

Cablefax Daily™

Wednesday — September 23, 2015

What the Industry Reads First

Volume 26 / No. 183

Arris' Stanzione: Outlook on M&A, OTT and 2016

Arris has been the #1 consolidator in the cable vendor space this year with its \$135mln **ActiveVideo** joint venture deal with **Charter** and its \$2.1bln pending acquisition of **Pace** (German and South African regulators have already given it the OK). Since the Pace deal was announced in April, "we have [spent] a lot of time doing integration planning. Along the way we have had a lot of work done, and we expect to hit the ground running and be ready to close it in Q4," pres/CEO **Bob Stanzione** said during **Raymond James'** investor conference Tues. Arris shareholders will vote on the transaction on Oct 21, followed by Pace shareholders' vote a day after. Putting the company's M&A activities into context, the exec emphasized "scale is very important," especially when Arris' service provider customers and silicon suppliers have been consolidating. The Pace deal is "a big step achieving that big scale," which will help Arris obtain more international operations and enter into the satellite arena. Consolidations have also intensified in the telecom space in the EU. Arris is "certainly aware of what's going on in our customer community," Stanzione said. Just like consolidators in the US, bigger telecom providers in the EU need vendors with scale, and that's why Arris' **Motorola Home** transaction (closed in 2013), the ActiveVideo and Pace deals would allow Arris to compete more effectively, he said. "We are responding to the changing marketplace." Typically, the consolidator will increase its spending following the transaction to upgrade the networks it has just acquired. "That's also increased opportunities for us," said the former **AT&T** exec. Despite a solid 2Q, there was some pressure on the business due to spending cuts by Arris' telco customers. Stanzione noted AT&T's **DirecTV** transaction, which has resulted in the telco moving some of its spending onto satellite services. However, the Pace merger should help remedy the situation as Pace has been a vendor for DirecTV. Arris' other telco customer **Verizon** has divested some wireline assets to **Frontier Comm**. As a result, Stanzione expects Frontier to invest more aggressively next year. Cord-cutting isn't a problem for Arris. The transition to streaming video from linear is driving significant Internet traffic growth, and that's "what feeds our business," said the exec. "Our U.S. service provider customers are serving core customers as well as cord-cutters," he said, noting one of Arris' pay-TV providers customer has integrated **Netflix** into its user interface. "You will see more and more similar agreements emerging in the next year or so," he said. One thing that the cord-cutters want is a high-speed data connection. In 2Q, the company shipped as many video gateways as it did with data gateways. While set-top price has

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gone down, price for data gateways has gone up thanks to increased functionalities such as new Wi-Fi features, Stanzione said. "We are very well positioned... in this transition to OTT... The bottom line is we like it." Meanwhile, "WiFi is a huge component of our offering now. It has become a necessity for most," the exec said. The company is starting to launch a device to be used outside the home to expand WiFi in the community. Another initiative for cable is DOCSIS 3.1, the latest standard to deliver broadband. That will drive the expansion of gigabit services in 2016, Stanzione said.

Exclusivity Wars: The FCC fired another shot at broadcast exclusivity rules, with Media Bureau chief *Bill Lake* penning a blog post Tues in support of chmn *Tom Wheeler's* plan to eliminate network non-duplication and syndicated exclusivity rules. He rejected the argument by some that the rules are linked to the compulsory copyright licenses and thus need to stay in place until Congress repeals the compulsory licenses. "The compulsory licenses, and the rationale on which they are based, provide no reason to retain the exclusivity rules, as geographic exclusivity can be well protected by contract, with the backup of the retransmission consent regime," Lake wrote. He also rejected the idea that MVPDs would get a free ride to carry copyrighted material without paying, pointing to the fees MVPDs pay for retrans consent. "There was a time and a place for the Commission's exclusivity rules. That time has passed," Lake said. "It is now time for the Commission to step aside and let programming negotiators in the private marketplace do their jobs." **NAB** is fighting tooth and nail against the change. On Tues, the group said neither Lake nor Wheeler have identified any consumer benefit to eliminating the rules. NAB is among those arguing that the exclusivity rules and compulsory copyright licenses go hand in hand. On Tues, it filed comments at the FCC arguing that many times Congress has confirmed the importance of exclusivity in the past two decades since retransmission consent came into being.

Video Competition Report: **NCTA** warned the FCC against CableCARD 2.0 in video competition reply comments late Mon. **The Consumer Video Choice Coalition**, which includes **Google**, has called for a govt-imposed technology mandate that would force MVPDs to disaggregate their services so that they could be repackaged by 3rd party device makers. The presumption is that it would save consumers money. "But similar promises were offered before to justify the failed CableCARD mandate. Instead, CableCARD televisions were offered at high markup," NCTA wrote. "The CVCC does not offer any commitment to actually build and sell retail set-top boxes that would save consumers money. More important, CVCC does not even acknowledge the significant evolution in the marketplace for delivery of video content, particularly rapid advances in the apps approach." NCTA contends that consumer adoption of apps already drives access to MVPD content on retail devices, noting that Roku has sold more than 10mln boxes that rely totally on apps. The trade group's filing also picked apart NAB's assertion that there isn't competition in the MVPD space, noting that the FCC has twice been able to convince the DC Circuit that 30% horizontal ownership cap was reasonable and that vertical integration has virtually disappeared.

Ratings: The return of Monday Night Football gave **ESPN** the #1 spot among cable nets in prime last week, with the net averaging 4.3mln viewers. **CNN**, helped heartily by the GOP presidential debate, took 2nd place (3.7mln viewers), followed by **Fox News** (1.6mln), **Disney** (1.57mln) and **USA** (1.47mln). While the debate won the week in viewers (23mln), ESPN's football double-header scored some impressive stats. Some 14.3mln tuned in for Minnesota-San Fran, and 13.6mln watched Philly-Atlanta. Also helping the net was Alabama's defeat against Ole Miss Sat (7.6mln viewers). **AMC's** "Fear the Walking Dead" continues to draw a crowd, averaging 6.6mln for Sun night's viewing.

Frontier's New TV Service: **Frontier**, which is acquiring wireline assets from **Verizon**, has started marketing "Freedom TV." Starting at \$20 a month, the cord-cutter-targeted service features a **TiVo** Roamio over-the-air DVR, HD antenna and access to SVOD platforms like **Netflix**. A promotion on Frontier's Website features the line "cut your cable bill and all of those unwanted channels." For new customers signing a 1-year contract, they get 1-year of **Amazon Prime**. For an additional \$9.99 a month, subs get access to the service in other rooms by using the TiVo Mini client.

DISH Ups Service: **DISH** upped its customer service game with the launch of "My Tech," a feature on MyDISH.com allowing subs to track technicians. Following the scheduling of an appointment, subs will receive information about the technician's location, estimated time of arrival as well as the name and photo of the dispatched technician.

IOT Membership: Wi-Fi Alliance, which counts **Comcast, Cisco, Apple, Intel, Broadcom** and **Microsoft** as members, launched "Implementer Membership" in light of the expansion of Internet of Things services and devices. The move is designed to address the needs of companies that don't specialize in developing connectivity technologies but want IoT,

BUSINESS & FINANCE

according to the alliance. Check out the full story at Cablefax.com

DAI Patents: Invidi Technologies was awarded a patent for national insertion of targeted advertising, which allows control of different ad breaks to different parties within the network. The company counts U.S. ops serving a total of 68mln HHs as customers including **DirecTV, DISH, Verizon, Comcast** and **AT&T**.

People: **NCTC** hired former **WOW!** exec **John Childress** for the new role of vp, product strategy and management. He will focus on developing new advanced tech with supplier-partners to aid NCTC members. -- **Jenny Storms** was named CMO for **NBC Sports Group**, where she'll oversee all marketing for the group, including for **NBCSN**, the 10 RSNs and **NBC Sports Digital**. The ex-**PepsiCo** exec starts Oct 1 and will report to chmn **Mark Lazarus**. **John Miller**, who turns 65 next month, announced last week he will transition out of the CMO role and focus solely on the Olympics. -- **Disney's** board elected **Maria Elena Lagomasino** as a director, effective Dec 1. She is the CEO and managing partner of **WE Family Offices**, a wealth advisory firm.

Mothers Welcome: **Discovery** made **Working Mother** magazine's list of 100 best companies for the 16th consecutive year. Other companies featured in the Oct/Nov issue include **Accenture, AOL, Turner, Verizon** and **Viacom**.

Cablefax Daily Stockwatch

Company	09/22 Close	1-Day Ch	Company	09/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	61.93	(0.49)	CONVERGYS:	22.84	(0.25)
ENTRAVISION:	7.00	(0.14)	CSG SYSTEMS:	30.40	(0.43)
GRAY TELEVISION:	13.51	0.07	ECHOSTAR:	43.52	(0.57)
MEDIA GENERAL:	11.68	0.27	GOOGLE:	622.69	(12.75)
NEXSTAR:	46.57	(0.58)	HARMONIC:	5.72	(0.13)
SINCLAIR:	26.85	(0.62)	INTEL:	28.67	(0.49)
TEGNA:	23.24	(0.34)	INTERACTIVE CORP:	67.95	(0.64)
MSOS					
CABLE ONE:	433.51	6.65	LEVEL 3:	45.00	(1.32)
CABLEVISION:	33.05	(0.07)	MICROSOFT:	43.90	(0.21)
CHARTER:	193.42	(1.08)	NETFLIX:	98.47	(1.83)
COMCAST:	57.71	(0.18)	NIELSEN:	47.11	(0.44)
COMCAST SPCL:	58.03	(0.25)	RENTRAK:	46.35	(1.39)
GCI:	17.81	(0.06)	SEACHANGE:	6.34	(0.19)
LIBERTY BROADBAND:	56.28	(0.64)	SEACHANGE:	6.34	(0.19)
LIBERTY GLOBAL:	48.28	(0.81)	SONY:	25.02	(0.44)
SHAW COMM:	19.30	(0.27)	SPRINT NEXTEL:	4.40	0.02
SHENTEL:	41.94	0.49	TIVO:	8.61	(0.2)
TIME WARNER CABLE:	190.24	(0.8)	UNIVERSAL ELEC:	45.86	(1.13)
PROGRAMMING					
21ST CENTURY FOX:	26.35	(0.1)	VONAGE:	6.14	(0.04)
AMC NETWORKS:	74.89	(1.06)	YAHOO:	30.40	(0.77)
CBS:	42.58	(0.3)	TELCOS		
CROWN:	5.10	UNCH	AT&T:	32.27	(0.29)
DISCOVERY:	27.81	(1)	CENTURYLINK:	25.38	(0.5)
DISNEY:	102.49	(0.92)	FRONTIER:	4.80	(0.14)
GRUPO TELEVISIA:	28.41	(0.58)	TDS:	26.03	(0.65)
HSN:	58.06	(0.01)	VERIZON:	44.43	(0.37)
LIONSGATE:	38.55	(0.93)	MARKET INDICES		
MSG:	73.40	(1.82)	DOW:	16339.47	(179.72)
SCRIPPS INT:	51.03	(1.47)	NASDAQ:	4756.72	(72.23)
STARZ:	39.81	(0.57)	S&P 500:	1942.74	(24.23)
TIME WARNER:	69.39	(0.18)	TECHNOLOGY		
VIACOM:	45.19	(0.67)	ADDVANTAGE:	2.30	(0.02)
WWE:	17.88	(0.28)	AMDOCS:	57.45	(0.99)
TECHNOLOGY					
ADDVANTAGE:	2.30	(0.02)	AMPHENOL:	50.69	(1.32)
AMDOCS:	57.45	(0.99)	APPLE:	113.40	(1.81)
AMPHENOL:	50.69	(1.32)	ARRIS GROUP:	26.46	(0.41)
APPLE:	113.40	(1.81)	AVID TECH:	8.38	(0.09)
ARRIS GROUP:	26.46	(0.41)	BLNDER TONGUE:	0.57	0.01
AVID TECH:	8.38	(0.09)	BROADCOM:	52.12	(0.59)
BLNDER TONGUE:	0.57	0.01	CISCO:	25.14	(0.4)
BROADCOM:	52.12	(0.59)	COMMSCOPE:	25.86	0.02
CISCO:	25.14	(0.4)	CONCURRENT:	4.80	(0.05)
COMMSCOPE:	25.86	0.02			
CONCURRENT:	4.80	(0.05)			

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Cablefax TV Innovation Summit

Thursday, October 1, 2015 • The Yale Club, NYC

Agenda

www.cablefaxtvsummit.com

The TV landscape is dramatically shifting and it can be hard to keep up. As an industry professional, you are uniquely positioned to lead your organization into the new age of the TV ecosystem, but first you need advice and insight from cutting-edge, experienced industry influencers.

Cablefax's TV Innovation Summit on October 1 in NYC will give industry executives the skills to integrate new techniques into their businesses as the industry marches on this historic crossroads.

8:00 - 10:00 a.m. | Cablefax Program Awards & Top Ops Breakfast

Join Cablefax for the Program Awards and Top Operators Breakfast. This outstanding event brings together those who create amazing content and those who excel in bringing it to the viewers. Read profiles of the 2015 Top Operators in Cablefax: The Magazine and view the Program Awards finalists.

Awards Breakfast included in All Access Pass – Separate tickets also available

10:00 - 11:00 a.m. | Registration and Networking - Sponsored by: **DEMAND**

11:00 - 11:05 a.m. | Welcome

11:05 - 11:20 a.m. | Opening Keynote | Market Consolidation: Nirvana or Armageddon?



Marci Ryvicker
Managing Director &
Senior Equity Analyst
Wells Fargo

We'll start the day with keynote speaker, Marci Ryvicker, kicking off the summit with an honest look at where we stand, where it's going and what all of this industry consolidation ultimately means for the business in 2016 and beyond.

11:20 - 11:45 a.m. | OTT, TVE and Skinny Bundles: Can't We All Just Get Along?

Now armed with insights into 2016, TV Innovation attendees will get into one of the most controversial issues facing the industry. Part one of this discussion will focus on how OTT and TVE fit together in the new TV ecosystem. The speakers will work through how consumers view the differences between a-la-carte OTT options vs. the authenticated experience offered by TVE and how the industry can do a better job ensuring that consumers understand how to manage all of their content choices all while supporting the ultimate goal of monetizing content creation and distribution.

SPEAKERS:



Dwayne Benefield
VP, Playstation VUE
Sony Network
Entertainment



Jim Galley
Director of
Distribution and
Strategic Partnerships
Hulu



Tom Mohler
CEO
Olympusat
Holdings



Robyn Polashuk
Managing Partner
Covington & Burling



Evan Silverman
SVP, Digital Media
A+E Networks

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11:45 - 12:25 p.m. | OTT, TVE and Skinny Bundles: Part Two

This topic is so dense; we had to pack it into two sessions. It may be hard for some to fathom that Skinny Bundles—once written off as a pipe dream or an unrealistic and unworkable way to package content—are becoming a major part of the zeitgeist. The jury is still out on their long-term viability, but some big players including DISH and Sony are making bold moves that are already changing the TV landscape. We'll get a primer from Sling TV CEO Roger Lynch and then bring in more voices for a wider discussion.

SPEAKERS:



James Glasscock
SVP, Strategy and
Business Development
Machinima



Paul Johnson
CEO
MPP Global



Roger Lynch
CEO
Sling TV



David McNaughton
SVP, Marketing/CMO
Mediacom

12:25 - 12:40 p.m. | Demand Dynamics: What's the Present and Future of VOD Monetization?



Chris Pizzurro
Head of Business
Development, Sales
& Marketing
Canoe

Dynamic Ad Insertion is a powerful tool that has long held big promise when it comes to monetization of the cable VOD platform. And now it's really happening, with no turning back. In this focused Q&A, we'll sit down with Chris Pizzurro of Canoe to assess the current state of DAI and other ways operators and programmers are monetizing the on-demand platform. And we'll peek into the future of how VOD's role will continue to evolve in a multiplatform world.

12:40 - 1:15 p.m. | Networking Lunch

1:15 - 1:40 p.m. | Down Periscope? How Live Streaming Just Changed Everything... Again

So Twitter takes an old concept (remember Ustream?), connects it to its powerful platform, and voila... a new disrupter is born. Now the content industry has to figure out how the renewed popularity of live streaming through apps like Periscope is forcing everyone to rethink all of their monetization strategies.

We'll take a sober look at the current situation, dissect the technology and discuss strategies for protecting content while also leveraging live streaming on social platforms. Who knows? Maybe Hollywood and Silicon Valley can work together to ensure that the chaotic streaming environment doesn't devolve into a maelstrom of lawsuits and take-down notices (the kind that eventually decimated the music industry). And how about distributors and programmers, which both have a stake in this? How can they work together to ensure that live streaming works for and not against the business?

SPEAKERS:



Patti Loyack
VP Communications
Comcast's Xfinity Share



Tania Yuki
CEO and Founder
Shareablee

REGISTER FOR YOUR ALL ACCESS PASS:

Kick off the morning with breakfast! Cablefax will announce the Program Awards winners and also celebrate the industry's Top Operators. (*Individual Tickets for Breakfast are also available.*)

Cablefax's TV Innovation Summit brings together thought leaders and experts across the content industry to share ideas, tactics, and answers to the toughest questions facing the multiscreen universe.

Round out the day with the closing cocktail reception; continue brainstorming and networking with your colleagues.

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1:40 - 2:10 p.m. | We Do (Content) Windows: What's Working, What's Not and What's the Future?

With consumers watching content across so many platforms and devices, the entire entertainment industry finds itself in a conundrum over content windows. For movie studios, it's about how to balance first-run theatrical releases against VOD pay-per-view and streaming services like Netflix and Amazon. Does it make sense to do same day-and-date releases, or are the risks too great? For TV networks, it's about whether to make more seasons available on more screens—especially as consumers increasingly binge to catch up on current shows.

This isn't theory. Content owners could be missing out on VOD and OTT revenue and even risking lower linear ratings because interested viewers can't find previous seasons of highly serialized shows. We'll discuss the ins and outs of why windowing has become one of the toughest issues facing the multiplatform content industry. And we'll brainstorm what to do about it.

SPEAKERS:



Val Boreland
EVP, Programming
and Production
Revolt Media & TV



Seth Haberman
CEO
Visible World



Steve Meyer
VP, Video Strategy
& Analysis
Comcast Cable



Emilio Nuñez
SVP, Movies & Original
Programming
IN DEMAND



Jennifer Pirot
SVP, Business
Development
NBCUniversal Digital
Distribution



MODERATOR:
Adriana Waterston
SVP of Insights and
Strategy
Horowitz Research

2:10 - 2:40 p.m. | Programmatic Static: Advertising, Marketing and Monetization in a Digital World

You've told people that you understand programmatic advertising. Heck, you've even sounded pretty convincing. But now it's time to pull back the veil and truly understand how automated buying changes the advertising and marketing landscape. How does programmatic fuse digital and linear targeting? Who are the big technology and strategic players? And how can content owners and distributors rise above a "set it and forget it" mentality that risks leaving money and viewers on the table?

We'll explore new ways that programmers and operators are using programmatic to hone overall marketing strategies, super-serve the right ads in the right way and ultimately beat the competition. We'll also dissect how programmatic buying intersects with other tried-and-true advertising and marketing methodologies. Programmatic is a huge part of the future for the entire industry, and this session will wash away the confusion and prepare you for success.

MODERATOR:



Barry Frey
President and CEO
Digital Place
Based Advertising
Association

SPEAKERS:



Doug Fleming
Director of
Programmatic Sales
Hulu



Seth Goren
SVP, Media Strategy
and Analytics
Discovery
Communications



James Shears
GM of Addressable
and Programmatic
DISH



Jamie Weissenborn
Chief Revenue
Officer
Machinima

2:40 - 2:55 p.m. | Networking Break

2:55 - 3:10 p.m. | Q&A with Tom Montemagno



Tom Montemagno
EVP of Programming
Cablevision Systems
Corporation

We will sit down with Cablevision's top content negotiator to discuss the biggest challenges facing the TV ecosystem, how distributors are responding to changing behavior among consumers, and how the multiscreen universe continues to create both opportunities and pitfalls in 2015 and beyond.

3:10 - 3:50 p.m. | Deal Making Demystified: Getting to Yes Through the Negotiating Gauntlet

Get ready for something completely different as two expert attorneys at NYC-based firm Cowan DeBaets Abrahams & Sheppard LLP stage a mock programming negotiation amid a world of OTT, TV Everywhere, consumer chaos and infinite screens. With one lawyer repping the programmer and one counseling the distributor, we'll learn what thorny issues pop up as both sides hash out terms amid a changing TV ecosystem. As a bonus, Lynne Costantini will role play the client in this lively debate.

What arguments win the day as both sides attempt to reach middle ground and close the deal? And how do negotiators manage to build trust and create win-win situations when both sides fret about protecting their existing revenue streams? Watching this enlightening exercise, you'll come to understand how sometimes the seemingly toughest negotiations can end well when both sides compromise. These days, flexibility is key. And while getting to "yes" may not be pretty, it's always possible.

SPEAKERS:



Lynne Costantini
President, Business Development
The Blaze



Doug Jacobs
Partner
Cowan, DeBaets, Abrahams & Sheppard



J. Stephen Sheppard
Partner
Cowan, DeBaets, Abrahams & Sheppard

3:50 - 4:30 p.m. | Brave New World: Will the New TV Ecosystem Respect You in the Morning?

In this final wrap-up session, we'll explore how the radically new TV ecosystem will influence decisions into 2016 and beyond. Where are the biggest opportunities to leverage digital platforms and extend monetization across multiple screens? What challenges will be most daunting as TV execs plot their business strategies? And what general principles are likely to get the best results as content owners and distributors in both linear and online environments compete for eyeballs?

The Holy Grail is figuring out what consumers truly want. But is it about unbridled choice or just smart curation that targets the right content to the right people, at the right time and on the right device? When it comes to video content, programmers and distributors have the same basic goals: Satisfy the consumer, monetize the content. The only question is which companies will ride the waves of this new TV ecosystem, and which ones will get swallowed by its wake.

SPEAKERS:



Clayton Banks
Chief Digital Officer
Ember Media



Richard Buchanan
VP, Engineering & Operations
Comcast Wholesale



Sandra K. Howe
SVP, Global Marketing
ARRIS Group, Inc



David Kaplan
SVP of Research and Insights
Bravo & Oxygen Media



Elad Nafshi
VP, Video Product Management
Comcast Cable

4:30 - 5:30 p.m. | Cocktail Networking Reception - Sponsored by:



After a long day of learning and networking, you will get a chance to unwind with Cablefax during the Olympusat sponsored cocktail reception. There will be plenty to talk about and this event is a great time to ask the experts or network with your colleagues.

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