

Cablefax Daily™

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What the Industry Reads First

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Newfront Wrap: Top-Tier Talent & Sharable Content, Backed by Data Insights

What's to take away from NYC's just-wrapped Newfront week(s)? Let us count the insights... Top of the list: Digital has the data on viewers, and it's not afraid to use it—by providing data insights tools to advertisers. **BuzzFeed** introduced a measurement tool to track how pieces of content travel through social platforms; **Hulu** and **Machinima** each touted insights departments; and **YouTube** regularly releases studies on the behavior of its increasingly-mobile audience. Scoring big-name talent to create original programming remains an integral part of the newfront pitch. There's Hulu's comedy "Difficult People" from *Amy Poehler*, and directors *Jason Reitman* and *J.J. Abrams'* contributions to scripted. **AOL** has series from *James Franco*, *Steve Buscemi* and *Jared Leto*. **Yahoo** kicked off its parade of original content with producer *Simon Cowell's* "Ultimate DJ" reality competition show, and Machinima has brought on TV veteran *Roberto Orci* to create a series. In fact, this year there was more collaboration with TV talent and, for some networks, a multiplatform world is more accurate terminology to describe it rather than a distinction between "TV" and "digital." Former **Viacom** exec and current AOL president of video and studios *Dermot McCormack* said that rather than TV bashing digital and vice versa, they ought to work together. "We believe in both here. Consumers love their smart phones, and they love their televisions." To prove it, AOL brought on **NBCU** chairman of ad sales and client partnerships *Linda Yaccarino* to announce a streaming partnership with AOL beginning this summer. **Maker**, owned by **The Walt Disney Company**, will soon unveil **Marvel**-themed content in short form. "We think about distribution as connecting the right content with the right audience on all platforms," said Maker Studios chief content officer *Erin McPherson*. And Hulu is certainly not in the position to knock TV. In fact, head of ad sales *Peter Naylor* declared "Hulu is TV"—only with a unique ad model—young viewership, lighter commercial ad load, guaranteed viewability and, in the next few years, programmatic tools. It's also cutting deals with more networks, like **Turner** and **AMCN**, and will soon be distributed by **Cablevision**, **Mediacom** and **WOW!**. Speaking of cable... Major MSOs—**Cablevision**, **Time Warner Cable**, **Comcast** and **Cox**—came together during TWC Media's newfront to jointly present their ad tools to advertisers (**CFX** 5/4). Programmatic was important for all parties (a new development this year), with Cox Media pres *Billy Farina* assuring that it's a "piece of the solution." Volume of content also was a major theme. No fewer than 18 new series for Yahoo, two new digital networks to supplement Discovery's streaming content library and AOL's increase in





Entry Deadline: **June 22, 2015**
Final Deadline: **June 29, 2015**

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The winners and honorable mentions will be honored **October 1, 2015** in New York City.

Platinum/People Categories:

- Best Actor in Cable
- Best Actress in Cable
- Best Cable Program
- Best New Cable Program
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- Hall of Fame: Open to actors, writers, directors, producers and programming executives for a body of work

By Genre: Best Show or Series In The Following Genre:

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education/Instructional
- Faith Based/Religious
- Family Friendly
- Food
- Music
- News
- Public Affairs
- Reality
- Reality Competition/Game Show
- Regional Program
- Sci Fi
- Sports
- Talk Shows
- Other: enter your best in a genre (not mentioned above)

By Genre: Best Actor/Actress/Host In The Following Genres:

- Comedy
- Drama
- Family Friendly
- Food
- Music
- News/Public Affairs
- Reality Competition/Game Show
- Regional Program
- Sports
- Talk Shows
- Other: enter your best in a genre (not mentioned above)

Special Categories

- Best Opening Sequence
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Tech Categories:

- Best Online/Mobile Extras for a Linear Show
- Best Online-Only/Mobile-Only Show
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Enter by
June 22!

Questions: Contact Mary-Lou French at mfrench@accessintel.com or (301) 354-1851.

Enter online at www.cablefaxprogramawards.com

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video content production by 45% are a few examples. Reach and scale—especially via mobile—was a prominent theme, particularly for companies like YouTube, Maker, Machinima and BuzzFeed. “YouTube now reaches more 18-49 year olds on mobile alone than any cable network,” said CEO *Susan Wojcicki*. And the number of people visiting the site daily is up by 40% YOY, she said. But it’s also about viewers being highly engaged with the content—and if advertisers go the brand-ed-content route, that engagement becomes far greater. “Personalization and democratization of brands is inevitable,” said Maker’s McPherson. Brands need to stand for something and make that “shift from presentational to personal.”

Liberty’s Plan: CEO *Greg Maffei* gave plenty of juicy comments on a potential **Charter-Time Warner Cable** deal during **Liberty Media’s** earnings conference call Fri. Any transaction would be “a friendly transaction looking for the best of breed in both management teams and trying to drive an improved experience both for consumers and shareholders going forward,” the exec said. In addition, Liberty would maintain its stake at Charter at 25% or above. If necessary, it would raise capital to do that through a variety of ways, he said, noting the company has \$700mln cash on the balance sheet. “Incrementally we have the ability to raise capital through rights offerings.” Meanwhile, he said numerous companies have expressed interest in potentially partnering with Liberty if Charter needs to raise more capital. He said he hopes any regulator will look at the potential deals favorably as they will expand broadband and increase speeds. With scale, MSOs can “combat not only the scale of the content companies, but also the scale of potential technology competitors,” he said. Meanwhile, **Bright House** is reportedly walking away from the \$10.4bln deal with Charter. The companies first announced the transaction in March, which includes a provision that allows them to re-negotiate in the event of Comcast abandoning the TWC deal. **Reuters** reported that Bright House’s owners believe it’s best to remain independent. The MSO declined comment. Financially, Liberty Media’s revenue increased \$70mln to \$1.1bln in 1Q. Adjusted OIBDA increased by \$79mln to \$373mln, and operating income increased \$90mln to \$245mln. The increases in revenue, adjusted OIBDA and operating income were primarily due to operating results at SiriusXM.

Programmers Win Contract Case: The **DC Circuit** sided with programmers, meaning 3rd parties won’t be able to examine programming contracts and other highly confidential info as part of the **FCC** review process for the proposed \$48.5bln **AT&T-DirecTV** merger. **CBS, Disney, NAB** and other content owners filed the challenge in Nov, with the court granting a stay to the rule before any 3rd party saw the documents. The 3-judge opinion released Fri said the FCC failed to show that the confidential info is necessary to the agency’s review process. The panel unanimously vacated the FCC order. The opinion noted that while the Media Bureau has concluded the info is “highly relevant,” “relevant” and “central” are not the same as “necessary.” “To justify disclosure, the information must be ‘necessary’ to the Commission’s review process. Otherwise, Congress and the Commission have decided, the risk to the affected businesses will not be worth it,” US Judge David Tatel wrote for the panel. The challenge initially included **Comcast-Time Warner Cable**-related documents, but that is no longer an issue given the breakup of the deal. The decision is seen as clearing the way for the FCC to get on with its decision on AT&T-DirecTV. Among those unhappy with the ruling is **Public Knowledge**, which worried it could be interpreted to limit the ability of the public and outside parties to “participate meaningfully in the merger review process” and could protract merger proceedings by requiring challengers to each individual person who seeks access to confidential material be subject to judicial review.

No Stay Today: As expected, the **FCC** on Fri denied requests from **NCTA, ACA, USTelecom** and others for a stay of its Title II order. That means it’s up to the federal court to possibly intervene and prevent the rules from taking effect on June 12. The groups had to file with the Commission before they could seek a stay with the Court of Appeals.

Simmons Leaving ESPN: ESPN’s top personality *Bill Simmons* is leaving the network this fall when his contract expires, the *NY Times* first reported. “I decided today that we are not going to renew Bill Simmons’ contract. We have been in negotiations and it was clear it was time to move on. ESPN’s relationship with Bill has been mutually beneficial—he has produced great content for us for many years and ESPN has provided him many new opportunities to spread his wings. We wish Bill continued success as he plans his next chapter. ESPN remains committed to Grantland and we have a strong team in place,” ESPN pres *John Skipper* said in a statement.

Programming: **Al Jazeera America** is slated to debut “*Ali Velshi on Target*” on Mon at 10:30pm, a new, nightly current affairs show hosted by anchor Velshi. -- Season 7 of **Animal Planet’s** “*Finding Bigfoot*” premieres on May 31. -- **ID** premieres scripted miniseries “*Serial Thriller*” over 3 days starting June 7.

Cablefax Week in Review

Company	Ticker	5/08 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	89.38	(1.13%)	3.09%
DISH:	DISH	66.86	(2.42%)	(8.27%)
ENTRAVISION:	EVC	6.49	(0.46%)	0.15%
GRAY TELEVISION:	GTN	13.85	2.52%	23.66%
MEDIA GENERAL:	MEG	15.56	(7.77%)	(6.99%)
NEXSTAR:	NXST	56.20	(3.54%)	8.52%
SINCLAIR:	SBGI	29.40	(3.98%)	7.46%

Company	Ticker	5/08 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	20.55	0.78%	(0.44%)
CHARTER:	CHTR	180.67	(3.61%)	8.43%
COMCAST:	CMCSA	58.41	0.02%	0.69%
COMCAST SPCL:	CMCSK	58.22	0.12%	1.13%
GCI:	GNCMA	15.44	(4.16%)	12.29%
GRAHAM HOLDING:	GHC	964.99	(4.9%)	11.73%
LIBERTY BROADBAND:	LBRDA	52.41	(2.84%)	4.63%
LIBERTY GLOBAL:	LBTYA	50.41	(5.08%)	0.40%
SHAW COMM:	SJR	22.71	(0.22%)	(15.86%)
SHENTEL:	SHEN	31.52	(8.24%)	0.86%
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TIME WARNER CABLE:	TWC	154.68	(1.63%)	1.72%

Company	Ticker	5/08 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	32.79	(4.96%)	(14.63%)
AMC NETWORKS:	AMCX	76.25	(0.07%)	19.57%
CBS:	CBS	60.82	(2.89%)	9.90%
CROWN:	CRWN	3.90	0.78%	10.17%
DISCOVERY:	DISCA	31.33	(4.31%)	(9.06%)
DISNEY:	DIS	110.11	(0.37%)	16.90%
GRUPO TELEVISIA:	TV	36.52	(0.92%)	7.22%
HSN:	HSNI	67.44	7.34%	(11.26%)
LIONSGATE:	LGF	30.72	(1.95%)	(4.06%)
MSG:	MSG	83.45	0.54%	10.88%
SCRIPPS INT:	SNL	68.00	(3.18%)	(9.66%)
STARZ:	STRZA	38.30	(3.94%)	28.96%
TIME WARNER:	TWX	84.23	(1.58%)	(1.39%)
VIACOM:	VIA	66.81	(3.52%)	(11.51%)
WWE:	WWE	13.38	(7.6%)	8.43%

Company	Ticker	5/08 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.41	(0.2%)	(1.43%)
AMDOCS:	DOX	53.86	(2.6%)	15.43%
AMPHENOL:	APH	56.81	0.57%	5.58%
AOL:	AOL	43.42	6.95%	(5.96%)
APPLE:	AAPL	127.62	(1.03%)	15.62%
ARRIS GROUP:	ARRS	33.82	(1.57%)	12.02%
AVID TECH:	AVID	15.07	(7.09%)	6.05%
BLNDER TONGUE:	BDR	0.77	(0.3%)	(71.46%)
BROADCOM:	BRCM	46.30	2.82%	6.85%
CISCO:	CSCO	29.23	0.34%	5.07%
COMMSCOPE:	CTV	26.23	(1.09%)	2.30%
CONCURRENT:	CCUR	6.13	0.16%	(13.54%)
CONVERGYS:	CVG	23.78	4.62%	16.74%
CSG SYSTEMS:	CSGS	30.57	2.52%	21.94%
ECHOSTAR:	SATS	48.74	(3%)	(7.16%)
GOOGLE:	GOOG	538.22	0.11%	2.25%
HARMONIC:	HLIT	6.84	(1.58%)	(2.43%)

Company	Ticker	5/08 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	32.80	(1.86%)	(9.62%)
INTERACTIVE CORP:	IACI	73.55	2.62%	20.99%
JDSU:	JDSU	12.53	(6.21%)	(8.67%)
LEVEL 3:	LVT	56.42	1.27%	14.26%
MICROSOFT:	MSFT	47.75	(1.87%)	2.80%
NETFLIX:	NFLX	574.60	3.15%	68.20%
NIELSEN:	NLSN	45.24	0.89%	1.14%
RENTRAK:	RENT	50.74	2.07%	(30.32%)
SEACHANGE:	SEAC	7.03	1.88%	10.19%
SONY:	SNE	30.64	(0.87%)	49.68%
SPRINT NEXTEL:	S	4.77	(9.49%)	14.94%
TIVO:	TIVO	10.87	(1.81%)	(8.19%)
UNIVERSAL ELEC:	UEIC	52.38	(4.08%)	(19.45%)
VONAGE:	VG	4.57	(2.97%)	19.95%
YAHOO:	YHOO	44.09	3.72%	(12.71%)

Company	Ticker	5/08 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	33.69	(2.15%)	0.30%
CENTURYLINK:	CTL	34.95	(3.29%)	(11.7%)
TDS:	TDS	29.28	1.63%	15.96%
VERIZON:	VZ	50.14	0.22%	7.18%

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	DJI	18191.11	0.93%	2.06%
NASDAQ:	IXIC	5003.55	(0.04%)	5.65%
S&P 500:	GSPC	2116.10	0.37%	2.78%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS			
COMPANY	CLOSE	1-WK CH	
1. HSN:	67.44	7.34%	
2. AOL:	43.42	6.95%	
3. CONVERGYS:	23.78	4.62%	
4. YAHOO:	44.09	3.72%	
5. NETFLIX:	574.60	3.15%	

THIS WEEK'S STOCK PRICE LOSERS			
COMPANY	CLOSE	1-WK CH	
1. SPRINT NEXTEL:	4.77	(9.49%)	
2. SHENTEL:	31.52	(8.24%)	
3. SHENTEL:	31.52	(8.24%)	
4. MEDIA GENERAL:	15.56	(7.77%)	
5. WWE:	13.38	(7.6%)	

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