

# Cablefax Daily™

Friday — June 19, 2015

What the Industry Reads First

Volume 26 / No. 117

## FCC Thursday: Net Neutrality Aftermath, Lifeline Reform

Despite strong opposition from the agency's Republican pair, the **FCC** voted during its Open Meeting on Thurs on a Lifeline proposal to expand the fund to broadband. The meeting came a day after the agency's move to fine **AT&T** \$100mln over alleged net neutrality violations related to the telco's unlimited data plan. Perhaps to avoid potential violations, the country's other wireless carrier **Sprint** stopped throttling data speeds for its heaviest data users Fri. "For less than a year, Sprint used a network management practice that applied only at the level of individual congested cell sites, and only for as long as congestion existed. At such sites, we temporarily allocated resources away from the top 5 percent of heaviest users and to the 95 percent of users with normal usage, to try to allocate the effects of congestion more fairly. Once congestion at the site passed, the limitation automatically ended," a spokesman said. Upon review, and to ensure its practices are consistent with FCC rules, "we determined that the network management technique was not needed to ensure a quality experience for the majority of customers," he said. Commenting on the FCC's role in a post-Title II net neutrality rule world, chmn *Tom Wheeler* said the agency serves as a referee to make sure the players (companies) can "work between and among themselves to resolve any problems and disputes." Recent interconnection agreements serve as "a good precedent for the kinds of things that we hope to come," he said. Take Lifeline. The FCC's plan sets the subsidy amount at \$9.25 a month for both broadband and phone service. The proposal also calls for adopting minimum service standards for both voice and broadband service. The agency is seeking comments on whether broadband should be a required offering of Lifeline providers. At the same time, it will make immediate reforms to reduce waste, fraud and abuse. These include requiring providers to retain documentation of consumer eligibility, which is expected to improve oversight and audits. Republicans have long been concerned about the costs of expanding the program. Demanding a fixed cap on the Lifeline budget and other costs to contain expenses, commish *Ajit Pai* said the current FCC proposal "does not reflect these priorities and that is disappointing." Comr *Michael O'Rielly* echoed: "It's clear that the majority wants to spend as much as it possibly can..." House Commerce's Republican leaders were quick to voice their disapproval. Urging the FCC to cap the Lifeline program at its current level of \$1.6bln, commit-

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tee head *Fred Upton* (R-MI) and *Greg Walden* (R-OH) said in a statement that while the FCC has agreed that the program should be put on a budget, there's still no fiscal restraint in sight. Reaching consensus on issues might become increasingly difficult at the FCC these days but VoIP is one of them. The agency voted unanimously to update rules on VoIP services, which many cable MSOs currently provide. The new rules allow the providers to go directly to numbering administrators for phone numbers. Currently, VoIP providers must get numbers from 3rd-party carriers. The order also imposes conditions to protect and enhance the security and integrity of the numbering system. During the meeting, commish *Mignon Clyburn*, a South Carolina native, got emotional as she paid tribute to victims of a mass shooting in Charleston, which resulted in 9 deaths.

**AT&T-DirecTV:** The FCC is working to complete its review of the **AT&T-DirecTV** merger, but chmn *Tom Wheeler* wouldn't say whether the agency will have a decision in July. Wheeler dodged several questions on the timeline of the review during the agency's Open Meeting Thurs. Meanwhile, the Big Four network affil groups urged the FCC to require DirecTV to carry stations in all 210 markets as part of the merger condition. "Over twelve years ago, DirecTV told the FCC that it would deliver local-into-local television service to all 210 DMAs within three years and absolutely no later than 2008. This has not yet happened, and a condition imposed by the FCC in this proceeding will fix that broken promise," the **ABC Television Affiliates Association, CBS Television Network Affiliates Association, FBC Television Affiliates Association, and the NBC Television Affiliates** said in a filing. Another group asking for merger condition is **ACA**. It wants the FCC to require the combined company to charge cable competitors reasonable prices to carry its 5 regional RSNs. In a filing with the FCC this week, ACA said the merger will have "significant deleterious competitive effects by enhancing the existing harms of DirecTV's vertical integration with 'must have' RSN programming." It will give AT&T a bigger incentive to charge higher RSNs fees to rival MVPDs, ACA said. It claimed previous measures to resolve RSN disputes are not "adequate to alleviate the harms raised by this combination, particularly for small and mid-sized MVPDs. In many cases, due to the widespread use of non-disclosure agreements by programmers, small and medium-sized MVPDs lack the critical information to even assess whether AT&T/DirecTV is acting on their incentive to charge higher prices because of their vertical integration." DirecTV runs **Root Sports Pittsburgh, Root Sports Northwest, Root Sports Southwest and Root Sports Rocky Mountain**. Root Sports Southwest was rebranded from **Comcast SportsNet Houston**, a joint venture between DirecTV and AT&T after they acquired the bankrupt net.

**Election 2016: Mediacom** is co-producing a Rural Town Hall series focused on rural and agricultural issues. It will be filmed in IA as presidential candidates visit the state, and will air nationally on **RFD-TV**. Each program will offer individual candidates the opportunity to share their vision for rural America, while answering questions submitted by rural associations, organizations, and commodity groups. "Rural Town Hall" will premiere in July, airing on Mon evenings at 8pm ET and Thursdays at 10pm.

**Spectrum Bill:** A group of Republican senators reintroduced the Wireless Innovation Act, which will reallocate underused government spectrum for commercial use. The senators are *Marco Rubio* (FL), *Roger Wicker* (MS), *Kelly Ayotte* (NH), *Cory Gardner* (CO) and *Ron Johnson* (WI).

**Drones Above:** With news networks and production crews increasingly interested in using drones, the industry is taking note of a bill from Sens *Dianne Feinstein* (D-CA) and *Chuck Schumer* (D-NY) dubbed the Consumer Drone Safety Act. It puts in place measures to minimize the risk of mid-air collisions and crashes. NAB said the bill strikes the right balance on unmanned aerial vehicles, which it believes hold great potential in improving news gathering capabilities.

**WWE Net Outlook:** The long-term opportunities with **WWE** remain intact and the company is now a vertically integrated media company with content and a distribution system that "looks well positioned for today's evolving media ecosystem..." **BTIG** analyst *Brandon Ross* wrote in a blog post Wed, citing the broadband-based **WWE Network**. The streaming net added 511K paying subs worldwide in 1Q, ending the quarter with around 1.33m subs. The net has showed that it's "dramatically expanding the paid viewership pie for its PPVs," and "there is plenty of growth ahead for the network," Ross wrote. "The fact that there are still PPVs being sold, despite the availability of the events for much cheaper on the Network is evidence enough," he said.

**Fox's Georgetown Deal:** Fox snagged a long-term media rights agreement with **Georgetown** in which Fox-owned

# BUSINESS & FINANCE

Home Team Sports will become the exclusive sales and marketing rep for the Hoyas. *The Washington Post* estimates Georgetown will receive an estimated \$1mIn-3mIn per year in the 10-year deal. The rights will be managed by **Georgetown Sports Properties**, a newly-created entity, and will include radio, corporate hospitality, in-venue signage, digital and social media integration, promotional activities, and intellectual property rights, as well as other mutually agreed upon inventory. Georgetown previously managed its multimedia rights in-house. This agreement deepens Fox's existing relationship with the university as the TV rights holder of the **Big East Conference**.

**Programming:** First came "Little People, Big World," now **TLC's** premiering "My Giant Life" about women who are 6ft 6in and above. The 5-parter debut July 14 at 10pm. -- **National Geographic Channel** has joined with **Fox Searchlight** for the global theatrical release of upcoming doc "He Named Me Malala," a portrait of Nobel Peace Prize laureate *Malala Yousafzai*. The net and **National Geographic Society** will join the global launch campaign to support the film's release in Oct. It will air on Nat Geo in 171 countries next year.

**People:** **Nielsen** named technology vet *James Powell* global CTO, effective July 6. Powell joins the company from **Thomson Reuters** where he was evp and CTO.

## Cablefax Daily Stockwatch

Company	06/18 Close	1-Day Ch	Company	06/18 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	93.15	0.67	COMMSCOPE:	26.18	(0.01)
DISH:	71.89	(0.08)	CONCURRENT:	6.22	(0.01)
ENTRAVISION:	7.79	0.19	CONVERGYS:	25.50	0.28
GRAY TELEVISION:	15.87	0.06	CSG SYSTEMS:	31.58	0.20
MEDIA GENERAL:	16.78	0.04	ECHOSTAR:	50.86	1.05
NEXSTAR:	57.27	0.45	GOOGLE:	536.73	7.47
SINCLAIR:	29.37	0.06	HARMONIC:	7.27	0.03
<b>MSOS</b>					
CABLEVISION:	24.44	0.15	INTEL:	32.38	0.43
CHARTER:	170.46	0.45	INTERACTIVE CORP:	76.92	0.90
COMCAST:	60.48	0.86	JDSU:	12.86	0.25
COMCAST SPCL:	60.00	0.86	LEVEL 3:	55.26	0.51
GCI:	16.75	0.22	MICROSOFT:	46.72	0.75
GRAHAM HOLDING:	1069.99	6.88	NETFLIX:	663.20	3.30
LIBERTY BROADBAND:	52.03	0.09	NIELSEN:	45.62	0.60
LIBERTY GLOBAL:	56.86	0.31	RENTRAK:	71.02	1.50
SHAW COMM:	22.14	(0.04)	SEACHANGE:	7.73	(0.02)
SHENTEL:	32.36	0.95	SONY:	30.19	0.24
SHENTEL:	32.36	0.95	SPRINT NEXTEL:	4.74	0.05
TIME WARNER CABLE:	177.80	(0.1)	TIVO:	10.79	0.09
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	33.02	0.33	UNIVERSAL ELEC:	52.51	(0.14)
AMC NETWORKS:	81.78	1.47	VONAGE:	4.81	0.08
CBS:	58.51	0.51	YAHOO:	40.91	(0.05)
CROWN:	4.40	0.02	<b>TELCOS</b>		
DISCOVERY:	33.90	0.56	AT&T:	35.02	0.22
DISNEY:	113.22	1.73	CENTURYLINK:	32.36	0.15
GRUPO TELEVISA:	38.54	(0.27)	TDS:	29.68	0.26
HSN:	70.46	1.69	VERIZON:	47.77	0.50
LIONSGATE:	37.81	0.48	<b>MARKET INDICES</b>		
MSG:	85.31	0.43	DOW:	18115.84	180.10
SCRIPPS INT:	67.68	0.16	NASDAQ:	5132.95	68.07
STARZ:	43.01	0.65	S&P 500:	2121.24	20.80
TIME WARNER:	88.31	1.09			
VIACOM:	67.83	0.53			
WWE:	16.41	(0.04)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.36	0.01			
AMDOCS:	55.79	0.08			
AMPHENOL:	58.20	1.17			
AOL:	49.95	(0.02)			
APPLE:	127.88	0.58			
ARRIS GROUP:	32.05	0.24			
AVID TECH:	15.34	(0.01)			
BLNDER TONGUE:	0.81	0.01			
BROADCOM:	54.01	0.26			
CISCO:	29.21	0.28			

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# PROGRAMMER'S PAGE

## Century of the Woman

Set in Newport, RI, at the turn of the century, Comedy Central's new scripted comedy "Another Period" (premieres June 23) follows the superficial exploits of the obscenely rich Bellacourt family and the servants who are constantly degraded by them. It's part "Kardashians" and part "Downton Abbey"—with a whole lot of silliness and historical references in between. We spoke with the female creative duo behind the series, comedians **Natasha Leggero** and **Riki Lindhome**. **Regarding the historical figures you write into the show: What is their function, story-wise?** *Leggero:* I think it's really fun to see a version of what could happen or could have happened... Like in our pilot: [It's historically accurate that] Helen Keller was on a tour with Anne Sullivan, and they did want money from the rich families, so there is a world where it could have happened—and we try to make it like that as opposed to random and insane. It's definitely based in the possibilities that could have happened. *Lindhome:* We had Mark Twain as a drunk, falling over and throwing up into plants. Just funnier versions of what could have been. **Did you always want to go to Comedy Central or did you try other networks?** *Leggero:* Comedy Central is just this great place right now. They're really letting people do what they want with minimal notes. And their notes are always on point. They've just been so great and collaborative to work with, and we heard that, since we've got a lot of friends in the comedy world who have shows. I feel like I have maybe 20 friends who have shows on Comedy Central... They were very much a part of the process of what this show is going to be, and they wanted to have a say in all of that. That's the difference—I think Comedy Central is really trusting the comedians with their own vision. [For the full Q&A, go to **Cablefax.com**]. —*Kaylee Hultgren*

**Reviews:** "Altered Course," Mon, 9pm ET, **Golf**. While the golf world watches Chambers Bay this weekend, we'll be trained on Montego Bay, where buff golfers are playing as fast as they can. In last week's premiere, 2-person teams teed off and hauled themselves and their bags down a knoll to see who could putt in their ball fastest. It sounds hokey, using a stopwatch to play a game known for its leisurely pace. Still, watching golf played as a test against time proves rather compelling. -- "Star Talk," season finale, 11pm, **Nat Geo**. The finale of astrophysicist *Neil deGrasse Tyson's* talker features an interview with legendary TV writer/producer *Norman Lear*. While the interview has its moments, it is interspersed periodically so Tyson can discuss its segments with comedian *Chuck Nice* and sitcom expert *Saul Austerlitz*. The effect is a choppy mess with little depth. Using clips from "All in the Family" and "Maude" to illustrate Lear's points would have helped immensely. -- "Ballers," premiere, Sun, 10p, **HBO**. There's plenty to look at in this series about retired NFL players adjusting to civilian life: fast cars, fast women, lavish parties and the physical specimen of *Dwayne "The Rock" Johnson*. Beyond Johnson's likeable performance, its early eps send a sobering message—many highly compensated athletes often encounter financial and personal problems. - *Seth Arenstein*

Basic Cable Rankings (6/08/15-6/14/15)			
Mon-Sun Prime			
1	USA	0.7	1683
1	HGTV	0.7	1662
3	DSNY	0.6	1545
3	FOXN	0.6	1484
3	TNT	0.6	1405
3	TBSC	0.6	1370
3	HIST	0.6	1355
3	NBCS	0.6	1198
3	DSE	0.6	122
10	DISC	0.5	1286
10	SYFY	0.5	1198
12	FOOD	0.4	1014
12	ADSM	0.4	1002
12	A&E	0.4	938
12	ID	0.4	822
16	FX	0.3	829
16	NAN	0.3	808
16	AMC	0.3	801
16	FAM	0.3	793
16	LIFE	0.3	786
16	TLC	0.3	776
16	FS1	0.3	680
16	TVLD	0.3	676
16	HALL	0.3	674
16	ESPN	0.3	665
16	APL	0.3	628
16	BRAV	0.3	615
16	DSJR	0.3	599
16	SPK	0.3	598
16	CMT	0.3	574
16	DXD	0.3	547
16	HMM	0.3	488
33	MSNB	0.2	545
33	VH1	0.2	529
33	WETV	0.2	519
33	NGC	0.2	514
33	CNN	0.2	491
33	GSN	0.2	485
33	CMDY	0.2	482
33	EN	0.2	450
33	BET	0.2	431
33	MTV	0.2	413
33	TRAV	0.2	413
33	LMN	0.2	395
33	NKJR	0.2	373
33	OWN	0.2	337

\*Nielsen data supplied by ABC/Disney

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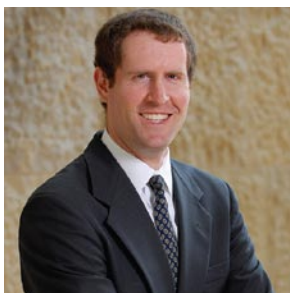
Once again, we salute our newest inductees into **Cablefax's** Sales Hall of Fame. And once again, we find ourselves utterly impressed with their stellar talent amid a fast-evolving TV ecosystem. To be sure, this business involves a different kind of selling. And it's a specialized sort of individual who can succeed here. On the affiliate side, we're talking about long sales cycles in a tough era

of consolidation. On the advertising side, sellers must cope with an increasingly fragmented market that now includes both linear and digital components. The bottom line: It's complicated. So the industry's fortunate to have talented execs like those listed in these pages at its service. Bravo to all of our Class of 2015 inductees!



**Liz Janneman**  
*Executive Vice President,  
Network Strategy  
Ovation*

It didn't take long for sales veteran Liz Janneman to impress her bosses after joining Ovation in 2009: Ad sales revenue jumped 37% in her first year and eventually doubled by 2012. Not only that, but Janneman leveraged Ovation's existing client strengths with an expanded vision that extended sales to new client categories such as electronics/cameras, beverages, telecommunications firms, retail businesses, and home and personal care accounts—all anxious to attach their brands to the influential demographic served by a network devoted to the arts. Her promotion in 2014 to EVP, Network Strategy largely recognized that she had grown into more than just a salesperson, guiding entire swaths of Ovation's network strategy and keenly identifying important new markets and partners. As such, she now runs not only ad sales but also the net's marketing and PR departments. Before Ovation, Janneman honed her sales skills at nets like Current TV and the Weather Channel, as well as an earlier run at AOL-Time Warner where she helped double annual ad revenue at TNT and TBS to more than \$1 billion. Even when Time Warner Cable dropped Ovation for a year in 2013, Janneman still managed to increase ad sales despite reaching millions fewer homes during that period. It's that determination and can-do attitude that sets her apart.



**Eric Phillips**  
*President, Domestic  
Distribution  
Discovery Communications*  
Eric Phillips had some big shoes to fill when Discovery veteran Bill Goodwyn added

international and other expanded duties to his plate while putting Phillips in charge of the day-to-day domestic distribution at the programming giant. That includes Discovery's domestic portfolio of 13 networks as well as two wholly-owned networks in Canada. And Phillips also runs the business unit's budgetary, legal and finance compliance efforts. It's a lot to manage, but this sales exec's calm demeanor and enviable industry knowledge has helped save the day more than once during tough negotiations that now seem more the norm than the exception in the current TV environment. Phillips also deserves considerable credit for his previous work as EVP/COO of Discovery Education where he led sales, strategic business development, budget and divisional operations, forging relationships with schools across North America and distributing Discovery's products in support of teaching and learning. As a result of his leadership and his team's efforts, Discovery Education is now available in over half of all U.S. schools, community colleges and in 50 countries around the world. Interestingly, Phillips found an unusual path toward sales, having practiced corporate law at Covington & Burling before joining Discovery in 2002. He now lives in Bethesda, MD, with his wife, Linnae, and young daughter, Maia.



**Ed Renicker**  
*Chief Operating Officer  
Cablevision Media Sales*

You have to go back more than 20 years to understand the scope of Ed Renicker's influence and legacy when it comes to the NYC-area media market. Indeed, he was central to establishing the New York Interconnect in 1993 and growing it into the juggernaut it has become, enabling advertisers to buy spots across more than 80 cable nets. These days, Renicker oversees all revenue within Cablevision Media Sales

including the Local Sales Group, News 12 and of course the New York Interconnect—but that's not all. He also helped make Cablevision's advanced advertising products a reality for clients, shepherding everything from interactive branded channels to household addressable TV spots to census-level audience tuning data that supercharges audience-based and impression-based campaigns. Before Cablevision, Renicker paid his dues in commercial production with ad firm Rosenfeld, Sirowitz, & Lawson as well as a stint as a Senior Media Planner at Young & Rubicam for accounts such as New York Telephone, Gillette, Thomas' English Muffins, and Kraft Foods. Renicker, who earned his B.A. in Communications from the New York Institute of Technology in 1983, lives in Mahwah, NJ, with his wife, Susan and their three sons.



**Brad Samuels**  
*EVP, Content Distribution*  
*Ovation*

It's hard to find someone in the industry who doesn't know Brad Samuels. And it's even harder to find someone who doesn't like him. That's not only because he possesses incredible networking and people skills; it's also because he's a skilled affiliate sales executive who enters every negotiation with an eye toward finding common ground. Consider this: Since joining Ovation in 2012, Samuels has already added more than 10 million new subs to the net's distribution base, and he's far from done. In 2014, Ovation exceeded 52 million households, a 23% increase over 2013, and extended its HD product to an additional 21 million MVPD subscribers. That's impressive. Perhaps it's no wonder that Samuels manages to get things done: He has been making connections and learning the ropes since 1993 when he started at Comedy Central where he led affiliate relations until 2003 and

later brought his skills to MSG Media and TV One before landing at Ovation. When Time Warner Cable dropped Ovation for a year in 2013, it was Samuels who kept carriage negotiations alive and eventually won reinstatement in January 2014, with incremental increases in previous carriage levels. We think he deserves a standing O.



**John Tierney**  
*SVP, Sales Strategy*  
*Comcast Spotlight*

When it comes to the fast-changing multiscreen world, John Tierney has become Comcast Spotlight's go-to expert and strategist as the TV ecosystem evolves into a chaotic mix of platforms, devices and consumer behaviors. Selling into that environment is no picnic, even for the most learned brands. So having an ally like Tierney has become increasingly vital as clients seek new solutions for a Brave New TV World. And it's a good thing because Tierney continues to prove his worth as he deftly juggles multiple responsibilities at the biggest MSO with the most robust ad sales operations in the industry—one that touches local, regional and national clients. In fact, his focus and dedication have helped drive Spotlight's exponential revenue growth to a whopping \$2.6 billion. Also in Tierney's favor is his bi-coastal perspective, having spent time at AdLink and KCAL-TV in Los Angeles as well as a stint at Television Program Enterprises and Blair TV in New York during different points of his career. These days, he's all East Coast and married with two kids in Montclair, NJ.

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Final Deadline: **June 29, 2015**

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### Platinum/People Categories:

- Best Actor
- Best Actress
- Best Program
- Best New Program
- Best Showrunner
- 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
- Best Mini-Series
- Best Online/Mobile Extras for a Linear Show
- Best Online-Only/ Mobile-Only Show
- Best Video on Demand Program/Special

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

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