

Cablefax Daily™

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What the Industry Reads First

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Access for All: FCC OKs Emergency Info Available on 2nd Screen Devices

FCC chmn *Tom Wheeler* made good on a promise at the start of his tenure to address access issues for consumers with disabilities, with the Commission approving 2 items Thurs related to accessibility in the 21st Century. "These may not be headline-grabbing activities, but they are important activities," he said in a press conference after Thurs' Open Meeting. The Commission voted unanimously to require MVPDs to make emergency alert info accessible on a secondary audio stream to the sight impaired when traditional programming is being viewed on second screen devices, such as tablets. The requirement does not extend to Internet-originated video, only second screens showing traditional linear content. The order also establishes rules requiring that the equipment used to receive and play back television programming, such as set-top boxes, and have an easy-to-use mechanism to switch from the main program audio to the secondary audio stream to hear audible emergency information. The FCC also adopted a 2nd Further Notice of Proposed Rulemaking seeking comments on things such as how to prioritize emergency info if there is more than 1 on-screen announcement and whether school closings and school bus schedules should continue to be made available on secondary audio streams. "By extending our emergency information rules to second screens, we'll not only ensure fairness for blind Americans but also provide a few extra seconds of warning in a time when seconds count," Wheeler said. Thurs' votes extend the FCC's work in this space, which includes ensuring there is closed captioning for online video and text to 911. The FCC's Republicans dissented in part Thurs, objecting to the requirement that TV, set-top and other device makers include in those apparatuses a mechanism for activating the secondary audio stream that is reasonably comparable to a button, key or icon. *Ajit Pai* and *Mike O'Rielly's* concern is not with the idea, but they believe the FCC does not have the legal authority to impose such a mandate. "I also dissent from the NPRM's suggestions that MVPDs subsequently provide devices with the new mechanism to all of their customers on a short time frame, or that we should dictate a similar activation mechanism within MVPD-provided applications or plug-ins," O'Rielly said. Thurs' meeting also saw the FCC vote unanimously to approve extending the iCanConnect National Deaf-Blind Equipment Distribution program, which was set to expire at the

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end of June. It subsidizes equipment needed to make telecommunications, advanced communications and the Internet accessible to Americans who have significant vision and hearing loss.

Interconnection Deal: No interconnection problems here... **Comcast** and **Level 3** announced a new long-term interconnection deal that expands on existing agreements between the 2. Comcast and Level 3 will enhance their existing network capacity while extending their mutual interconnection agreements, ensuring that both maintain ample capacity to exchange Internet traffic between their networks. The agreement covers both companies' existing networks as well as any expansion that may occur during the term of the agreement. The deal comes as the **FCC's** net neutrality order is set to take effect June 12, barring a stay from federal courts. Comcast and Level 3 have squabbled over the years about interconnection, with Level 3 accusing the MSO in 2010 of violating open Internet principles.

Scannell Leaving BBC: *Herb Scannell* announced he will step down as pres, **BBC Worldwide North America** on Aug 1, turning over day-to-day operations to current COO *Ann Sarnoff*. Scannell will stay with the company through the summer to aid in the transition. During his 5-year tenure, Scannell has increased overall revenue by 50%, and spearheaded last year's jv between BBC Worldwide and *AMC Nets*, and that saw AMCN take a 49.9% stake in **BBC America**. "After five years, and with a strong leadership team in place, it feels like the right time for me to return to the entrepreneurial path I was on in digital media before I joined BBC Worldwide," said Scannell. "The company has a bright future, in no small measure because of the extraordinary talent and leadership of Ann Sarnoff. I have worked side-by-side with Ann for over 10 years—both here and at **Viacom**—and it's been one of the most fruitful partnerships of my career. Ann will take BBC Worldwide to new places." Sarnoff's accomplishments include overseeing negotiations that boosted BBCA's distribution from 68mln homes to 80mln and leading cross-business development of key brands, such as "Doctor Who."

Ride the Wave: **Wave** has raised \$130mln from a corporate bond sale that it plans to use to expand its fiber gigabit broadband service along the West Coast. The round was led by **Deutsche Bank**, with participation by **Wells Fargo**, **Sun Trust** and **RBC Daniels**. Some of this funding will go toward acquisition, but the bulk will be for the fiber network. Earlier this month, Wave announced that **Astound Broadband** in San Fran (which is also part of **Wave Division Holdings**) had changed its name to Wave.

Comcast is Hiring: **Comcast** is making good on its pledge to hire 5500 new customer service employees, announcing Thurs that it's already hired more than 1100 employees for its new customer support center in Tucson, AZ (15% of hires at the facility will be reservists, veterans and their spouses, part of Comcast's commitment to 10K military hires by the end of 2017). The 100K sq-foot center will include product training labs, training rooms, video conference facilities, a cafeteria and fitness center. It will house specialized teams designed to tackle more complex customer needs and also will serve as home to Comcast's new team of Spanish-speaking employees specializing in social media.

Rosenworcel Renomination: Pres *Obama* has renominated Democratic Commish *Jessica Rosenworcel* for another term. The former Sen Commerce cmte counsel was sworn into office in May 2012. One of her big priorities at the Commission has been to close what she calls the "homework gap," where students are connected to broadband at school but not at home. "During my tenure at the agency it has been a tremendous privilege to work with my colleagues, the talented staff of the Commission, and the American people to develop policies that expand access to modern communications and the opportunities of the digital age," Rosenworcel said in a statement.

Programming: **MSG Nets** will telecast all 17 NY Liberty home games for the 2015 **WNBA** season, beginning June 5 when the team hosts Atlanta. -- **TLC** will launch a new season of "Our Little Family" to premiere in Sept. -- **HGTV** renewed "Island Life" and "Island Hunters" for new seasons, while sister net **DIY** has ordered new eps of "Texas Flip and Move," "Garage Gold" and "Building Alaska." -- **Fuse** and **NUVotv** parent **Fuse Media** signed a multi-year deal with comedian *Gabriel Iglesias (Fluffy)*. Seven original comedy series are in development, with "Fluffy Breaks Even" the 1st show to be greenlit. The 6-ep series follows Fluffy & crew eating a high calorie meal and then having to "break even" the next day by exercising it off.

BUSINESS & FINANCE

NAMIC's EMMAs: You have until June 19 to submit entries for NAMIC's Excellence in Multicultural Marketing Awards (EMMAs). The honorees will be recognized during the NAMIC Conference, scheduled for Sept 29-30 in NYC. The EMMAs are presented in partnership with **Cablefax**. Winners of the 2015 EMMA competition will be featured in the Sept edition of **Cablefax: The Magazine**. Enter online at emma-competition.com.

HD Upgrade: Daystar selected **Imagine Communications** to upgrade its operations from SD to HD with a complete, end-to-end broadcast workflow solution for its cable nets and 100 TV properties. Daystar's HD channels went live in October, with the traffic and billing system implemented in Sept.

People: **Discovery Education** tapped *Stacie Kronthal* as vp, account partnerships and implementation. She joins from online giving platform **Network for Good**. -- **Sportsman Channel** named *Mitch Petrie*, producer of **Outdoor Channel's** "Wardens," as vp, programming. -- **The Negro Leagues Museum** recently named **NCTC** programming vp *Stewart Myers* to chmn of its board. The Negro Leagues Baseball Museum was established in 1990, and is the world's only museum dedicated to preserving and celebrating the history of African-American baseball and its impact.

Cablefax Daily Stockwatch

Company	05/21 Close	1-Day Ch	Company	05/21 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	92.15	0.60	COMMSCOPE:	26.23	0.15
DISH:	68.97	0.53	CONCURRENT:	6.46	0.01
ENTRAVISION:	6.67	(0.02)	CONVERGYS:	24.74	(0.1)
GRAY TELEVISION:	15.10	0.57	CSG SYSTEMS:	30.81	(0.12)
MEDIA GENERAL:	16.60	0.17	ECHOSTAR:	49.49	(0.17)
NEXSTAR:	57.31	1.07	GOOGLE:	542.51	3.24
SINCLAIR:	30.63	0.52	HARMONIC:	6.90	(0.03)
MSOS					
CABLEVISION:	24.64	(0.05)	INTEL:	33.55	0.18
CHARTER:	178.65	1.70	INTERACTIVE CORP:	74.99	0.25
COMCAST:	57.54	(0.03)	JDSU:	12.77	0.14
COMCAST SPCL:	57.21	0.07	LEVEL 3:	55.28	(0.19)
GCI:	16.23	0.22	MICROSOFT:	47.42	(0.16)
GRAHAM HOLDING:	1086.51	(5.83)	NETFLIX:	623.02	1.49
LIBERTY BROADBAND:	52.50	0.10	NIELSEN:	45.74	(0.04)
LIBERTY GLOBAL:	56.37	0.97	RENTRAK:	67.43	(0.3)
SHAW COMM:	22.68	0.41	SEACHANGE:	6.75	(0.07)
SHENTEL:	31.96	0.02	SONY:	31.81	(0.36)
SHENTEL:	31.96	0.02	SPRINT NEXTEL:	4.72	0.02
TIME WARNER CABLE:	165.52	(1.03)	TIVO:	10.66	(0.04)
PROGRAMMING					
21ST CENTURY FOX:	34.61	0.05	UNIVERSAL ELEC:	52.36	0.26
AMC NETWORKS:	77.50	0.35	VONAGE:	4.57	(0.01)
CBS:	61.81	0.73	YAHOO:	43.68	0.89
CROWN:	4.04	0.01	TELCOS		
DISCOVERY:	33.30	(0.27)	AT&T:	35.07	0.45
DISNEY:	110.39	0.19	CENTURYLINK:	34.25	(0.11)
GRUPO TELEVISA:	36.20	(0.26)	TDS:	29.85	0.04
HSN:	68.65	(0.49)	VERIZON:	49.90	0.21
LIONSGATE:	31.98	(0.45)	MARKET INDICES		
MSG:	85.43	(0.57)	DOW:	18285.74	0.34
SCRIPPS INT:	68.61	0.29	NASDAQ:	5090.79	19.05
STARZ:	41.00	UNCH	S&P 500:	2130.82	4.97
TIME WARNER:	85.15	(0.41)			
VIACOM:	67.45	1.02			
WWE:	13.66	(0.05)			
TECHNOLOGY					
ADVANTAGE:	2.36	UNCH			
AMDOCS:	54.54	(0.41)			
AMPHENOL:	57.97	(0.3)			
AOL:	50.26	(0.02)			
APPLE:	131.39	1.33			
ARRIS GROUP:	33.33	(0.2)			
AVID TECH:	16.73	0.52			
BLNDER TONGUE:	0.69	(0.01)			
BROADCOM:	47.36	0.29			
CISCO:	29.43	(0.19)			

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PROGRAMMER'S PAGE

A Mad, Mad World No More...

Shortly after I joined **Cablefax** some 9 years ago, my colleague *Seth Arenstein* and I organized the first of what would become many award events. We wanted to include some glitz. Some glamour. Something fun. So we called on our friends at **AMC** and asked the brass to fly out a little-known actor named *Jon Hamm*. A relative unknown, he starred as Don Draper on a new show called "Mad Men," which no one really watched yet. But Seth and I, along with many other critics, had a feeling people would eventually find it. Of course, we had no idea as we interviewed Hamm on that NY stage how big the show (or for that matter, Jon) would become. So on Sun as I sat among some 1,600 fans at the Ace Hotel theater in downtown L.A. to watch the premiere of the series' final episode, it was a bittersweet night made all the more enjoyable by how showrunner *Matthew Weiner* ended the series. With a Coke and a smile. "We're so grateful to have... this relationship," Weiner told invited guests. "Even by Don's standards, this is a relationship... You're not strangers to me anymore." To say the room erupted with satisfied applause as the credits rolled would be an understatement. And the after-party where cast, crew and lucky hangers-on like me got to eat, drink and mingle against the L.A. skyline felt like a happy wake: So sad to let go, yet ready to move on to new adventures. Of course, it was also a night about legacy. And when a 20-something woman trying to make it as a Hollywood writer worked up the nerve to break into our quick chat with Weiner, he listened and gave her words of encouragement. Yes, Mad Men is no more, but we can all rest assured that the show will influence writers for decades. And that's a legacy almost as important as teaching the world to sing. - *Michael Grebb*

Reviews: "Texas Rising," begins Memorial Day, 9pm, **History**. It's become tradition: History premieres a miniseries starring *Bill Paxton* during a federal holiday and strong ratings follow. It might happen again. This 5-night, 10-hr tale about Texas' founding is richly filmed, directed by 2-time Oscar nominee *Roland Joffé* and loaded with talent, including *Brendan Fraser*, *Ray Liotta*, *Jeffrey Dean Morgan* and *Olivier Martinez*. The main story is compelling, too. The Alamo's fallen and *Sam Houston's* troops crave revenge. Yet Houston (Paxton, distantly related to Houston) knows his 300 ragtag volunteers would be fodder for Gen. *Santa Anna's* (Martinez) enormous Mexican army. Houston counsels retreat so he can determine when and where to engage Santa Anna. The film's major problem is it veers off into a series of marginally interesting side stories, slowing the main story, perhaps keeping history-averse viewers watching. -- "Driving America," Memorial Day, 9pm, **Nat Geo**. Despite opening hype, this special quickly becomes an interesting history of cars in the U.S. Loaded with great footage, it's educational, forgoing *Henry Ford* for *Ransom Olds* and explaining the Essex's importance. Then there's the **VW Beetle** story, O.J. and Hollywood and cars. -- "Veep," Sun, 10:30pm, **HBO**. Prepare for Memorial Day's solemnity with this hilarious ep of "Veep," which will make viewers long for a reduction in executive branch transparency. - *Seth Arenstein*

Basic Cable Rankings (5/11/15-5/17/15) Mon-Sun Prime			
1	TNT	1.1	2780
2	ESPN	0.9	2159
3	USA	0.7	1733
3	DSNY	0.7	1633
5	FOXN	0.6	1544
5	TBSC	0.6	1489
7	HGTV	0.5	1314
7	HIST	0.5	1209
7	DSE	0.5	105
10	DISC	0.4	1103
10	ADSM	0.4	938
10	FOOD	0.4	891
10	A&E	0.4	875
14	FX	0.3	839
14	FAM	0.3	796
14	LIFE	0.3	791
14	SYFY	0.3	785
14	SPK	0.3	760
14	NAN	0.3	756
14	TLC	0.3	753
14	ID	0.3	735
14	FS1	0.3	680
14	AMC	0.3	675
14	APL	0.3	660
14	NBCS	0.3	636
14	EN	0.3	615
14	BRAV	0.3	603
14	HALL	0.3	584
14	DSJR	0.3	564
14	HMM	0.3	384
31	TVLD	0.2	548
31	VH1	0.2	502
31	MTV	0.2	500
31	CMDY	0.2	483
31	OWN	0.2	467
31	CNN	0.2	466
31	NGC	0.2	463
31	MSNB	0.2	430
31	BET	0.2	422
31	LMN	0.2	394
31	TRU	0.2	393
31	FXX	0.2	392
31	TRAV	0.2	381
31	WETV	0.2	367
31	GSN	0.2	362
31	H2	0.2	359

*Nielsen data supplied by ABC/Disney



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