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What the Industry Reads First

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Fully Stacked: Turner Puts More Series on Comcast VOD

After last year's successful stacking of TNT's "The Last Ship" and "Murder in the First" on **Comcast**, **Turner** is opting to give the MSO 15 series for full season stacking (making all eps available after they air instead of just the 3 or 4 most recent). And while Comcast is the only MVPD to get these rights now, the programmer is talking to others. The key is none of the others have robust Dynamic Ad Insertion right now, but as that changes, look for Turner to announce more deals, said *Jennifer Mirgorod*, Turner's evp of brand distribution. Other programmers, including **NBCU** and **Fox**, also have participated in stacking with Comcast. Last year's success with Last Ship and Murder in the First proved to Turner that the model doesn't result in linear rating erosion. In fact, the 18-49 Live + 3 (L3) ratings in Comcast households were 30% higher on average throughout the entire season. For Murder in the First, 18-49 L3 ratings in Comcast HHs averaged 40% higher throughout the season. Besides DAI, one of the benefits was that Comcast has "a really great promotional mechanism that they have in place," Mirgorod said. "They'll promote halfway through the season to make sure people remember to launch. They really look at how many people are tuning into the on demand aspect and will use promotions to drive viewership." Turner's new slate of stacked series kicked off Mon with Season 2 premiere Murder in the First. While there are plenty of dramas in the mix, including "Falling Skies" and "The Librarians," Turner's also throwing in comedies like **TBS'** animated series "American Dad" and reality show "America's Next Weatherman." "There have been some other types of shows (non-dramas) that have been promising in terms of the trend of [helping] all types of programming," Mirgorod said, citing episodes of **Cartoon's** "Ninjago" earlier this year. The reality is services like **Netflix** have changed the way viewers watch programming, she said. Look for more nets to continue down this path, especially as more MVPDs launch DAI. "Already this year, networks have stacked more than 550 current season TV series on Xfinity On Demand, allowing viewers to catch up and keep up on every episode. With more good shows to watch than ever, stacking has proven to be a secret weapon for networks, helping them to build new audiences, boost live ratings and extend the life of a series," Comcast Cable vp, video strategy and analysis *Steve Meyer* wrote in a blog post Mon.

More M&A: Atlantic Broadband, a subsidiary of Canada's **Cogeco Cable**, entered in a deal to purchase substantially all of the assets of **MetroCast** Connecticut for \$200mln from **Harron Comm**. The deal represents a multiple of

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approximately 7.9x 2015 expected Adjusted EBITDA of the business being acquired. MetroCast's CT network passes nearly 70K homes and businesses across 9 communities, including Waterford and Plainfield. The system serves some 23K video customers, 22K internet and 8K phone customers, with 2015 revenue expected to hit \$45mln and adjusted EBITDA estimated at \$21mln. Last July, **Block Comm** bought MetroCast Mississippi systems serving some 45K subs for an undisclosed price. MetroCast also has systems in VA, ME, PA and NH. Cogeco intends to finance the deal through non-recourse debt to be issued by Atlantic Broadband. **RBC Capital Markets** served as the exclusive merger and acquisition advisor to MetroCast Connecticut in connection with the transaction.

Showtime: Apple no longer has an exclusive window to sell **Showtime's** coming standalone streaming service. The net inked deals with **Roku** and **Sony's** PlayStation Vue to launch the service on their platforms prior to the July 12 season premiere of the "Ray Donovan" series, the same launch window for Apple. The service costs \$10.99 per month for Roku and Vue users. Roku customers who sign up in July get a 30-day free trial subscription. Consumers who subscribe to Showtime either through the streaming service on Roku and Apple devices or through Vue can access live broadcasts of the east and west coast feeds as well as on-demand content.

Full Season Ahead of Linear: Travel Channel will bow new series "Big Crazy Family Adventure" on multiple platforms Sun, 1 week before the series makes its network premiere. It marks the 1st time a **Scripps Nets** brand will debut a full season of a series prior to the on-air launch. The first half of the two-hour season premiere is currently available for free on TravelChannel.com, TV Everywhere, and select digital-download and video-on-demand platforms. All 9 hour-long eps of the series will be available through the Watch Travel Channel app and VOD platforms including **Comcast's** VOD, **Charter, Cox, Time Warner Cable and Verizon FiOS**, among others. The series will also be available for download on platforms including but not limited to **iTunes, Google Play, VUDU and Microsoft's Xbox Video**.

Apple Music: The SVOD business model is taking over not only the video business, but also the music industry. **Apple** will launch its music streaming service on June 30, the company announced Mon during its worldwide developer conference. The company will offer a individual plan at \$9.99 a month (similar to monthly **Netflix** subscription cost) and a family-friendly plan for \$14.98 a month that allows access to up to 6 members. The service, initially available on iPhone, iPad, iPod touch, Mac and PC, will be available on Apple TV and Android platforms later this year.

Programming: Former **ABC** news pres *David Westin* ('97-'10) has joined **Bloomberg TV** as an on-air personality. -- **Turner** snagged the rights to the **iHeartRadio Music Awards**, with **TBS, TNT and truTV** to present a live simulcast of the annual event under the multi-year deal. iHeartMedia radio stations will also broadcast the show nationwide. Next year's concert takes place Apr 3, airing between TBS's coverage of the **NCAA Men's b-ball final Four** on Apr 2 and the net's 1st-ever telecast of the championship game on Apr 4. -- **FYI's** new series "The Seven Year Switch" has couples switch partners for 2 weeks to learn if it "could make their marriage stronger" (debuts July 7). -- **Cartoon** will introduce a new "Ben 10" to a new generation of kids, with intl channels rolling it out the animated series in fall 2016 and North America in 2017. The original "Ben 10" bowed on Cartoon in 2006, spawning 3 additional, original, animated series (Ben 10 Alien Force, Ben 10: Ultimate Alien, Ben 10: Omniverse), 1 animated movie and 2 live-action movies.

NBC Sports Goes Golfing: **NBC Sports Group** inked a long-term media partnership in the US with the **R&A** starting with the Open from Royal Birkdale in 2017 and spanning 12 years. The R&A organizes the Open, the oldest of the 4 major championships in professional golf. The deal includes coverage across all media of The Open, The Senior Open Championship and The Amateur Championship, as well as the RICOH Women's British Open, in partnership with the Ladies' Golf Union. It also includes coverage of the Walker Cup and Curtis Cup, in years when these international amateur team events are hosted by The R&A and Ladies' Golf Union. The deal also includes **NBC Universo's** live Spanish-language golf coverage of the Open and the RICOH Women's British Open. The 2 will collaborate on marketing and promotion of the events and coverage. For example, **Golf Channel** will showcase The R&A's global youth initiatives.

WWE's Half a Billion Fans: **WWE** said its social media fan base has eclipsed the half billion mark, with 354mln total likes on **Facebook** (+38% YOY), 108mln **Twitter** fans (+20%), 26mln **Instagram** followers and 6.2mln **YouTube** subs. **WWE** won awards for Overall Social Media Excellence and Social Media Dream Team at the 2015 **Cynopsis Sports Media Awards** and 2015 **Cablefax Digital Awards**, respectively.

People: Viacom upped *Meghann Wu* to svp, strategy and business development at its music and entertainment group.

BUSINESS & FINANCE

With the promotion, Wu will oversee strategic planning for **MTV, MTV2, Logo, Spike, and Comedy Central.** She was most recently vp of strategy and business development at **Viacom Entertainment Group.** -- **Univision News** tapped **Patsy Loris** as svp, news and senior news dir. She will continue to oversee the evening and late-night newscasts and weekend editions, among other things. She will report to **Daniel Coronell**, evp/exec dir of news. Loris joined Univision in 1988 and has played a key role in the launch of **Fusion**, the joint venture between Univision and **Disney.**

Honors: Kudos to **Glenn Jones**, exec chmn of **Jones/NCTI**, who was named a Living Legend by the Library of Congress for his decades of service to the advancement of education. Jones was active in the creation of the National Digital Library as well as the World Digital Library, which launched in 2009 at UNESCO headquarters in Paris. The list of Living Legends includes notables such as **Colin Powell, Sally Ride** and **Steven Spielberg.**

Flood Relief: **History** is teaming with nonprofit **Team Rubicon** to help flood relief efforts in TX with the initiative "Operation Double Trouble." About 100 team members have been sent to TX, and 100 more will be deployed soon. The net will make a cash donation and has created a public service announcement to encourage others to help those impacted by the heavy rain and storms in the state.

Cablefax Daily Stockwatch

Company	06/08 Close	1-Day Ch	Company	06/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDs					
DIRECTV:	91.79	0.11	COMMSCOPE:	26.21	(0.01)
DISH:	73.64	(1.87)	CONCURRENT:	6.49	0.02
ENTRAVISION:	7.07	0.01	CONVERGYS:	24.91	(0.21)
GRAY TELEVISION:	15.46	(0.32)	CSG SYSTEMS:	31.66	(0.91)
MEDIA GENERAL:	16.69	(0.28)	ECHOSTAR:	51.08	(0.39)
NEXSTAR:	56.67	(1.02)	GOOGLE:	526.83	(6.5)
SINCLAIR:	30.20	(0.19)	HARMONIC:	7.08	0.03
MSOS					
CABLEVISION:	23.77	(0.29)	INTEL:	31.30	(0.54)
CHARTER:	171.09	(2.88)	INTERACTIVE CORP:	75.53	(1.06)
COMCAST:	57.87	(0.82)	JDSU:	12.77	(0.33)
COMCAST SPCL:	57.62	(0.74)	LEVEL 3:	54.49	(0.29)
GCI:	16.13	(0.14)	MICROSOFT:	45.73	(0.41)
GRAHAM HOLDING:	1071.11	2.08	NETFLIX:	627.23	(5.99)
LIBERTY BROADBAND:	52.01	(0.67)	NIELSEN:	44.30	(0.46)
LIBERTY GLOBAL:	54.98	(0.26)	RENTRAK:	67.37	(1.6)
SHAW COMM:	21.65	(0.25)	SEACHANGE:	7.53	(0.05)
SHENTEL:	32.13	(0.04)	SONY:	29.27	(0.78)
SHENTEL:	32.13	(0.04)	SPRINT NEXTEL:	4.50	0.08
TIME WARNER CABLE:	176.37	(1.69)	TIVO:	10.49	(0.15)
PROGRAMMING					
21ST CENTURY FOX:	33.07	(0.23)	UNIVERSAL ELEC:	52.87	(0.24)
AMC NETWORKS:	79.15	(0.78)	VONAGE:	4.80	(0.13)
CBS:	60.28	(0.9)	YAHOO:	42.01	(0.8)
CROWN:	4.19	(0.13)	TELCOS		
DISCOVERY:	33.78	(0.68)	AT&T:	34.59	0.02
DISNEY:	109.29	(1.01)	CENTURYLINK:	32.22	0.04
GRUPO TELEVISIA:	36.96	(0.1)	TDS:	29.83	(0.07)
HSN:	69.03	(0.29)	VERIZON:	47.44	0.21
LIONSGATE:	35.37	(0.03)	MARKET INDICES		
MSG:	84.96	(1.44)	DOW:	17766.55	(82.91)
SCRIPPS INT:	67.76	(0.97)	NASDAQ:	5021.63	(46.83)
STARZ:	41.17	(0.5)	S&P 500:	2079.28	(13.55)
TIME WARNER:	86.02	1.12			
VIACOM:	67.44	(0.95)			
WWE:	15.56	0.68			
TECHNOLOGY					
ADVANTAGE:	2.34	0.04			
AMDOCS:	55.97	(0.3)			
AMPHENOL:	56.86	(0.15)			
AOL:	50.07	(0.02)			
APPLE:	127.80	(0.85)			
ARRIS GROUP:	33.18	(0.72)			
AVID TECH:	17.82	(0.03)			
BLNDER TONGUE:	0.77	(0.04)			
BROADCOM:	53.24	(1.11)			
CISCO:	28.28	(0.31)			

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CFX TECH by Joyce Wang

UltraHD Blu-ray Coming in Late 2015

Blu-ray brought in HD video for the 1st time in 2006 to supersede the DVD format, and it has been everywhere since. Now it's getting a major upgrade with the addition of 4K, or Ultra HD (UHD). **The Blu-ray Disc Association** recently announced the completion of UHD Blu-ray standard. The new disc format features the latest 4K standards as well as backward capability that will enable UHD Blu-ray players to be compatible with existing Blu-ray discs. The specification incorporates a 3840x2160 resolution, high dynamic range (HDR) and high frame-rate content, with the ability to support next-gen immersive sound formats. Perhaps the best part is the "digital bridge feature" that will enable viewers to access content across platforms. Vendors have been exploring the latest Blu-ray format. **Panasonic** announced a 4K-native Blu-ray prototype player at CES earlier this year. The beta product supports additional standards like the HEVC codec and HDR. The company didn't say when the player will be available. The upgrade to the Blu-ray format came as programmers look to leverage the platform to market their programming. For example, **HBO** is using Blu-ray disc to promote its original content, in addition to **Cinemax** shows. The HBO Sampler feature, available on select connected Blu-ray players, allows viewers to sample the net's programs, including full eps of shows like "Game of Thrones" and "True Detective." No subscription is needed to view the eps. For pay-TV service providers, they see Blu-ray as another platform for subs to access content. **Verizon FiOS** (through an app) allows viewers to watch FiOS content on Blu-ray players without having to pay for another set-top box. Currently, viewers can only stream FiOS content on their Blu-ray players. Storage isn't supported. With many connected Blu-ray players in the market today featuring access to SVOD platforms like **Netflix**, the streaming use of Blu-ray players is on the rise while disc rentals and purchases have declined. According

to a **Nielsen** report in 2014, 139mln people still use a DVD or Blu-Ray player in the US, and HH penetration of the devices is still at a relatively high 81%. Perhaps the addition of 4K will accelerate the growth of streaming use on Blu-ray players. But only time will tell.

Cisco's Shakeup: Among **Cisco's** major senior management changes that include the coming departure of 2 company presidents is the appointment of **Joe Cozzolino** to *svp, services*. After spending the past 2 years heading Cisco's service provider mobility and video infrastructure businesses (which include cable modems, video gateways and set-tops), the **Motorola** and **Arris** vet will lead the company's services organization. Cozzolino joined Cisco when the company split its Service Provider Video Technology Group into two, with one handling software and the other mostly hardware. The software team was headed by **Jesper Anderson** before he left late last year to become pres/CEO of network control company **Infoblox**. A quick recap of the shakeup announced last week: Incoming CEO **Chuck Robbins** announced that his new leadership team includes **Pankaj Patel** as *evp/ chief development officer*, **Kelly Framer** as *evp/CFO*, **Rebecca Jacoby** as *svp of operations* and **Francine Katsoudas** as *svp/ chief people officer*. In addition, **Guillermo Diaz**, *svp of IT*, has been upped to *CIO*, reporting to Jacoby. **Hilton Romanski** will be the new chief technology and strategy officer. The new marketing chief is **Karen Walker** while **Chris Dediccoat** will head worldwide sales. **Mark Chandler** will be *svp and general counsel*, and **Dr. Ruba Borno** will be *vp of growth initiatives and chief of staff*. Amid the changes, **Padmasree Warrior**, current *CTO and strategy chief*, and **Edzard Overbeek**, *svp of services*, will "move into strategic advisor roles, effective immediately and stay through the transition," according to Cisco.

Got tech news? Reach out to Cablefax Tech editor Joyce Wang at jwang@accessintel.com

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