

# Cablefax Daily™

Wednesday — July 15, 2015

What the Industry Reads First

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## Comcast's Stream: Not the First, and Probably Not the Last

While news of Comcast's Stream (broadcast channels and HBO streamed to consumer's devices for \$15/month) grabbed headlines Mon, it's not the first provider to offer such a service. NCTC head *Rich Fickle* estimated that probably 20-30 of the co-op's members have something similar. One of the first is OR's **Canby Telcom**. Two years ago, it launched EZVideo, which gives its Internet customers all their local channels in HD for \$12.95/month. There are differences, besides the lack of HBO. Comcast's Stream, which is beginning with a launch in Boston, will not allow content to be streamed to the TV in phase 1 of its rollout. Comcast customers can watch from computers via a website or from apps on tablets and smartphones. However, future phases of the product will likely incorporate access to the TV via **Apple's** AirPlay or similar casting technology. For Canby, EZVideo customers need a **Roku** player, which they can either buy themselves or lease (after 2 years, the device is theirs). While the OR provider has a channel on Roku, you must be on its network, not the public Internet. Comcast Stream also must be on Comcast's network, making it a Title VI cable services that is thus required to offer PEG channels, must carry, leased access etc. Canby decided to launch its service following a discussion about what's next for video, according to *Mary Shepard*, manager of product development and marketing. "We were brainstorming, and said 'you have all these players coming out with over-the-top content... but what are all those devices missing?' And they were missing the local broadcast stations," she said. "We tried to look for something that wasn't currently available in our marketplace and that we were able to extend the reach for traditional IPTV systems." Shepard said it's been a very niche product—more for homes where **Netflix** or **Amazon Prime Video** are the primary video entertainment packages. Canby has actually given other video providers in the area, such as **Cascade Utilities**, the ability to offer EZVideo to their customers. "They're able to be on our network, so they get a direct connection to us," Shepard explained. "That's been a real benefit for us and them as well because traditionally they wouldn't have been able to bring all that equipment in and do that themselves."

**Game On X1:** Comcast began inviting X1 customers to a beta test of its Xfinity Games with **Electronic Arts**. It's teamed with the game maker to offer HD gaming streamed to the X1 box. Tablets and smartphones work as the controls. At launch, the beta service features 23 EA games, including NBA Jam and Monopoly, with Comcast promising regular updates with

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# Cablefax's TRAILER AWARDS

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Cablefax's Trailer Awards recognize the most effective and buzz-worthy trailers promoting shows and series running around the world on cable, broadcast, mobile, the web and beyond.

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## Winners and honorable mentions will be awarded in the following categories:

- Top Trailer
- Top Network Sizzle Reel
- Best Editing
- Best Directing
- Best Sound/Music Mixing
- Best Graphics
- Most Intriguing/Mysterious
- Most Creative/Surprising
- Most Viral/Shareable Online

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- Drama
- Suspense
- Reality/Docu-Series
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- News/Public Affairs

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

For more information, visit [www.cablefaxtrailerawards.com](http://www.cablefaxtrailerawards.com).

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new games. There's no fee to join Xfinity Games beta, but Comcast is limiting the number of people it lets in. No word on pricing or packaging when the official launch happens, nor has a launch date been set. It's important to note that the games will be streamed over the Internet to X1 set-tops—not through Comcast's proprietary network. That means the games will count against any data caps, the same as online gaming on Xbox or Playstation. Thus, no net neutrality problems.

**TWC Maxx: Time Warner Cable** will expand its TWC Maxx TV and Internet service to 2 additional areas, Greensboro and Wilmington, NC. The program features upgrades featuring faster broadband speeds and better video offerings. TWC already announced plans to offer the program in Kansas City, Dallas, San Antonio, San Diego, Hawaii and Charlotte and Raleigh in NC. Around 45% of TWC Internet customers nationwide can access TWC Maxx Internet speeds by the end of the year and more than half of video subs can access all-digital video once the upgrade is completed. The company will expand the initiative to subs in San Antonio, San Diego/Desert Cities, and Wilmington. The first steps of all-digital transformation will start in Greensboro in mid-Sept.

**TIA Joins Neutrality Fight: The Telecom Industry Association** joined the net neutrality battle this week, filing an amicus brief supporting **USTelecom, CTIA, AT&T** and others' challenge of the **FCC's** Title II order. The agency's decision to reclassify the Internet was "arbitrary, capricious, an abuse of discretion, and otherwise not in accordance with law," TIA's filing said.

**Retrans Talk: NAB** warned the **FCC** last week that it should not be surprised to see "an uptick in pay TV-manufactured disputes" as it launches its rulemaking to review what constitutes good faith negotiations in retrans, something required by last year's STELAR Reauthorization Act. "We noted that while nearly all retransmission consent agreements conclude in a manner seamless for consumers, some in the pay TV industry appear to have developed a strategy of manufacturing retransmission consent disputes to spur the government to regulate more heavily in this arena," said the ex parte describing a meeting between NAB execs and Media Bureau chief **Bill Lake**. Retrans reform fighter **ATVA**, which includes several MVPDs as members, jumped on the filing, suggesting the broadcast group is acknowledging that blackouts hurt consumers. "The suggestion that pay TV providers are manufacturing this blackout crisis is laughable. When a blackout occurs, there is only one party responsible for depriving consumers of their signal: the broadcaster. Broadcasters abuse old laws to gouge consumers for what is supposed to be free over the air programming," said ATVA spokesman **Trent Duffy** in a news release focused on NAB's filing. Bottom line: it's going to be a rocking docket at the FCC explores broadcast rules.

**Verizon Adds Vice: Verizon** is adding youth-targeted content from **Vice** to the programming lineup of its upcoming wireless video service. The companies' multi-year content partnership features various Vice digital content, including original domestic and international programming produced exclusively for Verizon's video streaming platform. The content offering also includes a curated selection of original videos from Vice's digital channels. The new Vice original interview series "Autobiographies" will headline the collaboration. No launch date has been announced for Verizon's service, which includes live and VOD content. The current lineup includes **Scripps, ACC Digital Network, Campus Insiders, CBS Sports, ESPN, 120 Sports** and **Awesomeness TV**.

**Shark Week 2015:** Shark Week helped push **Discovery** to the #1 spot among cable nets in prime last week, with its average of more than 2.3mln P2+ viewers besting **Disney** (1.65mln) and **Fox News** (1.62mln). Its best performer during the programming stunt was "Return of the Great White," which averaged 3.2mln total viewers. That's not quite as many as last year's top draw "Shark of Darkness: Wrath of Submarine" (3.8mln). This was the earliest Shark Week ever for Discovery, with this year's week of themed programming kicking off July 5. Last year, Shark Week took place Aug 10-16.

**Hot Rod's New Partnership:** Out with the old, in with the new. **The National Hot Rod Association (NHRA)** and **ESPN** ended their agreement following the 2015 season. The 2016 season was to be the final year of a 5-year rights extension deal that took effect in 2012. The NHRA Mello Yello Drag Racing Series has aired exclusively on ESPN nets since 2001 and is currently in its 15th season on the net. Shortly after ESPN's announcement, **Fox Sports** said it inked a deal with NHRA. Starting in 2016, **Fox Sports 1** will carry the Mello Yello Drag Racing Series, with 4 events airing on the Fox broadcast net during each season of the agreement. FS1 will cover Fri and Sat qualifying and Sun eliminations for each Series event.

**NYTVF/A+E: A+E Networks** inked a partnership with the **NYTVF** to identify new writers and producers for potential development opportunities with **A&E, History, Lifetime, FYI** and **H2**. The program, dubbed "Create360°," includes the Lifetime Writers Project, A+E Nets' 1st scripted partnership with NYTVF, the Unscripted Pipeline, which invites unscripted

# BUSINESS & FINANCE

producers to submit character-based tapes and series treatments, and finally NYTVF Pitch, which provides opportunities for writers and producers to submit original concepts for considerations by FYI and H2.

**MSG Moving to NYSE:** The Madison Square Garden Company is transferring its Class A common stock to the NYSE from the NASDAQ. It will begin trading on the NYSE on July 27 under its current "MSG" ticker. It will continue to trade on the NASDAQ until the transfer is complete.

**Betsy Classes:** WICT announced the members of Classes 32 and 33 of its Betsy Magness Leadership Institute. Since the leadership development program launched in 1994, more than 800 women have graduated from the program. See the class list at wict.org. **Time Warner Cable** will serve as the exclusive BMLI Premier Sponsor, while **Suddenlink** returns as supporting sponsor and the **Walter Kaitz Foundation** will be the industry partner.

**People:** Cox elevated chief marketing and sales officer *Mark Greatrex* to evp. Cox also promoted *Johannes Eckert* to svp, IT and network; *Keith Crandall* to vp, customer care, partner performance; *Michael Grover* to vp, govt affairs; and *Carolyn Hergert* to vp, internal communications, public affairs. -- **PwC** named *Deborah Bothun* the leader of its global entertainment and media practice. She remains leader of PwC's US Entertainment, Media and Communications practice.

## Cablefax Daily Stockwatch

Company	07/14 Close	1-Day Ch	Company	07/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	92.66	0.12	COMMSCOPE:	25.96	0.11
DISH:	69.25	0.10	CONCURRENT:	6.26	0.02
ENTRAVISION:	8.15	(0.03)	CONVERGYS:	25.80	0.15
GRAY TELEVISION:	17.03	0.48	CSG SYSTEMS:	31.87	0.23
MEDIA GENERAL:	16.48	(0.03)	ECHOSTAR:	47.86	(0.3)
NEXSTAR:	54.42	0.16	GOOGLE:	561.10	14.55
SINCLAIR:	29.81	0.34	HARMONIC:	6.99	0.09
TEGNA:	32.11	0.16	INTEL:	29.65	(0.08)
<b>MSOS</b>					
CABLE ONE:	390.36	2.46	INTERACTIVE CORP:	84.59	2.02
CABLEVISION:	26.80	(0.02)	JDSU:	11.28	0.08
CHARTER:	177.08	(1.46)	LEVEL 3:	52.61	0.21
COMCAST:	63.24	(0.48)	MICROSOFT:	45.62	0.08
COMCAST SPCL:	63.00	(0.41)	NETFLIX:	702.60	(5.01)
GCI:	18.10	(0.04)	NIELSEN:	45.60	(0.19)
LIBERTY BROADBAND:	53.08	(0.08)	RENTRAK:	70.49	1.03
LIBERTY GLOBAL:	50.73	(0.25)	SEACHANGE:	7.22	0.05
SHAW COMM:	21.33	(0.07)	SONY:	28.30	(0.37)
SHENTEL:	34.88	0.20	SPRINT NEXTEL:	4.00	0.29
SHENTEL:	34.88	0.20	TIVO:	10.46	(0.05)
TIME WARNER CABLE:	183.47	(1.72)	UNIVERSAL ELEC:	50.54	(0.03)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	33.66	(0.01)	VONAGE:	4.81	(0.2)
AMC NETWORKS:	85.45	(0.52)	YAHOO:	38.63	(0.13)
CBS:	55.40	(0.14)	<b>TELCOS</b>		
CROWN:	4.61	UNCH	AT&T:	35.12	0.24
DISCOVERY:	34.01	0.48	CENTURYLINK:	29.98	(0.02)
DISNEY:	117.85	(0.2)	TDS:	29.48	0.49
GRUPO TELEVISIA:	36.08	(0.17)	VERIZON:	47.41	0.21
HSN:	73.44	0.64	<b>MARKET INDICES</b>		
LIONSGATE:	37.40	0.19	DOW:	18053.58	75.90
MSG:	84.10	0.44	NASDAQ:	5104.89	33.38
SCRIPPS INT:	66.22	(0.09)	S&P 500:	2108.95	9.35
STARZ:	44.95	0.09			
TIME WARNER:	89.99	0.10			
VIACOM:	62.15	(0.79)			
WWE:	16.85	0.63			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.24	(0.01)			
AMDOCS:	56.34	0.04			
AMPHENOL:	55.15	(0.23)			
APPLE:	125.61	(0.05)			
ARRIS GROUP:	31.65	(0.35)			
AVID TECH:	13.00	(0.19)			
BLNDER TONGUE:	0.80	0.01			
BROADCOM:	52.85	0.67			
CISCO:	28.03	0.24			

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