

# Cablefax Daily™

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What the Industry Reads First

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## Cable's Emmys: The Numbers Don't Lie

As cable casts a wary eye to cord-cutting, here are some Emmy-tastic numbers to help you sleep a little better. **Number of Primetime Emmy Wins:** Cable 24, broadcast 6, Online (Amazon, Netflix) 5. **Network with Most Wins:** HBO (14). By contrast, ABC had 2, while NBC and CBS each had 1 win. FOX and PBS went home empty-handed Sun. Program with the Most Emmy Wins: HBO's *Game of Thrones* (12, counting creative arts wins, including Outstanding Drama). Runner-up is HBO's "Olive Kitteridge," which garnered the most wins Sun night at 6. It won 8 total with the creative arts honors. In fact, 5 of the 6 programs with the most total Emmys belong to cable. FX's "American Horror Story: Freak Show" won 5, HBO's "Veep" earned 5 (including Outstanding Comedy) and the net's movie "Bessie" got 4. Amazon's "Transparent" earned 5 wins. This was in contrast to 2014 when PBS' "Sherlock: His Last Vow" received the most wins (7), followed by AMC's "Breaking Bad," (6) NBC's "SNL" (5) and HBO's "True Detective" (5). **Most wins for a Series in a Single Year:** 12, meaning HBO's "Game of Thrones" snatched the record away from NBC's "The West Wing" (9). It's also on pace to go down as the drama with the most wins over the course of its run, given that it's currently tied with "West Wing" and "Hill Street Blues." **Variety Category Wins:** 4. Comedy Central swept all 4 variety categories, with "Inside Amy Schumer" winning Outstanding Variety Sketch Series and "The Daily Show with Jon Stewart" taking Outstanding Variety Talk Series. **Consecutive Best Actress in a Comedy Wins:** 4 for Veep's Julia Louis-Dreyfus. **Lucky 8:** After 7 snubs, Jon Hamm finally won an Emmy for his portrayal of Don Draper on AMC's "Mad Men."

**TWC-BH-Charter Shareholder Votes:** As expected, **Time Warner Cable** shareholders voted Mon to approve Charter's \$56bln acquisition of the company. The deal was announced in May after **Comcast** dropped its \$45bln bid for TWC following regulators' concerns. Charter stockholders on Mon also approved Charter's TWC and **Bright House** transactions, with more than 99% of the votes cast for each of the proposals in favor of the deals. Meanwhile, Mon was Day 10 on the FCC's voluntary 180-day shot clock for reviewing the merger. Comments continue to trickle in about the deal, which is not seeing the sort of opposition as Comcast-TWC. On Fri, **Jewish Life Television** pres/CEO *Phil Blazer* wrote to say he supports the deal, citing Charter's pledge to place a strong emphasis on multicultural and multiethnic programming. It has also received ringing endorsements from various state legislators. Not everyone's on board, though. Last week, the mayor

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of Mount Vernon, NY, asked the Commission to withhold support until TWC makes good on PEG commitments.

**Net Neutrality:** While most of the folks challenging the FCC's Title II net neutrality order believe the Commission overstepped its bounds, **Full Service Network's** petition claims the FCC did not go far enough in imposing new regulations on broadband ISPs. It is against the FCC forbearing parts of Title II. On Mon, **NCTA, US Telecom, ACA** and others filed their response to Full Service Network's challenge. Not surprisingly, they call it "meritless." "The result FSN advocates—reclassification without any forbearance—would subject broadband to every aspect of Title II's utility-style regime," they told the DC Circuit, saying such regulation would go against Congress' announced policy of preserving the free market that exists for the Internet unfettered by federal or state regulation or with its directive that the FCC encourage deployment of advanced telecom capability by using regulatory forbearance. What's more, they argue that the DC Circuit couldn't accept any of FSN's challenges to the forbearance decision without vacating the FCC's entire order. "Sustaining reclassification but vacating forbearance would yield a regime that, as the Order makes clear, the FCC never intended and that the FCC in fact recognized would have devastating consequences for innovation and investment in one of the nation's most significant industries," the brief concluded. Meanwhile, amicus briefs continue to be filed. One of the latest is from Sen *Ed Markey* (D-MA), Rep *Anna Eshoo* (D-CA) and 27 other members of Congress in support of the FCC's Open Internet rules. "The FCC has done precisely what Congress intended the Commission to do—classify broadband Internet access service according to its best understanding of the technology of the day, and how consumers use that technology," the lawmakers wrote in their brief. "In light of the FCC's findings—findings which are amply supported by evidence—this Court should uphold the FCC's reasonable reclassification order." **Public Knowledge** and others were set to file an intervenors' brief late Mon (unlike amicus briefs, intervenors are actual parties to the litigation). "As our brief emphasizes, the Commission's rulemaking was a landmark decision for consumer protection with a solid legal foundation rooted in decades of communications law," PK assoc counsel *Kate Forscey* said.

**Conde Rises:** **NBCU** named *Cesar Conde* to the newly created post of chmn, **NBCU Intl Group** and **NBCU Telemundo Enterprises**. He takes over the Hispanic media assets from *Joe Uva*, who will transition into an advisory role working on the NBC Deportes move from Hialeah to the **NBC Sports Group's** broadcast facility in Stamford, CT. NBCU CEO *Steve Burke* credited Uva with helping to propel Telemundo to record growth. Conde was most recently evp, NBCU.

**Quotable:** "We've got partnerships with over 70 different companies that pay the same rates and give us a lot of exposure. (We) can't do something dramatically different for one that we're not doing for the 70 other partners," **PAC-12** commissioner *Larry Scott*, via the *San Jose Mercury News*, on PAC-12 Networks being unable to reach a deal with **AT&T** for carriage on **DirecTV**.

**From the Street:** It's time to pay attention to **DISH**, according to **New Street Research** analysts, noting **Verizon** CEO *Lowell McAdam's* comments in **Goldman Sachs'** investor conference last week. The exec said the telco isn't interested in buying DISH but is open to potential spectrum transactions with the satellite company. The telco needs DISH's spectrum urgently, with 38% of industry revenue but just 16% of industry capacity, the analysts said, citing DISH's spectrum as the only asset that would "meaningfully narrow the gap."

**Nielsen's Q2 Audience Report:** Nielsen's 2Q report found that video usage on digital platforms has risen nearly 20% YOY among adults. A lot of that usage stems from early birds and night owls, with the greatest percent increase in digital video during the overnight and early morning hours. (Confession time: how many of you keep your smartphone by the bed?) Nielsen said that between 5am and 8am, video usage has increased 38%. In terms of user uptick, the 9pm hour shows the most absolute growth, with an increase of 700K adults using a digital platform between May 2015 and May 2014.

**NAB vs MVPDs:** **NAB** told the **FCC** Mon that MVPDs' characterization of the pay TV industry as "highly competitive" just isn't true. Instead, it's highly and increasingly consolidated, the broadcast group said in reply comments to the FCC's annual assessment of competition in the video marketplace. "By any standards, the combined **Charter/TWC/Bright House** will have market power in a significant number of DMAs (as do other MVPDs in other markets), and will be increasingly consolidated on a regional basis," NAB said, pointing to SNL Kagan data that shows TWC alone—even before any merger—controls more than 40% of the total MVPD market in 30 different DMAs. Of course, NAB used all of this to argue against any changes to the retrans regime and repeated its call for enforceable customer service standards for MVPDs.

# BUSINESS & FINANCE

**Ratings:** BBC America's "Doctor Who" season 9 premiere scored 2mln total viewers and 1.1mln 18-49. The ep saw increases in key demos, most notably 12-24 (+186%) and 18-34 (+161%) vs the season 8 premiere ep.

**Univision's New App: Univision Digital** will launch UniNovelas App as new telenovela "Antes Muerta Que Lichita" kicks off. The app, developed by cross media company **Screenz**, seeks to foster "novelovers," the telenovela community, with watch-and-play prizes. Operating on iOS and Android, the app features a play-along experience with a real-time dashboard, curated news feed, and novela pages with info about **Univision Network's** primetime telenovelas and access to special content such as character blogs and tutorials.

**People: Univision Comm** appointed **Derek Bond** as svp, production strategy, effective immediately. He will report to evp of broadcast operations and technology **David Rabinowitz**. Bond was most recently CEO of **Imagina Content** at **Imagina US**. Bond also served as senior evp of **Telemundo Studios & Broadcast Operations** for 10 years.

**Overachievers Under 30:** Don't procrastinate! Friday is the deadline to nominate that hard-working person for Cablefax's Overachievers Under 30 award. That'll make for great brownie points when they become your boss. Nominate them online at [cablefax.com](http://cablefax.com).

## Cablefax Daily Stockwatch

Company	09/21 Close	1-Day Ch	Company	09/21 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	62.42	1.48	CONVERGYS:	23.09	0.26
ENTRAVISION:	7.14	(0.19)	CSG SYSTEMS:	30.83	0.41
GRAY TELEVISION:	13.44	(0.3)	ECHOSTAR:	44.09	(0.15)
MEDIA GENERAL:	11.41	(0.31)	GOOGLE:	635.44	6.19
NEXSTAR:	47.15	(0.57)	HARMONIC:	5.85	(0.02)
SINCLAIR:	27.47	0.21	INTEL:	29.16	0.14
TEGNA:	23.58	0.36	INTERACTIVE CORP:	68.59	(0.68)
<b>MSOS</b>					
CABLE ONE:	426.86	2.94	LEVEL 3:	46.32	(0.04)
CABLEVISION:	33.12	(0.01)	MICROSOFT:	44.11	0.63
CHARTER:	194.50	3.11	NETFLIX:	100.30	(2.32)
COMCAST:	57.89	0.47	NIELSEN:	47.55	0.81
COMCAST SPCL:	58.28	1.06	RENTRAK:	47.74	(0.4)
GCI:	17.87	0.13	SEACHANGE:	6.53	0.16
LIBERTY BROADBAND:	56.92	1.14	SEACHANGE:	6.53	0.16
LIBERTY GLOBAL:	49.09	0.39	SONY:	25.46	0.05
SHAW COMM:	19.57	0.03	SPRINT NEXTEL:	4.38	(0.1)
SHENTEL:	41.45	2.12	TIVO:	8.81	0.05
TIME WARNER CABLE:	191.04	1.53	UNIVERSAL ELEC:	46.99	0.53
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	26.45	0.14	VONAGE:	6.18	(0.08)
AMC NETWORKS:	75.95	0.96	YAHOO:	31.17	0.43
CBS:	42.88	0.17	<b>TELCOS</b>		
CROWN:	5.10	0.04	AT&T:	32.56	0.01
DISCOVERY:	28.81	0.53	CENTURYLINK:	25.88	0.25
DISNEY:	103.41	0.57	FRONTIER:	4.94	(0.05)
GRUPO TELEVISIA:	28.99	0.01	TDS:	26.68	0.44
HSN:	58.07	0.47	VERIZON:	44.80	0.23
LIONSGATE:	39.48	(0.2)	<b>MARKET INDICES</b>		
MSG:	75.22	(0.78)	DOW:	16510.19	125.61
SCRIPPS INT:	52.50	(0.42)	NASDAQ:	4828.96	1.73
STARZ:	40.38	(0.3)	S&P 500:	1966.97	8.94
TIME WARNER:	69.57	(0.07)			
VIACOM:	45.86	(0.85)			
WWE:	18.16	(0.05)			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.32	0.04			
AMDOCS:	58.44	0.81			
AMPHENOL:	52.01	0.07			
APPLE:	115.21	1.76			
ARRIS GROUP:	26.87	(0.12)			
AVID TECH:	8.46	(0.17)			
BLNDER TONGUE:	0.56	0.02			
BROADCOM:	52.71	0.29			
CISCO:	25.54	UNCH			
COMMSCOPE:	25.84	0.10			
CONCURRENT:	4.85	(0.1)			

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# CFX TECH

by Joyce Wang

## Comcast Business' Fantasy Sports Play

For many football fans, Aug/early Sept means fantasy football draft season. And leagues increasingly host live drafts (check out the latest **Buffalo Wild Wing** TV ads), which typically last for hours and include more than 10 people. **Comcast's** enterprise arm **Comcast Business** is capitalizing on the trend, targeting bars and restaurants hosting draft parties that feature fast wireless access and other tech access. "We are seeing a trend with restaurants that have capitalized on the fantasy draft opportunity by offering incentives to new loyalty program members," *Alexandra Sewell*, vp of mid-market & enterprise marketing, told us. He noted these incentives include discounts on food and beverages for bringing your laptop to the draft party or booking your event through online reservation systems. "Encouraging more program signups lets bars and restaurants leverage this data with lead nurturing programs that provide promotional offers throughout the year," he said. In light of these new incentives by restaurants, the MSO is educating restaurants and bars on ways these services can create a good draft experience for their guests, in addition to marketing its HD video with national and local sports content and HSI packages through various promotions, Sewell said. Fast WiFi and HD sports programming "is a must" as guests expect real-time access to team stats from their devices, he said. Some restaurants have even started to provide fans with tablets applications to manage their teams' rosters, requiring restaurants to be prepared with sufficient bandwidth and fast connections, he said. Restaurants are also offering football themed gamification features on their tabletop tablets, which entertain guests while they wait for their food. And with free Wi-Fi offered throughout the restaurant, customers can even share updates and comments about their fantasy draft experience with their social networks without leaving their seats. For restaurants hosting a large crowd, a streamlined

process is essential. That means using point-of-sale (POS) tablets to cut down on guest wait times and enable faster communications among restaurant staff, Sewell said. With POS transactions that contain sensitive information like credit card numbers, a secure, private wireless network for business use—in addition to a separate public hotspot for patrons—is critical, according to Sewell. Having a separate private network can also prevent potential interruptions stemming from surges in customers' use of the public network, and vice versa, he said. According to the **Fantasy Sports Trade Association**, players spend more than \$15 billion yearly on fantasy football. No wonder ISPs like Comcast are eyeing the potentially lucrative business.

**Yvette Kanouff's Expanded Role:** Cisco didn't officially announce it, but we're told that the company has expanded svp/gm of Service Provider Video Software and Solutions Group (SPVSS) *Yvette Kanouff's* role in driving its cloud strategy. The company has combined its Cloud Virtualization Group, led by svp/gm *Gee Rittenhouse*, and Cloud Infrastructure Services unit, led by svp of cloud infrastructure and managed services organization *Faiyaz Shahpurwala*, into a new organization led by Kanouff. The new group will include the service provider software and solutions business. Both Rittenhouse and Shahpurwala will report to Kanouff, who will relocate to San Jose. As part of the change, *Conrad Clemson*, vp of strategy at the Service Provider Video Technology Group, will be the new leader of SPVSS. "This is the right time and opportunity to bring together our Cloud groups under one leader to drive scale, sharpen our focus and unify our priorities... Yvette's strategy, technical and business execution expertise will help ensure we continue our momentum in cloud," a spokeswoman said.

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

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