

Cablefax Daily™

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What the Industry Reads First

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Election 2016: Political Ad Spending Already Off to Strong Start

With a huge field of Republican presidential hopefuls and unlimited spending by corporations through the Supreme Court's **Citizens United** decision, the 2016 election should mean record cable ad revenue. The crowded field also could result in inventory issues. After all, senatorial, congressional and even some gubernatorial elections take place next year. "We're working to build as much inventory as possible, whether it's our online piece, traditional cable linear video. Also on VOD and DAI-type advertising, we are moving very quickly to put that technology in place to expand our inventory in general," said **Mediacom Business Solutions** svp *Dan Templin*. "What's going to be a challenge is that we don't want to lose sight of our core advertisers that advertise in any year, not just election years." **Comcast** already has DAI in play, and it's moving from something that was "a cute, little attachment piece in 2014 that the campaigns liked because it was addressable" to a full product offering, according to *Dan Sinagoga*, political advertising vp for Comcast ad sales division **Comcast Spotlight**. "I think it's going to be a great, useful tool because it's going to be an impression that's a forced impression—you opted in to watching that programming on VOD. It's not a passive impression," he explained. Mediacom expects to have DAI in place "at the latest" in 1Q16, according to Templin. It may be early, but political spending already is well underway. Mediacom usually sees dollars coming in for the Iowa Caucuses in late Nov through the end of the year. "We're already seeing sizeable schedules [6-figure schedules] placed now," Templin said, adding that the MSO is up already 35% in the amount being spent on the Caucuses vs 2012. These early schedules are generally coming from issues-based third parties, particularly in agri-business and energy. Super PAC ads are already on the air for *Rick Perry* and *George Pataki*, according to **NCC** political strategy dir *Tim Kay*, with NCC already seeing requests for 1Q of next year. "The trend we saw in 2012 and 2014 of the migration of spots from broadcast to cable, I think, is continuing. That's a direct result of the audience shift. It's also a direct result of data being inserted into the media buying process," Kay said. By data, he means set-top box data, whether it's **FourthWall** or **Reentrak**. Comcast Spotlight already has 6-plus avails in place already across 8-10 states for DAI through 1Q of next year. "I think there's a very real shot the nomination process goes through June, leading up to the conventions" Sinagoga said. While the forecast looks bright, Templin cautioned that spending might not be the "historic windfall that every-

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Who are cable's most influential minorities and powerful women?

Nomination Deadline: **July 10** | **Free to Enter**

Cablefax is accepting nominations for the Most Powerful Women & Most Influential Minorities in Cable Programs that will be featured in *Cablefax: The Magazine*. It's free to enter, but you must submit your nominations by July 10!



The Most Influential Minorities in Cable

Nomination Deadline: **July 10**

Publication Date: **September 2015**



The Most Powerful Women in Cable

Nomination Deadline: **July 10**

Publication Date: **November 2015**

Event: **December 2015**

Sponsorship Opportunities:

Rich Hauptner at rhauptner@accessintel.com or
Olivia Murray at omurray@accessintel.com with any questions.

Enter online at www.cablefax.com/2015-nominations.

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one's anticipating." He's looking at the correlation of spending compared to the GDP, which is only slightly above what it was in 2012. "I don't think a 20-30% type of increase in advertising for political for 2012 to 2016 [is right]. I think it's going to be more in the 10-15% range," he said. Time will tell, and we still have a long way until Nov 8, 2016.

Unpaid Interns: The 2nd Circuit Court of Appeals on Thurs overturned a lower court decision granting class action status in a case former unpaid interns filed against **Fox Entertainment Group** and **Fox Searchlight**. The court also vacated the district court order granting partial summary judgment to 2 of the interns who filed suit and remanded it for further proceedings to determine whether the intern or the employer is the primary beneficiary of the relationship. As for the certification of the class, the appeals court said it wasn't possible to answer the primary beneficiary questions with generalized proof and vacated the order. Several companies have faced similar suits, with **Viacom** agreeing in March to a \$7.2mln settlement to end a class action lawsuit brought by former interns. "We are very pleased with the Court's ruling, but the real winners are students," a Fox spokesperson said. "Fox has always been very proud of its internship programs and continues to believe they offer tremendous benefits to those who participate in them."

Univision IPO: **Univision** filed a registration statement with the **SEC** Thurs to launch an IPO later this year. The Spanish-language programmer didn't say how many shares were going to be on offer or what it's looking to raise beyond a nominal fundraising amount of \$100mln. Separately, Univision said it's extending its broadcasting agreement with Televisa, giving it the rights to the Mexican group's programming through 2030 instead of the current expiration date of 2025.

Lifetime Goes OTT: **A+E Nets' Lifetime** joined **HBO** and **Showtime** in offering direct-to-consumer stand-alone services. Lifetime Movie Club, which gives subs access to a library of Lifetime commercial-free movies for \$3.99 a month, is available initially on iOS platforms including iPhone, iPad and iPod Touch. Lifetime will add additional platforms this fall, a spokesman said. The app will feature more than 30 movies with new titles updated weekly. Subs can also access to monthly Featured Playlists. The service, created using in-house resources, came as **Lifetime Movies** celebrates its 25th anniversary.

Vubiquity Teams with Rotten Tomatoes: Content monetization tech provider **Vubiquity** inked a partnership with **Rotten Tomatoes** to launch a program to allow Vubiquity affiliates to offer a curated collection of critically acclaimed films. The films are from within the affiliates' library and have all earned the Certified Fresh designation. To be considered Certified Fresh, a film must have a Tomatometer score of 75% or higher with a minimum of 80 Critic reviews for wide-releases and 40 for limited-releases, including 5 reviews from Top Critics. Vubiquity will initially launch the initiative with a group of top cable and telco providers in major markets, including **Verizon FiOS** and **Mediacom**, reaching a total of 10mn HHs. Starting July 1 and running through the summer, On Demand customers can access to a "Rotten Tomatoes" folder within the On Demand section of the user interface. The folder will contain highly reviewed films across all genres. Rotten Tomatoes senior movies editor *Grae Drake* will be featured as part of the branded entertainment program.

Showtime Offers Early Sampling: **Showtime** is offering an early free sampling of the 3rd season premieres of its drama series "Ray Donovan" and "Masters of Sex" across platforms, in advanced of their linear debut on July 12. Viewers can sample the premieres now on **YouTube** and **SHO.com**, as well as pay-TV providers' VOD channels, websites, smart TVs and various streaming platforms such as **Roku**, **Amazon Fire TV**, and **Xbox 360**.

Scripps Completes TVN Deal: **Scripps Networks** closed on its agreement to acquire a 52.7% interest in Poland's multiplatform media company **TVN** from **ITI** and **Canal+ Group**. Under Polish law, Scripps must launch a public tender offer to increase its ownership interest in TVN to 66% within 3 months of closing on the initial purchase. Scripps already announced its intention to acquire 100% of TVN and delist it from the Warsaw Stock Exchange. Three Scripps senior execs have been appointed to the TVN supervisory board. *Joe NeCastro*, chief development officer; *Jim Samples*, pres, **Scripps Networks International**; and *Cynthia Gibson*, chief legal officer, will all sit on the supervisory board, which oversees the activities of TVN's operational management board. The acquisition is the latest move in Scripps' EU expansion. The company completed a joint-venture with **BBC Worldwide** in 2011 for the **UKTV** portfolio of 10 entertainment and lifestyle nets.

Snark Week: **WEtv** will host "Snark Week," a lineup of the net's snarkiest characters and shows from Mon through Fri. The 2nd annual programming event will feature content from the net's original series such as "Braxton Family Values," "Marriage Boot Camp Reality Stars" and "Cutting It: In the ATL."

Editor's Note: Your next issue of **CFX Daily** will arrive Mon night because of the holiday. Have a wonderful Fourth of July!

Cablefax Week in Review

Company	Ticker	7/2 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	94.30	0.64%	8.77%
DISH:	DISH	68.71	(1.46%)	(5.73%)
ENTRAVISION:	EVC	8.13	(3.56%)	25.46%
GRAY TELEVISION:	GTN	15.81	(0.25%)	41.16%
MEDIA GENERAL:	MEG	16.41	(2.61%)	(1.91%)
NEXSTAR:	NXST	55.60	(4.02%)	7.36%
SINCLAIR:	SBGI	28.60	1.17%	4.53%
TEGNA:	TGNA	31.75	0.00%	0.00%

Company	Ticker	7/2 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLE ONE:	CABO	399.71	0.00%	0.00%
CABLEVISION:	CVC	25.02	(0.67%)	21.22%
CHARTER:	CHTR	171.80	0.17%	3.11%
COMCAST:	CMCSA	62.34	1.75%	7.46%
COMCAST SPCL:	CMCSK	62.03	1.54%	7.75%
GCI:	GNCMA	17.31	4.09%	25.89%
LIBERTY BROADBAND:	LBRDA	51.72	(0.14%)	3.25%
LIBERTY GLOBAL:	LBTYA	50.70	(9.66%)	0.98%
SHAW COMM:	SJR	21.88	(2.45%)	(18.93%)
SHENTEL:	SHEN	34.60	1.17%	10.72%
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TIME WARNER CABLE:	TWC	180.88	0.77%	18.95%

Company	Ticker	7/2 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	32.36	(1.67%)	(15.75%)
AMC NETWORKS:	AMCX	83.16	(0.63%)	30.41%
CBS:	CBS	55.52	(2.6%)	0.33%
CROWN:	CRWN	4.52	(2.8%)	27.68%
DISCOVERY:	DISCA	33.18	(1.95%)	(3.69%)
DISNEY:	DIS	114.97	(0.02%)	22.06%
GRUPO TELEVISIA:	TV	39.09	(1.06%)	14.77%
HSN:	HSNI	70.19	(1.47%)	(7.64%)
LIONSGATE:	LGF	36.92	(2.02%)	15.30%
MSG:	MSG	83.55	(0.42%)	11.02%
SCRIPPS INT:	SNI	67.09	(0.24%)	(10.87%)
STARZ:	STRZA	44.47	(1.18%)	49.73%
TIME WARNER:	TWX	88.49	0.41%	3.59%
VIACOM:	VIA	64.47	(3.65%)	(14.61%)
WWE:	WWE	16.53	(5.49%)	33.95%

Company	Ticker	7/2 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.30	(4.56%)	(5.74%)
AMDOCS:	DOX	55.40	(1.34%)	18.73%
AMPHENOL:	APH	56.99	2.35%	5.91%
APPLE:	AAPL	126.44	(0.28%)	14.55%
ARRIS GROUP:	ARRS	30.81	(2.07%)	2.05%
AVID TECH:	AVID	13.23	(12.5%)	(6.9%)
BLNDER TONGUE:	BDR	0.74	(1.33%)	(72.49%)
BROADCOM:	BRCM	52.28	0.33%	20.66%
CISCO:	CSCO	27.33	(3.43%)	(1.76%)
COMMSCOPE:	CTV	26.00	0.39%	1.40%
CONCURRENT:	CCUR	6.13	(4.45%)	(13.61%)
CONVERGYS:	CVG	25.63	(3.17%)	25.82%
CSG SYSTEMS:	CSGS	31.79	(1.21%)	26.80%
ECHOSTAR:	SATS	47.86	(2.72%)	(8.84%)
GOOGLE:	GOOG	523.40	(1.56%)	(0.57%)
HARMONIC:	HLIT	6.71	(6.02%)	(4.28%)

Company	Ticker	7/2 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	30.56	(1.5%)	(15.8%)
INTERACTIVE CORP:	IACI	80.92	0.55%	33.11%
JDSU:	JDSU	11.39	(11.15%)	(16.98%)
LEVEL 3:	LVL	52.43	(2.55%)	6.18%
MICROSOFT:	MSFT	44.40	(2.01%)	(4.41%)
NETFLIX:	NFLX	658.31	1.03%	92.71%
NIELSEN:	NLSN	44.99	(2.66%)	0.58%
RENTAK:	RENT	70.76	(1.56%)	(2.83%)
SEACHANGE:	SEAC	7.14	(4.93%)	11.91%
SONY:	SNE	28.39	(8.92%)	38.69%
SPRINT NEXTEL:	S	4.48	(3.24%)	7.95%
TIVO:	TIVO	10.21	(3.31%)	(13.77%)
UNIVERSAL ELEC:	UEIC	49.90	(0.62%)	(23.27%)
VONAGE:	VG	4.82	(3.79%)	26.51%
YAHOO:	YHOO	39.38	(1.7%)	(22.04%)

Company	Ticker	7/2 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	35.73	(1.08%)	6.37%
CENTURYLINK:	CTL	29.61	(1.27%)	(25.19%)
TDS:	TDS	29.43	(2.45%)	16.55%
VERIZON:	VZ	47.20	(0.88%)	0.90%

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	DJI	17730.11	(1.21%)	(0.52%)
NASDAQ:	IXIC	5009.21	(1.4%)	5.77%
S&P 500:	GSPC	2076.78	(1.18%)	0.87%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS			
COMPANY	CLOSE	1-WK CH	
1. GCI:	17.31	4.09%	
2. AMPHENOL:	56.99	2.35%	
3. COMCAST:	62.34	1.75%	
4. COMCAST SPCL:	62.03	1.54%	
5. SHENTEL:	34.60	1.17%	

THIS WEEK'S STOCK PRICE LOSERS			
COMPANY	CLOSE	1-WK CH	
1. AVID TECH:	13.23	(12.5%)	
2. JDSU:	11.39	(11.15%)	
3. LIBERTY GLOBAL:	50.70	(9.66%)	
4. SONY:	28.39	(8.92%)	
5. HARMONIC:	6.71	(6.02%)	

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