

# Cablefax Daily™

Tuesday — August 18, 2015

What the Industry Reads First

Volume 26 / No. 158

## CTAM Changes: Org Will Keep TVE Focus as Lansing Departs

When *John Lansing* leaves **CTAM** next month to lead the **Broadcasting Board of Governors**, he'll be returning to familiar water. Prior to management positions at **Scripps Networks**, he was a broadcast exec. He actually began his career in TV news at 17 as a photographer and ultimately became news dir at **WCCO** in Minneapolis. He was approached about the job by **Universal Filmed Entertainment** chmn *Jeff Shell*, who chairs BBG, the independent govt agency that oversees all US civilian international news broadcasting. "As I was preparing to renew my contract here at CTAM, coincidentally Jeff approached me and described this opportunity, and it was intriguing to me," Lansing said, though he added it's sad to leave the team at CTAM. "I came to realize this is a critical function, particularly now in the world we have today. The United States needs to step up and counter a lot of the media coercion and access and propaganda with actual free press in areas that don't necessarily hear from a free press," said Lansing, who has served on the **Poynter Foundation** board and recently joined the national council of **George Washington U's** School of Media & Public Affairs. He'll continue with CTAM until he starts his now job Sept 14. Longtime CTAM vet *Anne Cowan* will serve as interim CEO. "From an organizational standpoint, John did a fantastic job helping us develop a 2-year strategic plan to really double down on TV Everywhere while continuing to do the major co-op programs among the MSOs, like the CableMover program," she said. "John was able to lay this extremely strong foundation to be able to navigate through the kinds of changes that we're seeing now. I think what's happened at CTAM under [former CEO] Char [Beales'] direction and now under John's direction is that we've developed a staff that's not afraid of change and is listening to the industry and our members and adapting to what they tell us their needs are. That's also from our board and executive leadership as well. We're clicking along." CTAM just finished a major 2-week, marketing tent pole around TV Everywhere, and is working on what the next big TVE marketing opportunity could be. It's also gearing up for its CTAM Think event in Nov, which will include a half-day event around advanced video. Also critical now is CTAM's work with the **Video Advertising Bureau** to develop a consistent metric for measuring ad usage and ad impressions on all of these platforms post C3, so the monetization of TV Everywhere becomes a reality, Lansing said. Cowan promised that despite recent improvements in TVE awareness and usage, CTAM won't be backing off. "We want to do the opposite and double down," she said. As far as the next CTAM CEO, Lan-

**HARNESSING CHANGE**  
embracing opportunity

THE 2015 WICT  
**LEADERSHIP CONFERENCE**

SEPTEMBER 28-29, 2015  
DURING DIVERSITY WEEK  
NEW YORK MARRIOTT MARQUIS

THE 2015 WICT  
**TOUCHSTONES LUNCHEON**

SEPTEMBER 28, 2015  
11:15 AM-1:15 PM  
NEW YORK MARRIOTT MARQUIS

**REGISTER FOR THE WICT LEADERSHIP CONFERENCE TODAY AT [WICT.ORG](http://WICT.ORG)**

WE GRATEFULLY ACKNOWLEDGE THE TOP SPONSORS OF THE 2015 WICT LEADERSHIP CONFERENCE

PLATINUM  
COMCAST NBCUNIVERSAL

BRONZE  
suddenlink

CHAMPION  
HBO  
TURNER  
A Time Warner Company

WE GRATEFULLY ACKNOWLEDGE THE PREMIER SPONSOR OF THE 2015 WICT TOUCHSTONES LUNCHEON  
AMC NETWORKS

Women in Cable Telecommunications™

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Associate Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Cablefax/Screenster Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Jr. Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir. of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,649/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

sing said that's up to the board but added that it's important to never lose sight of the relationships that drive this industry. "That's why Anne is such a perfect person as an interim CEO," he said. "In the sense that the association is focused on measurable outcomes, someone with a business background, not necessarily a nonprofit background, I think would be an important quality. And someone with an understanding what's around the corner. I don't think you have to see around 2 corners, but at least have some vision how consumption of cable television and the cable business model beyond video for the MSO side, how that will be evolving with consumers."

**No Credit for DISH:** The FCC voted Mon to deny 97 bidding credits to **SNR Wireless** and **Northstar Wireless**, designated entities funded by **DISH** during the FCC's recent AWS spectrum auction. "Small businesses require an on-ramp into the mobile marketplace to provide more choices for consumers. Our competitive bidding rules were designed to do just that—give bona fide small businesses an opportunity to acquire valuable spectrum. Today, our review of two winning bidders in the recent AWS-3 auction has concluded that they in fact are not eligible for bidding credits. I'm proud that our thorough, fact-based analysis ensures that bidding credits only go to the small businesses our rules aim to serve," chmn *Tom Wheeler* said in a statement. DISH said it respects the FCC but is disappointed. "Our approach to the AWS-3 auction, which followed 20 years of FCC precedent and complied with all legal requirements, was intended to enhance competition—in the auction and in the marketplace long term," DISH said. "Our investments in NorthStar and SNR helped make the AWS-3 auction the most successful spectrum auction in FCC history, and resulted in more than \$20 billion of direct benefit to the American taxpayer. We will the review the order when it becomes available, as we consider our options going forward."

**Frontier's New Plan:** **Frontier Communications** is looking to expand broadband to 750K more HHs throughout its footprint by 2020. In a filing with the FCC last week, pres/CEO *Dan McCarthy* said the plan includes the wireline properties that Frontier will acquire from **Verizon** in CA, FL and TX. "Across the entire Frontier footprint, including the properties we propose to acquire in California, Florida and Texas, I commit to deliver broadband to an additional 750,000 households at speeds of 25Mbps/2-3Mbps by the end of 2020," the filing said. While the plan seems aggressive, McCarthy said the company has been prepping for it. "We have invested heavily in our core network and by the first quarter of 2016 we will transport more than 2 Tbps of data at peak from the Internet to aggregation routers located in each state we serve," he said.

**Pre-Paid Internet:** First came pay-as-you-go phones. Now, contract-free Internet? **ACA** member **Shentel**, based in Edinburg, VA, launched "Flex," which offers pre-paid, month-to-month Internet access with no credit restrictions for \$19.99 per 30 days of usage. A 1-time, \$99 sign-up fee includes a wireless modem, professional install and the first 30 days of service (the modem is the customer's to keep). Approx 3 weeks after the initial sign-up and installation, customers get a welcome kit that includes a key card and key fob, which is used to add more time to the account as needed. Customers also can add more time to their accounts at any of the 70 **Dollar General** locations in Shentel's service area.

**Peace for Now:** It got a little testy over the weekend, with **DISH** warning Sat that **Sinclair** was threatening to launch the largest blackout in US retransmission consent history with 153 channels in 79 markets at risk. But the midnight deadline came and went without fireworks as the 2 agreed to a short-term extension. Earlier in the day, DISH filed a formal retrans complaint against Sinclair at the **FCC**, claiming it violated good faith requirements by refusing to negotiate unless DISH allowed the broadcaster to also negotiate for 32 stations that Sinclair does not control and are in the same market as Sinclair stations. On Sun, DISH said it's asking the FCC to stay action on the complaint and request for preliminary injunctive relief as they 2 continue to negotiate. No word on when the extension expires.

**Kaitz Fêtes Univision:** Next month's **Kaitz Foundation** fundraising dinner will honor **Univision** as the 2015 Diversity Champion, an award given to organizations that act as catalysts for diversity throughout the industry. In addition to its Spanish-language portfolio, Univision serves as the largest station affiliate of **Bounce TV**, the nation's 1st broadcast net for African Americans, and has recently launched "The Root," an online news, opinion and culture destination for African Americans. More than half of Univision's exec team is Hispanic, and more than 20% are women.

**Ratings:** **TNT's** live 2015 **PGA** Championship coverage from Thurs to Sun averaged 1,637K total viewers and a 1.2 HH rating, up 28% and 20% YOY. That makes this year's coverage the most-viewed PGA Championship coverage since 2010. The net's 4-day coverage also scored double-digit increases across key demos including a 29% gain in men 18-49 and 26% in people 18-49. Sun's final round coverage bagged an average of 1,794K total viewers and a

# BUSINESS & FINANCE

1.3 US HH rating, up 53% and 41% YOY and it was the net's highest-rated and most-viewed Sun coverage since 2010. Digitally, PGA.com, which offers live streaming managed by **Turner Sports**, saw its live video views increase 56% and live hours consumed up 91% YOY. Overall, PGA.com netted 14.1mln visits and 4.7mln unique visitors, up 31% and 10% YOY. This year's live video streams and visits to the site are the highest for PGA Championship on record. Socially, the championship generated 23mln social impressions across **Twitter** and **Facebook** for PGA.com accounts, up 45% YOY. In total, the championship delivered 11.4mln exposures across Turner Sports platforms, an increase of 35% YOY. -- **Spike's** original doc "I Am Chris Farley" on Aug 10 drew a 1.0 rating with 18-49. With 3-day playback, the 2-hour tribute to the comedic actor drew 1.5mln viewers, making it the most watched documentary in Spike's history. The net is working to attract a more gender-balanced audience.

**Stewart Heads to WWE:** *Jon Stewart*, a longtime **WWE** fan, is set to host WWE's SummerSlam on Sun at 7pm EST live on **WWE Network**. Stewart, who stepped down from his post as host of **Comedy Central's** "The Daily Show," appeared earlier this year in WWE storylines in a feud with WWE World Heavyweight Champion *Seth Rollins*.

## Cablefax Daily Stockwatch

Company	08/17 Close	1-Day Ch	Company	08/17 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	67.19	0.88	CONVERGYS:	23.39	0.17
ENTRAVISION:	8.55	(0.01)	CSG SYSTEMS:	32.28	0.37
GRAY TELEVISION:	14.61	0.21	ECHOSTAR:	46.75	0.32
MEDIA GENERAL:	13.31	0.38	GOOGLE:	660.87	3.75
NEXSTAR:	53.44	0.57	HARMONIC:	5.81	(0.03)
SINCLAIR:	28.80	0.44	INTEL:	29.08	0.06
TEGNA:	25.78	0.34	INTERACTIVE CORP:	75.21	0.06
<b>MSOS</b>					
CABLE ONE:	440.00	15.75	LEVEL 3:	49.47	0.89
CABLEVISION:	25.96	0.43	MICROSOFT:	47.32	0.32
CHARTER:	186.98	7.16	NETFLIX:	125.36	1.97
COMCAST:	60.41	1.53	NIELSEN:	48.36	(0.15)
COMCAST SPCL:	60.79	1.16	RENTRAK:	50.80	0.55
GCI:	18.07	0.15	SEACHANGE:	6.05	(0.24)
LIBERTY BROADBAND:	55.99	1.48	SONY:	26.83	(0.29)
LIBERTY GLOBAL:	52.65	0.63	SPRINT NEXTEL:	4.60	0.42
SHAW COMM:	20.44	UNCH	TIVO:	9.63	0.15
SHENTEL:	41.70	(0.09)	UNIVERSAL ELEC:	48.32	(0.12)
TIME WARNER CABLE:	190.31	4.31	VONAGE:	6.29	0.05
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	30.53	0.26	YAHOO:	36.10	(0.15)
AMC NETWORKS:	76.55	1.68	<b>TELCOS</b>		
CBS:	50.03	0.81	AT&T:	34.23	0.18
CROWN:	4.81	0.02	CENTURYLINK:	28.42	0.15
DISCOVERY:	29.32	1.01	FRONTIER COMMUNICATIONS:	5.61	0.12
DISNEY:	109.05	1.89	TDS:	30.49	0.45
GRUPO TELEVISIA:	32.65	0.44	VERIZON:	47.52	0.03
HSN:	63.68	0.28	<b>MARKET INDICES</b>		
LIONSGATE:	39.20	(0.1)	DOW:	17545.18	67.78
MSG:	78.70	1.67	NASDAQ:	5091.70	43.46
SCRIPPS INT:	58.67	1.15	S&P 500:	2102.44	10.90
STARZ:	38.37	1.30			
TIME WARNER:	79.40	1.17			
VIACOM:	44.94	0.45			
WWE:	21.49	0.12			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.32	(0.07)			
AMDOCS:	60.49	0.08			
AMPHENOL:	55.79	0.22			
APPLE:	117.16	1.20			
ARRIS GROUP:	27.96	0.42			
AVID TECH:	9.10	(0.05)			
BLNDER TONGUE:	0.58	0.00			
BROADCOM:	51.49	0.99			
CISCO:	28.83	(0.21)			
COMMSCOPE:	26.01	0.01			
CONCURRENT:	5.11	0.01			

## Congratulate and Reach the Industry's Most Influential Minorities

Ad Space deadline: September 1 | Artwork due: September 10

Book Your Ad Placement Today! Advertising Contact:  
Rich Hauptner | 203.899.8460 | rhauptner@accessintel.com

www.Cablefax.com



# CFX TECH

by Joyce Wang

## Virtualizing Networks Amid Cord-cutting

Pay-TV's weak 2Q video sub adds and recent stock volatility are only the latest evidence that OTT video is accelerating. For many service providers, dealing with increasing OTT streaming traffic is a major challenge as the traffic explosion puts pressure on them to control costs while increasing capacity. The problem is even more obvious when supporting large-scale OTT live video streaming. Enter software-defined networking (SDN), a cost-effective approach suitable for the high-bandwidth, dynamic nature of OTT video. SDN manages network services through abstraction of lower-level functionality. **AT&T** senior evp of technology and operations *John Donovan*, shed some light on the ISP's move to SDN during the company's analyst day last week. The company plans to virtualize 5% of its network by year-end and aims to virtualize 75% of its network by 2020, according to the exec. AT&T first launched its software-defined Network on Demand service over its fiber footprint in Texas last year and has since expanded it to more than 100 cities. And the initiative has already paid off. The feature, which allows business customers to increase and decrease the amount of bandwidth they need in real time, has resulted in 95% improvement in provisioning cycle times, Donovan said. "What we're doing is ambitious in scale and scope, and it's aggressive in its time frame and investment... But it's necessary and central to AT&T's transformation," he said. Cable is eyeing SDN to save costs as well. With SDN and network function virtualization (NFV), **CableLabs** forecasts that by 2018 the combined technologies can significantly reduce operating and capital expenses, while increasing revenue by offering new dynamic services. CableLabs is bringing SDN and NFV to the industry through 2 projects. The Open Networking project explores how to virtualize cable access network hardware elements, particularly headend devices such as cable modem termination systems. The other project seeks to develop a virtual CPE prototype to demonstrate the ap-

plicability of these technologies on low-end devices. AT&T's Donovan summed up the main benefits of SDN this way: It's faster, cheaper and it modernizes legacy networks.

**SDN Research:** As service providers seek agility and operational efficiency in their networks, the global market for carrier software-defined networking (SDN) software, hardware and services is expected to grow from \$103m in 2014 to \$5.7bn in 2019, according to **IHS**. "We're still early in the long-term, 10- to 15-year transformation of service provider networks to SDN. Momentum is strong, but we won't see widespread commercial deployments where bigger parts of—let alone whole—networks are controlled by SDN until 2016 through 2020," said *Michael Howard*, senior research dir at HIS in a release. SDN software, including network apps and orchestration and controller software, is the critical piece that will convert a network into a software-defined network. The research firm predicts service providers around the world will increase their spending on SDN software by 15 times from 2015 to 2019. The newness of SDN technology and the changes it brings to networks creates "an incredible demand" for expertise to design, deploy and operate SDN-based services, and carriers are looking to vendors for this expertise, IHS said. It expects outsourced services for SDN projects to grow at a 2014-2019 Compound Annual Growth Rate of 199%.

**TV App Store Management:** Multiplatform service provider **Metrological**, which counts tier 1 pay-TV providers as clients, launched new TV app store management tools to enable operators to customize app store lineups based on live events and HH viewing habits. The tools also allow integration of app billing and transactions. The new features are included in the company's Dashboard product, part of the Metrological Application Platform, which provides full support for operator branded TV app stores. The new features will be on display at IBC2015, September 11-15, in Amsterdam.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at [jwang@accessintel.com](mailto:jwang@accessintel.com)

## Cablefax TV Innovation Summit

October 1, 2015 | The Yale Club, NYC

View agenda and speakers!

Sponsored by:



Reception Sponsor:



Early Bird Rate  
Ends Sept. 4

Save \$150

KEYNOTER



Marci Ryvicker  
Wells Fargo



Tim Connolly  
Hulu



David McNaughton  
Mediacom



Elad Nafshi  
Comcast



Roger Lynch  
Sling TV



Jennifer Pirot  
NBCUniversal

Register today at [www.cablefaxtvsummit.com](http://www.cablefaxtvsummit.com)