

# Cablefax Daily™

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What the Industry Reads First

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## FCC Tuesday: Cable Opposes Potential Rules on Emergency Communications

The cable industry is working to stop the FCC from imposing new requirements related to the 21st Century Communications and Video Accessibility Act (CVAA) enacted in 2010. The law directs the **FCC** to identify ways to convey emergency information in a manner accessible to the blind or visually impaired. But earlier this year, the Commission determined that Section 203 of the CVAA requires, in addition, that vendors of navigation devices deployed by cable ops “provide a mechanism that is simple and easy to use... for activating the secondary audio stream for audible emergency information.” In its 2nd NPRM, the FCC asks whether it should obligate MVPDs to provide their subs with navigation devices that contain such a mechanism to ensure that compliant devices make it into the hands of pay-TV subs promptly. Cable doesn’t think so. According to the **NCTA**’s comments, the cable industry is already working to meet the FCC’s earlier call for providers of navigation devices to provide easy ways to access video description. Certain cable ops are deploying these devices in the ordinary course of business and making them available immediately to anyone who notifies the cable ops that they need one, said NCTA. If the FCC still adopts rules applicable to MVPDs, it shouldn’t require cable ops to deploy navigation devices including such a “mechanism” to all subs. Instead, a cable provider should be able to meet any obligation by providing a requisite “mechanism” to its subs and only upon request, according to the group. It argued that CVAA doesn’t provide the FCC with authority to adopt such a requirement. **ACA** is on the same page when it comes to the agency’s legal authority in this area. “It is far from clear that the Commission has the authority to impose such a requirement,” the group said in its comments. Meanwhile, cable ops are experimenting with how best to provide linear programming services on various platforms, including tablets, smartphones, laptops and other devices, NCTA noted. And they are considering various approaches to create apps and plugins to work on those platforms. As a result, flexibility is critical, NCTA said. **ACA** worries that the FCC’s proposal might impose significant burden on its members. The agency can partially ease the burden by aligning the compliance deadline of the new rule for small MVPDs with the existing Dec 20, 2018, deadline, **ACA** said. The FCC is also looking at whether it should reconsider its requirement for school closings and changes in school bus schedules resulting from emergency situations to be conveyed aurally on a secondary audio stream. NCTA agrees with **NAB** that such information shouldn’t be required to be made audible via secondary audio because provid-

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ing such information could interfere with other services. Moreover, as NAB pointed out, school closings information could “interfere with the dissemination of more critical emergency information.” Said NCTA: “Waiving the audibility requirement for this limited category of information will not have a detrimental effect on consumers because there are alternative, and often more consumer-friendly, means to obtain current information about school closings.” On the other side of the debate is the National Federation of the Blind. The group argued that CAA’s MVPD requirements are necessary. “It is not the complexity of technology that presents a barrier to access for the blind, but the indifference on the part of those who deploy technology to whether it can be used by the blind,” the group said.

**Too Much of Good Thing?:** With **FX** chief *John Landgraf* decrying “too much television” to critics over the weekend, the ink-stained survivors of **TCA**’s 16th day in the Beverly Hilton’s International Ballroom couldn’t resist putting the question to **Showtime** pres *David Nevins*. “There may be too much good TV,” said Nevins, who takes over as pres/CEO on Jan 1, with current chmn/CEO *Matt Blank* ascending to chmn. “There’s never enough great TV. That’s my sense of it. And we’re trying hard to make great TV. I can’t imagine anyone would ever say there’s too much great TV.” He did acknowledge “a lot of stupid money going in a lot of different directions” but said Showtime continues to expand “at the rate that we feel like we can do meaningful television—great, meaningful television.” Indeed, the net has garnered recent acclaim for series such as “Ray Donovan” and “Masters of Sex,” which both just got Season 4 pick-ups, as well as continued buzz for its upcoming NYC financial thriller “Billions” (premieres Oct 4). In addition, Nevins agreed with Landgraf’s contention that strong brands will win the day and said the trend toward skinnier bundles in the OTT world bodes well for **CBS**-affiliated Showtime “because any smaller bundle’s going to have to have CBS. And to the extent that there’s a smaller bundle, it’s going to lower the price point at which Showtime is available. So we feel like the trends are actually very good for us.”

**Research:** Pay-TV providers will be happy to hear that kids and teens are watching more content (nearly 16 hours per week) mostly on traditional TVs and laptops and less on mobile platforms. According to **PWC**’s new study, which surveyed 500 kids and teens aged 8-18 as well as 250 parents, roughly 53% of 8-18 year-olds say streamed TV from cable networks, with linear drama or reality series from cable a close 2nd at 47% and video games 3rd at 36%. Meanwhile, kids/teens learn about new programming mostly through commercials (33%) and also by recommendations from family and friends—both directly through word of mouth (23%) and online via social media (18%). Cable nets are also considered the most recognizable to the 8-18 age group. **Disney**, with 85% brand recognition, topped all other traditional and streaming brands, followed by **Nick** (83%), and **Cartoon Network** (80%). **Amazon** was tied for 3rd with 80% brand recognition, followed by **YouTube** (79%) and **Netflix** (78%).

**Wurl Monetizes Video:** Streaming network for pay-TV ops **Wurl** launched the “AdSpring” platform Tues, which aims to monetize streaming video programming. The service makes ad-supported streaming video available to TV viewers from within their pay-TV program guide, just like linear network programming. The cloud-based platform includes video hosting, transcoding, ad sales, ad management and distribution features for pay-TV set-tops and other connected devices. The offering integrates technologies from partners including **Brightcove**, **Google**, **Amazon**, **SpotX-change**, **Operative** and others, to provide streaming video playback, dynamic ad insertion and detailed reporting for video producers, ops and pay-TV subs.

**Walker Mobile Game:** **AMC** is teaming with Finnish mobile game studio **Next Games** to offer the official mobile game based on the net’s “The Walking Dead.” The game, dubbed The Walking Dead: No Man’s Land, centers around surviving in a hostile, post-apocalyptic world. The TV series returns for its 6th season on Oct 11.

**Soccer Talk:** **NBC Sports Group** announced Mon it won a six-year extension deal to broadcast the **English Premier League**’s next 6 seasons, including the current one that kicked off this past weekend, on linear and digital platforms through the 2021-02 season. Last season viewership averaged 479,000 viewers a game, up 9% from the 2013-14 season, and its authenticated live streaming product NBC Sports Live Extra saw a 22% increase in Premier League viewership. The new deal includes 2,280 matches over the next 6 years, as well as original content, shoulder programming and other related content. The NY Times reported the deal was valued at close to \$1 bln and that **Fox** and **beIN Sports** were the only other bids, with **ESPN** out due to scheduling conflicts. Read more about the deal on [www.cablefax.com](http://www.cablefax.com)

# BUSINESS & FINANCE

**Programming:** The Weather Channel marks the 10-year anniversary to Hurricane Katrina with a week of multiplatform content from Aug 24 to Aug 28, including futuristic special "Katrina 2065." The special explores the likely scenarios that could take place if Hurricane Katrina hit 50 years from now. -- **Ovation** acquired US premiere rights to seasons 1 and 2 of UK competition series "Portrait Artist of the Year." The series will premiere on Oct 18. -- **TNT** renewed its action-adventure series "The Last Ship" for a 3rd season. The 13-ep new season is slated to launch next summer. -- **TV Land** booked a new comedy series starring *George Lopez*. The 12-ep single-camera series is slated for 2016 launch.

**People:** FCC Democrat com-mish *Jessica Rosenworcel* named *Johanna Thomas*, who had been legal advisor to chief of the wireless bureau, legal advisor. She also named *Travis Litman*, legal advisor for wireline and consumer issues, senior legal advisor. -- **Univision** appointed *Laraine Mancini* as svp, finance and head of investor relations, effective immediately. Mancini will report to CFO Francisco *Lopez-Balboa*. -- **Fox Networks Group** named *Jeffrey Schneider* evp, business and legal affairs for **NatGeo Channels** and **NatGeo Channels International**. He will report to *Rita Tuzon*, Fox Networks Group evp and general counsel.

## Cablefax Daily Stockwatch

Company	08/11 Close	1-Day Ch	Company	08/11 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>CONCURRENT:</b> ..... 5.48 ..... 0.10		
DISH:.....	66.06	(1.19)	CONVERGYS:.....	23.10	(0.54)
ENTRAVISION:.....	7.74	(0.55)	CSG SYSTEMS:.....	31.70	(0.29)
GRAY TELEVISION:.....	14.99	0.55	ECHOSTAR:.....	46.71	(0.46)
MEDIA GENERAL:.....	13.39	(0.39)	GOOGLE:.....	660.78	27.05
NEXSTAR:.....	54.09	(0.98)	HARMONIC:.....	5.85	(0.08)
SINCLAIR:.....	28.29	(0.48)	INTEL:.....	28.97	(0.67)
TEGNA:.....	26.02	(1.02)	INTERACTIVE CORP:.....	74.43	(1.03)
<b>MSOS</b>			LEVEL 3:.....	48.93	(0.21)
CABLE ONE:.....	427.54	(2.76)	MICROSOFT:.....	46.41	(0.92)
CABLEVISION:.....	25.44	(1)	NETFLIX:.....	122.74	(0.29)
CHARTER:.....	181.33	(3.49)	NIELSEN:.....	47.87	(0.13)
COMCAST:.....	58.79	(0.66)	RENTRAK:.....	49.89	(10.41)
COMCAST SPCL:.....	59.17	(0.28)	SEACHANGE:.....	6.57	(0.06)
GCI:.....	17.78	0.29	SONY:.....	27.35	0.20
LIBERTY BROADBAND:.....	54.52	(0.06)	SPRINT NEXTEL:.....	3.85	0.01
LIBERTY GLOBAL:.....	51.61	(0.87)	TIVO:.....	9.62	(0.26)
SHAW COMM:.....	20.54	(0.29)	UNIVERSAL ELEC:.....	48.20	(0.14)
SHENTEL:.....	42.78	6.71	VONAGE:.....	6.25	(0.16)
SHENTEL:.....	42.78	6.71	YAHOO:.....	36.03	(1.12)
TIME WARNER CABLE:.....	186.85	(2.48)	<b>TELCOS</b>		
<b>PROGRAMMING</b>			AT&T:.....	34.65	(0.13)
21ST CENTURY FOX:.....	30.05	(0.61)	CENTURYLINK:.....	28.24	(0.52)
AMC NETWORKS:.....	74.18	(2.46)	FRONTIER COMMUNICATIONS :.....	5.34	0.01
CBS:.....	50.29	(0.89)	TDS:.....	30.04	(0.27)
CROWN:.....	4.97	0.27	VERIZON:.....	47.60	0.37
DISCOVERY:.....	28.74	(0.81)	<b>MARKET INDICES</b>		
DISNEY:.....	108.00	(3)	DOW:.....	17402.84	(212.33)
GRUPO TELEVISA:.....	32.60	(0.9)	NASDAQ:.....	5036.79	(65.01)
HSN:.....	63.49	(1.27)	S&P 500:.....	2084.07	(20.11)
LIONSGATE:.....	37.99	(0.32)			
MSG:.....	76.27	(1.92)			
SCRIPPS INT:.....	58.80	(0.37)			
STARZ:.....	37.09	(0.11)			
TIME WARNER:.....	79.77	(2.39)			
VIACOM:.....	46.25	(1.15)			
WWE:.....	20.80	(0.46)			
<b>TECHNOLOGY</b>					
ADVANTAGE:.....	2.38	0.14			
AMDOCS:.....	58.39	(0.1)			
AMPHENOL:.....	55.92	(0.71)			
APPLE:.....	113.49	(6.23)			
ARRIS GROUP:.....	27.92	(0.7)			
AVID TECH:.....	8.54	(3.48)			
BLNDER TONGUE:.....	0.83	0.02			
BROADCOM:.....	50.75	(0.72)			
CISCO:.....	28.02	(0.57)			
COMMSCOPE:.....	26.05	UNCH			

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