

Cablefax Daily™

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What the Industry Reads First

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ACC Forum: Communications in the New Video Era

Whether it's new and emerging services such as **Periscope** and **Miracast** or the expansion of OTT video, they are all part of a connected world where viewers share their experience across platforms. For cable communicators, that means identifying and connecting with the audience on different platforms and fulfilling their need for authenticity and personalization, according to *Donna Murphy*, svp of research and consumer insights at **Discovery Comm**. She kicked off the **Association of Cable Communicators'** Forum 2015 educational conference Thurs in Silver Spring, MD. The theme? "Innovation and Disruption: Telling Cable's Story in Times of Change." "We need to look at the whole ecosystem... It's really about how we get [viewers] to come to us and be part of our content," Murphy said. Indeed, the planning process for social media activities has changed. Social was "a one-way channel to push things out at the end" and now it's integrated into almost every aspect of the process from production to TV debut, said *Amber Harris*, vp of communications & social media at Discovery. Meanwhile, with the expansion of non-traditional video services and shifting viewing behavior, the pay-TV industry is experimenting with new content packaging models and direct-to-consumer services, Murphy noted. The problem is that cord-cutting in today's environment means potentially adding various OTT services that overall don't provide huge cost savings and might turn out to be more expensive than traditional pay-TV service for consumers. "We are not quite there yet... Time will tell," Murphy said. When it comes to big data, which includes everything from viewing patterns to social media activities, the conversation has moved from privacy to transparency. For consumers, "it's all about 'I am going to give you all of my data, and I need you to use it properly if you want to have a relationship with me,'" she said. Emphasis on "properly." For cable communicators, "if you can connect data sharing with enhancing consumer experience and make that your PR campaign, then you have a real platform to differentiate as a provider," **Cisco's** dir of service provider transformation *Andrew Young* said. An example is the weekly emails from **Comcast's** PR team on the top 20 TV shows on Xfinity On Demand. It's about taking consumer viewing data and turning it into a brand campaign that can potentially drive SEO and usage on the Xfinity platform, Young said. For companies looking to expand the use of big data, the trend is bringing all data into one place, a practice that has become possible thanks to cloud computing, said *Carol Davidsen*, vp of political technology at **Rentrak**. That avoids the problem of "pairing apples with pears because as soon as there is no consistency, people lose faith. So make sure analytics people are talking to each other," she said.

Comcast Buys Visible World: **Comcast** has agreed to purchase targeted ad firm **Visible World** for an undisclosed sum. Visible World will be run as an independent business, as is ad-serving platform **FreeWheel**, which Comcast bought for \$320mln last year. That means the customer base can continue to stretch beyond Comcast. While deal terms weren't released, the Visible World acquisition is seen as much smaller than FreeWheel's. Calling Visible World a "real complement" to Comcast's existing ad initiatives, Comcast Cable evp/chief network officer *John Schanz* said it also "offers a diverse



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spectrum of services that serve a variety of needs across the television advertising landscape.”

DISH-T-Mobile: DISH is buying T-Mobile. Or maybe it isn't. Either way, the word that the 2 are talking sent DISH shares up nearly 5%. T-Mobile US closed up 2.6% Thurs. The *WSJ* described talks as being in the “formative stage,” but that didn't stop lots of speculation. **BTIG** analyst Walter Piecyk, noting that nothing appeared imminent, suggested a combined T-Mobile-DISH could be attractive to cable. “DISH without T-Mobile, lacks the network that a cable operator would want rather than simply buying spectrum from Dish and building out a greenfield network, (notwithstanding some of their current WiFi investment plans). T-Mobile without Dish, lacks depth of spectrum that larger players would want to have in place for more ambitious offerings,” he wrote in a research note. **UBS** analysts don't expect any potential deal to force a **Verizon** bid for DISH, and instead expects the telco would push for spectrum divestitures as a deal condition.

Dodgers Come to Charter: Charter's making good on its promise to launch the Dodgers RSN now that it's buying **Time Warner Cable**. **SportsNet LA**, which is managed by TWC, will launch on Charter's most widely distributed tier of service in the L.A. DMA beginning Tues. The net hasn't scored carriage deals with any major distributors beyond TWC and **Bright House**. It's unclear whether the Charter launch will add some new pressure to **DirecTV**, **Cox** and others to launch the net.

Sohn Sees Busy FCC Ahead: Having made several sweeping decisions during the past 19 months, the **FCC** will continue to be an activist agency in the 19 months left in Chairman *Tom Wheeler's* tenure, Counselor to the Chairman *Gigi Sohn* told **The Media Institute** during a luncheon Thurs. In addition to the spectrum auction set for Q1, which Sohn promised “will get done in 2016,” Wheeler's priorities include: modernizing the Lifeline program; redefining the FCC's interpretation of MVPD to make it technology-neutral; ensuring the tech transition to IP-based networks is done safely (Sohn said this is one of the “chairman's highest priorities”); and updating the agency's website and electronic comment filing system. Sohn stated openly in prepared remarks that she'd avoid discussing “the big decisions” that get widespread media coverage, such as large cable mergers and net neutrality. Instead, she listed FCC accomplishments that touch “the everyday lives of Americans,” including improving closed captioning; killing the sports blackout rule; protecting consumer privacy and data; and holding accountable network operators who engage in fraudulent billing. She indirectly commented on proposed cable mergers, noting, “My boss has been very clear that he believes his client is the American people and that's what comes first. And that is what our statutory duty is, to act in the public interest.” The former FCC gadfly-turned-government bureaucrat, Sohn admitted she now realizes “governing is very hard... governing wisely is even harder.”

WiFi Expansion: **Time Warner Cable** expanded its outdoor WiFi network to Dallas, San Antonio and Raleigh. It now offers more than 100K hotspots across its national WiFi Network (more than 400K nationwide when adding other Cable hotspots).

OPNFV Release: Wed saw the 1st software release of the Open Platform for Network Function Virtualization project. Dubbed “Arno” (all OPNFV releases are named for rivers), it is a developer release intended primarily for testing and limited deployment. The software is available for immediate download at the OPNFV website. The project plans to have twice-yearly releases. Future releases will continue to improve the platform tooling, enhance testing capabilities, and work with upstream communities to introduce new features. **CableLabs** principal architect *Don Clarke* wrote that the organization has been eagerly awaiting the 1st release because it provides the foundation for its virtualization projects.

Discovery's European OTT Play: **Discovery Comm** is launching Dplay, a premium video streaming service that pro-

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BUSINESS & FINANCE

vides access to shows and sports events on any device, anywhere. Available only in Europe, Dplay will launch initially in 4 markets (Norway, Denmark, Italy and Sweden) with additional markets coming by year-end. Discovery also announced an update to its Eurosport Player, which provides unlimited access to live streaming of Eurosport's channel. The new version, which has more intuitive navigation and the ability to choose your own camera angles, launches June 10 ahead of the 24 hours of Le Mans.

People: "My Little Pony" exec producer *Meghan McCarthy* was named Head of Storytelling for **Hasbro Studios**. -- **Univision** hired *Jessica Herrera-Flanigan* as evp, govt relations and public policy. -- *Deborah Bradley* was promoted to evp, nets and programming optimization, content strategy and commercialization for **Turner**. She oversees acquisitions, licensing, program planning, scheduling, operations and inventory management for **TNT/TBS** and their digital/mobile platforms.

TCA Awards: The **TCA** announced noms for its 31st Annual TCA Awards (winners will be announced Aug 8 during the TCA Critics' Tour). **HBO** leads the way with 7 noms. **ABC, CBS, AMC**, and **FX** each have 5; **Fox, PBS, The CW** and **Amazon** each have 4; **NBC** and **Comedy Central** have 3 noms each; **ABC Family** has 2; and **Netflix, Starz, Logo, Nickelodeon** and **SundanceTV** each finish with 1.

Cablefax Daily Stockwatch

Company	06/04 Close	1-Day Ch	Company	06/04 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
DIRECTV:	92.21	0.17	COMMSCOPE:	26.25	UNCH
DISH:	74.25	3.44	CONCURRENT:	6.43	0.23
ENTRAVISION:	7.06	0.03	CONVERGYS:	25.00	(0.24)
GRAY TELEVISION:	15.53	(0.56)	CSG SYSTEMS:	32.25	(0.29)
MEDIA GENERAL:	16.84	(0.24)	ECHOSTAR:	51.27	0.25
NEXSTAR:	57.32	(0.77)	GOOGLE:	536.70	(3.61)
SINCLAIR:	30.22	(0.47)	HARMONIC:	6.86	(0.26)
MSOS					
CABLEVISION:	23.74	(0.34)	INTEL:	32.31	(0.42)
CHARTER:	171.33	0.09	INTERACTIVE CORP:	76.47	(1.04)
COMCAST:	58.95	(0.37)	JDSU:	12.95	(0.12)
COMCAST SPCL:	58.71	(0.33)	LEVEL 3:	55.07	(0.91)
GCI:	16.11	(0.24)	MICROSOFT:	46.36	(0.49)
GRAHAM HOLDING:	1072.00	10.19	NETFLIX:	625.44	3.78
LIBERTY BROADBAND:	52.12	(0.7)	NIELSEN:	44.92	(0.43)
LIBERTY GLOBAL:	54.60	(1.22)	RENTRAK:	68.13	0.94
SHAW COMM:	21.89	(0.21)	SEACHANGE:	7.06	(0.19)
SHENTEL:	31.82	(0.37)	SONY:	30.02	(0.41)
SHENTEL:	31.82	(0.37)	SPRINT NEXTEL:	4.46	(0.29)
TIME WARNER CABLE:	176.91	(0.02)	TIVO:	10.58	(0.19)
PROGRAMMING					
21ST CENTURY FOX:	33.57	(0.06)	UNIVERSAL ELEC:	52.94	0.07
AMC NETWORKS:	78.71	(0.13)	VONAGE:	4.89	(0.02)
CBS:	61.74	(0.48)	YAHOO:	42.88	(0.33)
CROWN:	4.24	(0.12)	TELCOS		
DISCOVERY:	33.86	(0.11)	AT&T:	35.27	0.24
DISNEY:	110.30	(0.87)	CENTURYLINK:	32.83	(0.16)
GRUPO TELEVISA:	37.29	(0.82)	TDS:	30.02	0.11
HSN:	69.14	(0.27)	VERIZON:	48.10	(0.98)
LIONSGATE:	35.12	1.32	MARKET INDICES		
MSG:	85.88	(0.39)	DOW:	17905.58	(170.69)
SCRIPPS INT:	67.68	0.68	NASDAQ:	5059.12	(40.11)
STARZ:	41.65	(0.05)	S&P 500:	2095.84	(18.23)
TIME WARNER:	85.07	(0.9)			
VIACOM:	68.22	(0.15)			
WWE:	14.80	0.38			
TECHNOLOGY					
ADVANTAGE:	2.35	0.02			
AMDOCS:	55.96	(0.45)			
AMPHENOL:	56.95	(0.93)			
AOL:	50.05	(0.13)			
APPLE:	129.36	(0.76)			
ARRIS GROUP:	33.82	(0.02)			
AVID TECH:	17.73	(0.17)			
BLNDER TONGUE:	0.86	(0.08)			
BROADCOM:	54.22	(0.4)			
CISCO:	28.61	(0.48)			

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PROGRAMMER'S PAGE

Discovery, BBC Tell 'Life Story' in 4K

Discovery Comm and BBC ended their partnership in late 2013, but that didn't stop the pair from continuing to co-produce shows. Among them is "Life Story," which follows individual animals through various stages of life. Discovery says the program (premieres Sat on **Discovery Channel**) is the 1st landmark series filmed in 4K, delivering the highest quality images ever seen in wildlife documentary. "The series was shot in Ultra high definition to both bring a new level of detail, texture, beauty and intimacy to the images but also to help us tell the stories in a new way. We exploited the shallow depth of field the sensor brings to draw our animal heroes out the frame and to bring them center stage. We hope this will mean that the audience feels they are right with the animals as they face and overcome the trials and tribulations of the lives," said *Mike Gunton*, producer and creative dir at **BBC Worldwide**. He expects more wildlife documentaries to be filmed in 4K. Each ep focuses on 1 stage of life, starting with the 1st few days and moving through the challenges of the grown-up world including power struggles, the search for a mate and parenthood. "We have really put effort onto getting the sense of individual struggle, success and sometimes failure by telling the stories from an individual's perspective in a new and intense way," Gunton said. That's partly done by setting up the cameras very close to the animals and also by telling the stories "as if we were telling our own stories," he said. The ultimate goal for the animals is to pass on their genes to the next generation. "The prize for success is a kind of immortality. The penalty for failure is the cutting off of you family tree!" Gunton said. - *Joyce Wang*

Reviews: "T. Rex Autopsy," Sun, 9pm, **Nat Geo**. Suspend reality a bit and then give props to Nat Geo for this imaginative, entertaining and educational special about the lizard king, Tyrannosaurus Rex. Nat Geo has assembled a 40-foot model of the 65mln-year-old carnivore, which seems anatomically correct. It's even filled with blood, bones, tissue, innards and teeth, of course. How do we know? 3 paleontologists and an animal surgeon rip it apart—for science, of course. About those teeth, they did many things, but chewing wasn't one of them. T ripped its prey its powerful jaws and then swallowed, 500 pounds at a time. Its cousin, the Komodo dragon, also is a swallower. -- "Power," season II premiere, 9pm, Sat, **Starz**. In **AMC's** "Breaking Bad" it took Sklyer White (*Anna Gunn*) awhile to realize something was amiss when hubbie Walter (*Bryan Cranston*) disappeared for days at a time. Similarly, it's taken too much time for the usually sharp drug distributors of "Power" to realize the mistress of drug lord James "Ghost" St. Patrick (*Omari Hardwick*) is a district attorney (*Lela Loren*). Still, the heat this duo generates makes "Power" this summer's cool guilty pleasure. -- "Odd Mom Out," premiere, Mon, 10pm, **Bravo**. A total hoot as "odd" Jill (*Jill Kargman*) blasts the ultra-snooty with comedy. No bread! You'll see. - *Seth Arenstein*

Basic Cable Rankings (5/25/15-5/31/15) Mon-Sun Prime			
1	ESPN	1.1	2567
2	HIST	0.8	1861
3	USA	0.7	1761
3	DSNY	0.7	1671
3	HGTV	0.7	1587
6	TNT	0.6	1526
6	TBSC	0.6	1460
6	FOXN	0.6	1458
6	NBCS	0.6	1334
10	DISC	0.5	1300
10	FAM	0.5	1225
10	LIFE	0.5	1118
10	DSE	0.5	116
14	FX	0.4	1019
14	FOOD	0.4	1017
14	ADSM	0.4	1001
14	AMC	0.4	941
14	TLC	0.4	934
14	ID	0.4	873
20	NAN	0.3	819
20	SYFY	0.3	792
20	APL	0.3	783
20	A&E	0.3	744
20	SPK	0.3	729
20	HALL	0.3	673
20	BRAV	0.3	651
20	TVLD	0.3	635
20	WETV	0.3	603
20	DSJR	0.3	585
20	NGC	0.3	584
20	HMM	0.3	453
20	BOOM	0.3	321
20	DFAM	0.3	63
34	EN	0.2	544
34	OWN	0.2	512
34	VH1	0.2	495
34	MTV	0.2	475
34	MSNB	0.2	474
34	CMDY	0.2	463
34	GSN	0.2	460
34	BET	0.2	436
34	LMN	0.2	434
34	CNN	0.2	431
34	TRAV	0.2	419
34	H2	0.2	375
34	FXX	0.2	352

*Nielsen data supplied by ABC/Disney



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