

Cablefax Daily™

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What the Industry Reads First

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Keeping it Flexible: Shentel Takes Advantage of Cashtie to Be Where it Can't

When your subscriber base is flung across thousands of rural miles in WV, VA and MD, it's hard to expect 10 retail stores to be able to service all your customers. That was the dilemma independent op **Shentel** found itself in as it contemplated launching a pre-paid Internet product. It knew there was an interest—some of its territory is in the heart of the hard-scrabble coal industry—but asking customers to come into stores to pay wasn't going to work. "If we had 50 stores, OK. But we only have 10. We needed to come up with a way that was more convenient," said Shentel vp *Tom Whitaker*. Enter pre-paid product provider **InComm's** Cashtie service. With Cashtie, partners can provide companies the ability to let consumers pay in cash for their utility bills, loans, online purchases and more at nearby retail locations. Cashtie customers can use InComm's global retail network, turning nearly 400K points of retail distribution into cash payment locations. Before launching its prepaid Internet service Flex, Shentel decided to allow existing customers to use Cashtie to pay their monthly bills. A barcode is printed on the bill, which a customer can take to one of 70 **Family Dollar** stores in Shentel's footprint. The barcode is scanned and displays the amount due plus a service fee (for Shentel customers, it's \$1.95). "We started doing that for any customer... Before you know it, we're taking \$250K worth of payments at Dollar General stores because it's just more convenient for our customers," Whitaker said. For Shentel's just-introduced pay-as-you-go broadband service, Flex, customers are given membership cards and key fobs with their account barcodes so they can add service. It's selling the 3Mbps service at \$19.99 for 30 days of service. Customers can also pay online or set-up automatic payments. Flex has been soft launched for the past month, with Whitaker saying the company is "very pleased" by early results. A small provider—Shentel passes about 180K homes—it's already seen 100 units sold in 30 days. Shentel plans a more aggressive campaign with radio spots in late Sept. While prepaid Internet is not as common as prepaid wireless, there is interest as MVPDs look to attract those worried about costs. **Comcast** launched its own prepaid Internet service, XfinityPrePaid, in the fall of 2012. It's available across all of Comcast's markets. Qualified customers need a \$69.95 starter kit that includes a DOCSIS 3.0 modem and 30 days of service. After that, they can buy 7 days of additional service for \$15 or \$45 for 30 days. The MSO also has a prepaid TV offering in some markets. Shentel's Flex has a \$99 one-time sign-up fee that covers the modem, installation and first 30 days of service. "Any cable operator out there might have customers

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that have bad debt history," Whitaker said. "You can't turn your back on those customers."

Scripps Reshuffles Top Execs: Following news that **Food Network** and **Cooking Channel** head *Brooke Johnson* will retire, **Scripps Nets Interactive** tapped *Burton Jablin*, currently pres of Scripps Nets, to COO, overseeing sales, distribution, programming, digital and strategic planning. He will also work to achieve better coordination and cooperation between Scripps' domestic and international programming as the programmer expands internationally. Jablin will continue to report to Scripps chmn/pres/CEO *Ken Lowe*. *Kathleen Finch*, currently pres of **HGTV**, **DIY** and **Great American Country**, has been appointed chief programming, content & brand officer, and will take overall responsibility for content across all 6 of Scripps' domestic networks including Food, Cooking Channel and **Travel Channel**. She will report to Jablin. Jablin was part of the original team that launched HGTV in 1994 while Finch joined Scripps in 1999 as svp, primetime programming at Food Network. Meanwhile, Travel pres *Shannon O'Neill* was tapped as managing dir, finance & operations of Scripps' US Nets, reporting to CFO *Lori Hickok*.

In the Courts: **Entertainment Studios Networks** and the **National Assoc of African-American Owned Media** have until Sept 21 to file an amended complaint in their \$20bln racial discrimination lawsuit against **Comcast** and *Al Sharpton*. *Byron Allen's* Entertainment Studios billed this as a re-opening of the lawsuit that gives it new life, while Comcast said it was a procedural move making it clear that the docket is open for the plaintiffs to refile following his dismissal of the suit earlier this month without prejudice. US District Judge *Terry Hatter* wrote in a 1-line order: "Counsel are hereby notified that this case is reopened and the Plaintiff will be given until Sept 21, 2015 in which to file an amended complaint." "This is an historic case with enormous complexities. We believe Judge Hatter took a closer look, which prompted him to give us another opportunity to provide him with more detail and greater clarity," Allen said Thurs. The suit filed in Feb accuses Comcast of racial discrimination, spending \$25bln annually for the licensing of pay TV channels and advertising of their products while African-American-owned media receive less than \$3mln/year of that. Sharpton and various African American advocacy groups were named as co-defendants for allegedly facilitating discrimination.

The New AT&T: *Wayne Watts* will retire as sr evp and gen counsel of **AT&T**, effective Sept 30. *David McAtee II*, currently sr assoc gen counsel, will take over Watts' role on Oct 1. In an **SEC** filing, AT&T said it has entered into a tax equalization agreement with *John Stankey*, who was named CEO of AT&T Ent and Internet Services. He'll be retaining his residence in TX, but will need to travel to various AT&T locations to execute his responsibilities. The equalization agreement will reimburse him for state and local income taxes he incurs while traveling outside of TX to perform his responsibilities; and provide an amount to cover income taxes owed on the reimbursement of such state and local income taxes.

Comcast Expands Xfinity Share: Xfinity Share, **Comcast's** 1st live streaming app that lets users stream content directly to the TV, now reaches all Xfinity customers. When the app was launched in the spring, the MSO made it available to a smaller subset of customers. Starting Thurs, every Xfinity sub can use the app to live stream and send pics and videos to a TV. They can also use the app to send or receive live streams, photos, and videos on a mobile device. Don't miss **Cablefax's TV Innovation Summit** on Oct in NYC where Comcast's *Patti Loyak* will give her perspective on Xfinity Share and more. Info at: www.cablefaxtvsummit.com

M&A: **Cogeco Cable** subsidy **Atlantic Broadband** completed its acquisition of the cable system owned by **MetroCast** of CT and its parent **Harron**. The transaction was announced in June. The CT network covers around 70K homes and businesses across 9 communities in Eastern CT, serving 23K TV, 22K internet and 8K phone subs. Atlantic Broadband now has 565K primary service units in 5 regions, including Western PA, Miami Beach, MD/DE, Aiken, SC and Eastern CT.

DISH Settlement: The **WI Dept of Ag, Trade and Consumer Protection** announced a settlement with **DISH** that includes \$225K in civil forfeitures and assessments and a \$4.25 bill credit to eligible consumers. It comes following an investigation by the dept into consumer complaints. The settlement requires DISH to make consumers aware of all programming that will be affected by a price increase as well as cancellation procedures that won't result in an early termination fee when there is a material change to the contract, such as an increase. DISH said it disagrees with the complaint's allegations but appreciates the "constructive feedback regarding our communications with our customers. We are pleased to amicably resolve this matter, so that we can continue to focus on providing outstanding customer service and the best value in pay-TV."

FNTSY Sports Net on Xbox: **FNTSY Sports Net** launched a VOD content service on **Microsoft's** Xbox 360 and Xbox

BUSINESS & FINANCE

One Thurs. The net, owned by **Anthem Sports & Entertainment**, offers breaking news, rankings, projections and advice for all fantasy sports.

Shaomi Expands Reach: **Shaomi**, the SVOD service jointly owned by Canadian ops **Rogers** and **Shaw**, is now available across Canada; it was initially offered only to Rogers and Shaw broadband or TV subs. It retails for \$8.99 (Canadian) a month. The Netflix rival works across platforms, including **Google's Chromecast**, iOS, Android platforms, Xbox 360 and **Apple TV**.

FCC Online Upgrades: The **FCC** will perform IT upgrades from 6pm Sept 2 through Labor Day weekend, making most Commission web resources, including access to the electronic filing system and electronic dockets, inaccessible. The work should be completed by 8am ET on Sept 8. As a result, the FCC is extending several filing deadlines.

HBO Now on Fire: A few weeks after landing on **Google's Chromecast**, **HBO** is expanding HBO Now to **Amazon's Fire TV** and Fire TV Stick. The standalone streaming service was already available on Amazon Fire tablets.

People: **Marie Moore** joined **Turner** as vp of communications for **TBS** and **TNT**, reporting to **Sal Petruzzi**, domestic communications officer for Turner, while also working with **Kevin Reilly**, pres of TBS and TNT and chief creative officer for **Turner Entertainment**.

Cablefax Daily Stockwatch

Company	08/20 Close	1-Day Ch	Company	08/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	63.27	(2.82)	CONVERGYS:	22.64	(0.39)
ENTRAVISION:	7.89	(0.54)	CSG SYSTEMS:	31.44	(0.4)
GRAY TELEVISION:	12.31	(1.59)	ECHOSTAR:	45.41	(1.02)
MEDIA GENERAL:	12.36	(0.9)	GOOGLE:	646.83	(14.07)
NEXSTAR:	49.08	(3.35)	HARMONIC:	5.66	(0.15)
SINCLAIR:	26.76	(2.2)	INTEL:	27.53	(0.83)
TEGNA:	24.50	(0.49)	INTERACTIVE CORP:	71.15	(2.46)
MSOS					
CABLE ONE:	424.90	(7.98)	LEVEL 3:	47.33	(1.69)
CABLEVISION:	24.48	(0.61)	MICROSOFT:	45.66	(0.95)
CHARTER:	182.74	(5.46)	NETFLIX:	112.49	(9.57)
COMCAST:	58.37	(1.55)	NIELSEN:	47.43	(0.79)
COMCAST SPCL:	59.12	(1.34)	RENTRAK:	47.84	(2.46)
GCI:	16.57	(1.03)	SEACHANGE:	5.80	(0.1)
LIBERTY BROADBAND:	55.20	(1.35)	SONY:	25.52	(1.11)
LIBERTY GLOBAL:	50.37	(1.67)	SPRINT NEXTEL:	4.69	(0.23)
SHAW COMM:	20.23	(0.2)	TIVO:	9.14	(0.44)
SHENTEL:	40.29	(1.25)	UNIVERSAL ELEC:	47.08	(0.66)
TIME WARNER CABLE:	187.62	(3.86)	VONAGE:	6.17	0.01
PROGRAMMING					
21ST CENTURY FOX:	28.70	(1.26)	YAHOO:	34.10	(1.09)
AMC NETWORKS:	69.65	(3.29)	TELCOS		
CBS:	46.03	(2.49)	AT&T:	33.95	(0.41)
CROWN:	4.52	(0.2)	CENTURYLINK:	27.71	(0.66)
DISCOVERY:	27.32	(1.46)	FRONTIER COMMUNICATIONS:	5.26	(0.09)
DISNEY:	100.02	(6.43)	TDS:	29.50	(0.65)
GRUPO TELEVISIA:	30.88	(1.15)	VERIZON:	46.88	(0.56)
HSN:	61.57	(1.46)	MARKET INDICES		
LIONSGATE:	37.45	(1.56)	DOW:	16990.69	(358.04)
MSG:	73.32	(3.1)	NASDAQ:	4877.49	(141.56)
SCRIPPS INT:	54.23	(2.84)	S&P 500:	2035.73	(43.88)
STARZ:	37.58	(0.94)	TECHNOLOGY		
TIME WARNER:	73.90	(3.92)	ADDVANTAGE:	2.32	(0.07)
VIACOM:	41.24	(2.48)	AMDOCS:	58.99	(1.36)
WWE:	20.75	(0.94)	AMPHENOL:	54.12	(1.11)
TECHNOLOGY					
APPLE:	112.65	(2.36)	ARRIS GROUP:	26.92	(1)
ARRIS GROUP:	26.92	(1)	AVID TECH:	7.94	(0.39)
AVID TECH:	7.94	(0.39)	BLNDER TONGUE:	0.59	0.00
BLNDER TONGUE:	0.59	0.00	BROADCOM:	49.45	(1.59)
BROADCOM:	49.45	(1.59)	CISCO:	27.04	(0.76)
CISCO:	27.04	(0.76)	COMMSCOPE:	25.99	0.01
COMMSCOPE:	25.99	0.01	CONCURRENT:	5.14	(0.07)
CONCURRENT:	5.14	(0.07)			



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PROGRAMMER'S PAGE

The Beginning of the Walking Dead

Different city. Different people. Even the walkers are different in **AMC's** "Fear the Walking Dead," a companion series that takes viewers back to the beginning of the zombie apocalypse when few understood what was happening (premieres Sun at 9pm ET). Set in L.A. and centered on a blended family, the series brings a bigger sense of realness. There's no authoritative figure/lawman like *Rick* from "The Walking Dead" who's good with guns. There's the school counselor/teacher couple with kids from previous marriages struggling with family issues on top of the apocalypse. "We are looking at people who don't have those authoritarian skills. They are not accustomed to working with weapons or being leaders of groups," said exec producer *David Alpert*, who also produced the *Walking Dead*. The pace seems slower versus *TWD*, at least the current season of it, as the series explores the dynamic of the dysfunctional family. "It's most important that people connect with and care about the characters before we start the action," Alpert said. "We never view it as a big action or zombie show. It's always viewed as a character driven drama set against the backdrop of the zombie apocalypse." Rest assured, there will be plenty of skirmishes as the apocalypse unfolds. When it comes to the walkers, there are a couple of major differences. First, they are fresher than the ones in the *Walking Dead* because they have just turned. They are not fully decayed, according to Alpert. And being in L.A. means a different climate than *Hotlanta*, where things decompose and decay quickly. LA weather is "great for preservation," said Alpert. So expect to see walkers that are dry, tan and sunburned. And "they are equally as gross, but just in a different way," Alpert said. How did the team come up with the title? It was important to have the words "walking dead" in it, Alpert said. And fear is what the show is about: Facing your fear, embracing your fear and living in a world where fear is constant. — *Joyce Wang*

Reviews: "Tig Notaro: Boyish Girl Interrupted," Sat, 10pm, **HBO**. Viewers who've yet to see her, will notice first *Tig Notaro's* extremely low-key delivery. Her clean language may surprise them, too. Wasn't HBO invented, in part, so the f-bomb could be said on TV? But 36 minutes in, she makes a courageous move, later she's joking about a bodily function, but in a funny and clean way. Notaro elicits consistent giggles. -- "Blunt Talk," premiere, Sat, 9pm, **Starz**. It's a treat to watch Shakespearian thespian Sir *Patrick Stewart*, 75 years young, acting silly. And he's very good at it in this off-the-wall comedy about a news anchor with a complicated personal life. While watching the relationship between Stewart and his manservant Harry, played wonderfully by *Adrian Scarborough*, will be enough to keep viewers smiling, the series overall is thin; the characters are stereotypes and the newsroom premise is only for show. The glass is half full when Stewart and Scarborough are on screen; it's half empty when they're not. --"From Dusk till Dawn: The Series," Season 2 premiere, Tues, 9pm, **El Rey**. Blood is key to this edgy enterprise—it's spilled profusely, serpent vampires suck it down and its ties motivate the Gecko and Fuller sibs. A hoot: redoubtable *Danny Trejo* as The Regulator, to whom blood is mother's milk. — *Seth Arenstein*

Basic Cable Rankings (8/10/15-8/16/15) Mon-Sun Prime			
1	FOXN	0.8	1866
2	DSNY	0.7	1714
2	TNT	0.7	1639
4	HGTV	0.6	1535
4	TBSC	0.6	1515
4	USA	0.6	1451
4	HIST	0.6	1402
4	NFLN	0.6	1076
9	DISC	0.5	1117
9	DSE	0.5	99
11	ADSM	0.4	1041
11	FX	0.4	1039
11	FOOD	0.4	1034
11	ESPN	0.4	974
11	LIFE	0.4	927
11	A&E	0.4	919
11	AMC	0.4	904
11	ID	0.4	857
11	FAM	0.4	836
20	SPK	0.3	821
20	SYFY	0.3	809
20	TLC	0.3	802
20	NAN	0.3	737
20	BRAV	0.3	660
20	VH1	0.3	658
20	HALL	0.3	640
20	DSJR	0.3	630
20	WETV	0.3	626
20	TVLD	0.3	595
20	OWN	0.3	524
20	HMM	0.3	404
20	DFAM	0.3	68
33	MSNB	0.2	585
33	APL	0.2	567
33	CNN	0.2	566
33	NGC	0.2	521
33	BET	0.2	517
33	GSN	0.2	464
33	MTV	0.2	461
33	INSP	0.2	454
33	TRU	0.2	452
33	EN	0.2	428
33	CMDY	0.2	417
33	TRAV	0.2	398

*Nielsen data, supplied by ABC/Disney, is based on coverage area of individual networks

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