibly welcoming gesture of support for the network in general and Orphan Black in particular. **Is there crossover appeal among AMCN show’s fans?** Think about some of the shows on AMC in a broader platform and Sundance in a more niche platform. I think BBC America fits nicely in the middle... IFC is running a marathon of seasons 1 and 2 prior to the roadblock. I think they think the smart, kind of fun storytelling of Orphan Black is something that will appeal to their particular viewers. And WE tv, it’s a female-centric audience that’s looking for surprise in storytelling. **From your SundanceTV days, what are you most proud of?** I think it was evolving a content strategy that connected both the brand promise of Sundance and the busi-



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ness opportunity. New revenue streams emerged around really smart, scripted storytelling... I feel the triangle of brand, business and content came together in a nice way. **How will we see your stamp on BBC America?** I think there's a really great brand and honing the articulation of that alongside a content strategy that accrues to the brand's position is a really exciting prospect. The BBC America brand stands for respect—people think it's quality. The audience that currently watches it thinks that it's also exciting. I think there's a great opportunity to bring in more audience—to evolve the perception of the brand for people who aren't yet watching. The BBC bit isn't going away. I think the A—the America—is really an opportunity to make it feel surprising and alive and relevant.

Verizon Plans Mobile Video Service: Finally, **Verizon** shared some details about its upcoming OTT service, which it's developing following the acquisition of **Intel Media's** OnCue video streaming assets last year. The telco scored content deals with several college basketball programming providers, including **ACC Digital Networks, Campus Insiders, CBS Sports, ESPN, and 120 Sports**, allowing it to offer a mobile streaming service for **Verizon Wireless** subs with data services on their smartphones and tablets. Pricing will be announced later. The agreements feature daily comprehensive coverage from ACC Digital Net, live events, highlights and original programming from premium digital video network for college sports Campus Insiders, dozens of live major college games from CBS Sports, select live college football and basketball games from ESPN, as well as live and on-demand content from 120 Sports, the all-sports net. The telco cited a recent study by **CTAM/University of Southern California**, which found a 12% increase in overall video consumption between 2013 and 2014, with 18- to 24-year-olds having the largest increase, nearly doubling the national average.

Sony Hack on WikiLeaks: If you've sent an email to a **Sony Pictures** exec in the past couple years, there's a good chance you'll find yourself in the thousands of internal documents and correspondence **WikiLeaks** published Thurs. Alongside confidential financial documents are personal email exchanges obtained in the Sony Pictures hack last year. All told, WikiLeaks said the searchable Sony Archives include more than 30K documents and 173K emails. "This archive shows the inner workings of an influential multinational corporation. It is newsworthy and at the center of a geo-political conflict. It belongs in the public domain. WikiLeaks will ensure it stays there," said statement from WikiLeaks editor-in-chief **Julian Assange**. *Variety* reported that the archive posting totally blindsided the studio and its communications team.

It's Peabody Time: Plenty of cable shows are among the entertainment winners for the 74th annual Peabody Awards. This year's picks highlight the continuing expansion of significant roles for women on TV, with **Comedy Central's** "Inside Amy Schumer" and **SundanceTV's** "The Honorable Woman" among honorees. Other cable winners include: **FX's** "The Americans" and " Fargo," **Cinemax's** "The Knick," **HBO's** "Last Week Tonight with *John Oliver*," and **SundanceTV's** "Rectify." Peabody news and radio winners will be announced Mon.

ANA Joins CIMM: **The Association of National Advertisers** has joined the **Coalition for Innovative Media Measurement**. The coalition of advertisers, agencies and content providers seeks to improve cross-platform measurement. "The ANA represents major advertisers who are a critical component of CIMM's coalition of media buyers and sellers. Advertisers are taking a stronger interest in improving media measurement, and we welcome their voice at the R&D table as we develop new cross-platform measurement systems and metrics," CIMM managing dir/CEO **Jane Clarke** said in a statement. The coalition is set to have its Cross-Platform Media Measurement and Data Summit in NYC on Wed.

FCC on DTV, Privacy: The **FCC** Media Bureau is cleaning up some old pending items. On Wed, it dismissed some 2008 petitions seeking reconsideration of particular aspects of the rules and policies surrounding the DTV transition because of the passage of time. The petitioners, which include **NAB** and the **Assn for Maximum Service Television**, put forth no objections to the dismissal. -- The **FCC**, through its Enforcement Bureau, joined the **Asia Pacific Privacy Authorities**, the main international forum for privacy enforcement authorities in the Asia Pacific Region. The partnership aims to let the FCC use regional expertise and exchange ideas about data protection, cross-jurisdiction law enforcement, and the management of consumer privacy complaints.

Editor's Note: We'd love it if you took a minute to answer 2 quick questions about **Cablefax's** upcoming TV Innovation Summit on Oct 1 in NYC. We want to make sure we're addressing the issues most important to you. Take the survey [here](#).

Programming: **ESPN** begins its coverage of the Special Olympics World Games Los Angeles 2015 on July 25 with a live broadcast of the Opening Ceremony at 9pm ET and nightly studio programs throughout the week-long event. Cov-

BUSINESS & FINANCE

erage will air primarily on ESPN, with some programs appearing on ABC or ESPN2. All ESPN and ESPN2 programs will also be simulcast on WatchESPN. Event content will also appear on ESPN nets and media platforms around the world. Additional regional media partners are being sought. -- **AwesomenessTV's** musical drama "Side Effects" is slated to debut on E! on Fri, followed by its Digital HD release through **Amazon** Instant Video, **Google Play**, iTunes, **MGO**, **Vudu**, and Xbox on Sat. The E! broadcast will include never before seen content, which will then premiere on the network's **YouTube** Channel as the series' 3rd season on Sat. -- **Fight Network** inked a global programming deal with professional wrestler *Tommy Dreamer's* wrestling promotion House of Hardcore. The net will televise 8 1-hour shows featuring highlights from all the House of Hardcore events to date, starting on May 12. The programs on Fight Network will air on **Cablevision's** Optimum TV, **Grande Comm**, **Shentel Cable** and **Armstrong Cable** in the US. It will be on **Roku** for N. American subs. -- **AXSTV** renewed "The X Factor UK" for a 2nd season.

People: FCC named *Alison Neplokh* deputy chief technologist. Neplokh joined the Commission in 2002 and is currently chief engineer of the agency. She has worked on issues including net neutrality, the DTV transition and spectrum auctions.

Cablefax Daily Stockwatch

Company	04/16 Close	1-Day Ch	Company	04/16 Close	1-Day Ch
BROADCASTERS/DBS/MMSD					
DIRECTV:	87.45	(0.14)	COMMSCOPE:	26.56	(0.08)
DISH:	69.81	(0.04)	CONCURRENT:	6.11	0.02
ENTRAVISION:	6.62	(0.04)	CONVERGYS:	22.91	(0.07)
GRAY TELEVISION:	14.20	0.17	CSG SYSTEMS:	30.36	(0.27)
MEDIA GENERAL:	16.84	0.25	ECHOSTAR:	52.39	0.53
NEXSTAR:	58.69	(0.12)	GOOGLE:	533.80	1.27
SINCLAIR:	31.52	(0.1)	HARMONIC:	7.42	0.07
MSOS					
CABLEVISION:	18.31	(0.14)	INTEL:	32.87	0.04
CHARTER:	190.36	0.45	INTERACTIVE CORP:	71.96	(0.09)
COMCAST:	59.67	(0.24)	JDSU:	13.54	0.02
COMCAST SPCL:	59.28	(0.22)	LEVEL 3:	53.13	(0.01)
GCI:	16.58	0.22	MICROSOFT:	42.16	(0.1)
GRAHAM HOLDING:	1015.66	(16.62)	NETFLIX:	562.05	86.59
LIBERTY BROADBAND:	55.66	0.15	NIELSEN:	44.93	(0.49)
LIBERTY GLOBAL:	51.23	(0.01)	RENTRAK:	52.27	(0.2)
SHAW COMM:	22.44	0.36	SEACHANGE:	6.51	(0.15)
SHENTEL:	36.03	0.56	SONY:	31.08	(0.67)
SHENTEL:	36.03	0.56	SPRINT NEXTEL:	5.10	0.06
TIME WARNER CABLE:	158.20	(0.82)	TIVO:	11.14	0.03
PROGRAMMING					
21ST CENTURY FOX:	33.99	(0.04)	UNIVERSAL ELEC:	58.03	(0.61)
AMC NETWORKS:	77.27	0.25	VONAGE:	4.91	UNCH
CBS:	61.78	0.12	YAHOO:	45.78	0.05
CROWN:	3.94	0.01	TELCOS		
DISCOVERY:	33.18	(0.2)	AT&T:	32.75	(0.14)
DISNEY:	108.10	1.12	CENTURYLINK:	35.28	(0.91)
GRUPO TELEVISIA:	35.47	(0.01)	TDS:	26.69	(0.28)
HSN:	65.05	0.18	VERIZON:	49.27	(0.12)
LIONSGATE:	31.35	0.34	MARKET INDICES		
MSG:	82.68	(0.47)	DOW:	18105.77	(6.84)
SCRIPPS INT:	69.90	0.46	NASDAQ:	5007.79	(3.23)
STARZ:	37.55	UNCH	S&P 500:	2104.99	(1.64)
TIME WARNER:	84.62	(0.31)			
VIACOM:	71.19	0.37			
WWE:	14.05	0.44			
TECHNOLOGY					
ADVANTAGE:	2.41	0.03			
AMDOCS:	55.02	(0.16)			
AMPHENOL:	58.76	(0.46)			
AOL:	39.78	(0.03)			
APPLE:	126.17	(0.61)			
ARRIS GROUP:	29.97	0.23			
AVID TECH:	15.92	(0.27)			
BLNDER TONGUE:	0.81	(0.01)			
BROADCOM:	44.58	(0.52)			
CISCO:	28.60	0.35			



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PROGRAMMER'S PAGE

Talking Stars

“StarTalk” hosted by *Neil deGrasse Tyson* (premieres Mon, 11pm ET) is **Nat Geo’s** first-ever late night series—and first talk show. The “Cosmos: A Spacetime Odyssey” narrator is in familiar territory, of course. He does a successful radio show and podcast of the same name. On the TV show, celebrities, comedians and scientists come on the show to talk stars. “I hesitate to call it a formula, but it kind of is a formula. It’s a mixture of comedy, science, and pop culture fully blended, every single episode,” Tyson said at the **Television Critics Association** press tour earlier this year. The “popular” element of pop culture is key. The idea is to get people on board who wouldn’t typically be interested in science. “We orchestrate a conversation around them that constantly detours into science and all the ways that science has influenced that person’s livelihood,” he said. “And in this way, we bring science to people who didn’t know they liked science or maybe thought that they didn’t like science.” That was the goal of the original podcast. So what’s different about the TV show? It’s filmed, for one, and the location is the American Museum of Natural History, where Tyson serves as the director of Hayden Planetarium. Filming takes place in the Hall of the Universe, appropriately. But it still has that “radio podcast sensibility,” Tyson assured. Will the show cover breaking news about space? Depends if it remains talkable news for a time. “One of our concerns was, given when it’s taped and when it airs and the legs we want it to continue to have... We have the option to do... information of a much longer shelf life,” he said. Above all, the show’s intent is to humanize science, which is “long overdue,” according to Tyson. “I’d like to think that ‘Star Talk’ is in the center of that because the guests that we cherish are the ones that are not themselves scientists.” - *Kaylee Hultgren*

Reviews: “Orphan Black,” Season 3 premiere, Sat, 9pm ET, **BBC America**, all **AMCN** nets. The Season 3 premiere of this excellent series about a clone (the wonderful *Tatiana Maslany*) gets cloned itself, running on BBKA and all AMCN’s nets. Good sci-fi needs strong villains. “Orphan” has had many and this season introduces a gang of nasty male clones. -- “*Anne Frank: Beyond the Diary*,” Sat, 10pm, **American Heroes Channel**. Some parts might be too difficult for pre-teen viewers, but for everyone else this is a terrific introduction to Anne Frank’s story. Talking heads include *Eva Schloss*, an Auschwitz survivor who became Anne’s stepsister. Anne speaks through trenchant quotes from her diary. -- “*Nurse Jackie*, Sun, 9p, **Showtime**. After 6 seasons of hiding her addiction, *Jackie* (*Edie Falco*) is nabbed. She’s relegated to scrubbing floors, hoping to recover her nurse’s license. As the series begins its final eps, *Tony Shalhoub* joins a strong ensemble as a charming doctor, a fabulous part with Emmy written all over it. -- “*The Comedians*,” Thurs, 10p, **FX**. What hath *Larry David* wrought? Here’s another series about comedic actors (*Billy Crystal* and *Josh Gad*) as themselves, pretending to film an FX series. It’s derivative, but worth a few chuckles, as is the quirky ensemble led by *Megan Ferguson*, perfect as a tough production assistant. - *Seth Arenstein*

Basic Cable Rankings (4/06/15-4/12/15)			
Mon-Sun Prime			
1	USA	0.6	1563
1	DSNY	0.6	1563
1	FOXN	0.6	1478
1	HIST	0.6	1403
1	ESPN	0.6	1345
1	TNT	0.6	1339
7	HGTV	0.5	1302
7	TBSC	0.5	1299
7	DISC	0.5	1140
10	ADSM	0.4	1069
10	FOOD	0.4	966
10	LIFE	0.4	965
10	FX	0.4	952
10	AMC	0.4	945
10	TLC	0.4	907
10	A&E	0.4	900
10	ID	0.4	886
10	NAN	0.4	859
10	DSE	0.4	95
20	SYFY	0.3	810
20	SPK	0.3	755
20	BRAV	0.3	724
20	MTV	0.3	688
20	DSJR	0.3	650
20	HALL	0.3	602
20	HMM	0.3	390
20	BOOM	0.3	289
20	DFAM	0.3	60
29	VH1	0.2	556
29	TVLD	0.2	551
29	CMDY	0.2	527
29	APL	0.2	526
29	NGC	0.2	512
29	MSNB	0.2	488
29	WETV	0.2	486
29	FAM	0.2	481
29	CNN	0.2	478
29	OWN	0.2	472
29	LMN	0.2	458
29	EN	0.2	444
29	DXD	0.2	431
29	TRU	0.2	412
29	BET	0.2	398
29	NKJR	0.2	398
29	ESP2	0.2	388
29	GSN	0.2	386

*Nielsen data supplied by ABC/Disney

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