

Cablefax Daily™

Friday — September 25, 2015

What the Industry Reads First

Volume 26 / No. 185

Discovery Doings: Programmer Hires DirecTV CMO, Gears Up for Investor Day

Ahead of its inaugural investor day next week, **Discovery** announced yet more changes in its executive ranks. *Paul Guyardo*, former chief revenue and marketing officer at **DirecTV**, will join Oct 5 as chief commercial officer, reporting to CEO *David Zaslav*. It's a brand new position that will oversee US ad sales, digital media, licensing and consumer products, consumer insights and data analytics. His hiring further illustrates Discovery's interest in diversifying its offerings. "Our go-forward success in a random-access world depends on how well we innovate and monetize our content and brands across platforms. Paul brings a track record of results in growing businesses and creating consumer-centric strategies to launch products, create new revenue streams and engage viewers," Zaslav said in a statement. **Macquarie Securities** analysts said it's "mission critical" for Discovery to articulate at Tues' Investor Day "how its assets fit in an IP world and that its International strategy will pay off after recent acquisitions." The analysts see the vast majority of Discovery's upside coming from its burgeoning international business, which they believe will surpass the US in value by the end of the decade. Last month, Discovery announced *Marjorie Kaplan* would relocate to London in Oct to lead the company intl content strategy. She previously headed **TLC**, **Animal Planet** and **Velocity**. It's a big gig given the millions Discovery has invested on exclusive rights to the 2018-2024 Olympic Games across Europe. During 10 years at DirecTV, Guyardo's leadership drove annual US revenue from \$12.2bln to \$26bln and the US subscriber base from 15mln to 20mln. He also helped DirecTV launch a pretty popular ad campaign. Discovery also announced an expanded role for *Bruce Campbell*. He'll serve as chief development, distribution & legal officer, which reflects his new oversight of the company's domestic distribution and Discovery Education division. Domestic Content Distribution CEO and Discovery Ed pres *Bill Goodwyn* will report to Campbell. Domestic distribution pres *Eric Phillips* will continue to report to Goodwyn. Campbell, who led Discovery's acquisitions of Eurosport and SBS Nordic, will continue to oversee corporate development, legal affairs, production management and production studios.

Retrans Alert: AT&T and DirecTV both face possible blackouts on Oct 1. DirecTV could lose **Media General** stations, while AT&T faces a deadline with **Tribune** and **WGN**.

JD Power Study: The champagne corks are popping at newly merged **AT&T-DirecTV**. The satellite provider scored the

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highest ranking (771) in customer satisfaction in the East region in **JD Power's** annual residential television service provider survey. AT&T U-verse and DirecTV tied for the highest rank in the North Central region (750). **Verizon FiOS** (777) took the prize in the South, while **DISH** led the rankings in the West (761). Overall satisfaction with TV providers increased 12 points to 723 in 2015. No cable ops hit the East Region average of 721.3, with **Cablevision** (707.3) scoring the highest, followed by **Cox** (705.3), **Comcast** (689.2) and **Time Warner Cable** (686.2). In North Central, overbuilder **WOW!** beat the 710.3 average with its 721.4 score (AT&T, DirecTV and DISH all had above average scores). Comcast scored a 689.2, followed by **Charter** 688.2 and **TWC** (666.2). Cox (716.3) was the cable op closest to the 729 average for the South. It also had the closest cable operator score (709.3) to the West average of 724.3. JD Power found that 53% of highly satisfied residential customers reported they would not switch providers in 12 months vs only 10% for dissatisfied customers. Cable's tale wasn't much better in the Internet and phone satisfaction studies. Verizon ranked highest in ISP customer satisfaction in the East, South and West, while AT&T was tops in the North Central regions. Cox was 2nd place in the East, and WOW! was runner-up in North Central. AT&T ranked highest in phone customer satisfaction for North Central and West regions, while Verizon took East and South. Again, Cox had the highest rankings among incumbent cable ops.

Mission Media: The Cable and Telecom Human Resources Association (CTHRA) announced Mission Media, an initiative aimed at improving cable's efforts to encourage recent vets, reservists and members of the National Guard to join cable's ranks. The program was developed by a 22-member Veterans Advisory Council under the chairmanship of **NCTA** pres/CEO *Michael Powell* and is guided by CTHRA. The initiative will develop best practices focusing on the most effective ways to identify and recruit and retain vet talent. It will also create training sessions for HR managers in cable who are unfamiliar with vet recruiting. There will be virtual job fairs, industry-wide mentoring, and partnerships with vet-related nonprofits and government agencies. The launch of the program will take place in NYC on Wed during a signing ceremony between the industry and the **Employer Support of the Guard and Reserve**, a DoD office. **A+E Nets** pres/CEO *Nancy Dubuc* and **Comcast Cable** pres/CEO *Neil Smit*, both honorary chairs, will host the event.

Rentrak/AMC Partnership: **Rentrak** is teaming with **AMC Nets** to develop cross-platform analysis of program viewing. The partnership will integrate viewing behavior from Rentrak's VOD information with census-level video viewing collected from AMC's digital platforms. The initiative is expected to allow Rentrak to create a reach model based on the direct attribution between the HH digital viewing, DVR, TV and VOD sources. That will ultimately enable reporting that highlights the incremental program reached from additional programs, according to Rentrak.

Comcast Bashing: Free Press just loves to beat up on **Comcast**. A fundraising request for its battle to protect the **FCC's** Title II order went out Thurs with the subject line "Take Down Comcast." Comcast isn't directly challenging the order, but **NCTA**, of which it's the largest member, has petitioned the DC Circuit to vacate it. "We don't mess with money from business, government or political parties. We rely on contributions from members like you to help us take down the likes of Comcast," said the Free Press missive. The group also opposed Comcast's now-scuttled plan to acquire **Time Warner Cable**.

TiVo Scores Latin America Contract: **TiVo** revealed it in an **SEC** filing earlier this week a deal with **Millicom International Cellular**, which provides wireless/wireline services to more than 50mln subs. The deal "relates to the deployment of multiple TiVo products and services to MIC-owned pay television platforms in certain Latin American territories," the filing said.

Diversity Week: **NAMIC** and **WICT's** joint town hall Tues to discuss the results of their workforce diversity survey will feature **NCTA's** *Michael Powell*, **Comcast's** *David Cohen*, **Cox** pres *Pat Esser*, **Suddenlink** CFO *Mary Meduski*, **A+E Nets' Stacy Green** and **Disney's** *Paul Richardson*. **CNN** anchor *Suzanne Malveaux* will moderate, and **Mercer's** *Gail Greenfield* will present survey results. Underwritten by the **Walter Kaitz Foundation**, the survey results will comprise findings to inform the next iterations of the NAMIC AIM and the WICT PAR Initiative reports. -- **NAMIC** announced that *Eddie Huang*, author of the memoir "Fresh Off the Boat" (adapted for a sitcom on **ABC**), will keynote Wed's luncheon recognizing the Excellence in Multicultural Marketing Award winners. Check out all the winners in **Cablefax's** Most Influential Minorities magazine, which will be released on Mon. -- If you procrastinated in buying tickets to **WICT's** Touchstones Lunch on Mon, you're out of luck. It has sold out. However, there is still time to register for the **WICT** Leadership Conference (Mon-Tues).

Starz Play Lands on Samsung: **Starz's** TVE service Starz Play was launched on **Samsung** Smart TVs Thurs. The move follows the authentication app's launch on a wide array of platforms including gaming consoles, smartphones and tablets.

BUSINESS & FINANCE

People: Chris Busch returned to **Incognito** as chief innovation officer, a newly created position. The company provides broadband device provisioning, IP address management, bandwidth monitoring and service activation services. Busch previously worked at the company for 7 years, before he was hired by **Arris** as dir of product architecture. -- **Univision Deportes** named *Eric Conrad* svp, programming and acquisition, and *Olek Loewenstein* as svp, strategy and operations, respectively. They will both report to *Juan Carlos Rodriguez*, pres of Univision Deportes. Conrad had been sr dir, programming and acquisition for **ESPN** and **ESPN Deportes**, while Loewenstein was with Samsung's global strategy group in Seoul. -- Health and wellness net **Z Living** named entertainment exec *Rafe Oller* gm, reporting to *Rajeev Kheror*, pres of strategy & planning, international business, at **Living Communications**. Oller has held senior exec positions at companies including **Fox**, **Comcast**, **Warner Bros. International** and **NUVotv**. The net also tapped *Tim Krubsack*, previously at **Syfy**, as evp/head of programming, reporting to Oller.

Oops: Channels on **Boingo's** Core TV package can only be accessed by subs when in range of a Boingo network on a military base. Boingo's military Internet customers can access its 1 million global WiFi hotspots for no additional charge, but cannot stream their video packages using them.

Cablefax Daily Stockwatch

Company	09/24 Close	1-Day Ch	Company	09/24 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	59.94	(0.82)	CONVERGYS:	22.96	0.05
ENTRAVISION:	6.94	(0.09)	CSG SYSTEMS:	30.31	(0.1)
GRAY TELEVISION:	12.97	(0.22)	ECHOSTAR:	43.10	(0.36)
MEDIA GENERAL:	11.33	0.02	GOOGLE:	625.80	3.44
NEXSTAR:	45.69	UNCH	HARMONIC:	5.88	0.04
SINCLAIR:	25.78	(0.64)	INTEL:	28.48	(0.26)
TEGNA:	22.85	(0.05)	INTERACTIVE CORP:	67.85	(0.23)
MSOS					
CABLE ONE:	424.51	(10.19)	LEVEL 3:	43.72	(0.46)
CABLEVISION:	33.08	(0.05)	MICROSOFT:	43.91	0.04
CHARTER:	184.93	(6.45)	NETFLIX:	103.76	5.69
COMCAST:	56.82	(0.55)	NIELSEN:	47.17	(0.08)
COMCAST SPCL:	57.15	(0.65)	RENTRAK:	45.05	(0.35)
GCI:	17.92	0.28	SEACHANGE:	6.21	(0.01)
LIBERTY BROADBAND:	54.18	(1.27)	SEACHANGE:	6.21	(0.01)
LIBERTY GLOBAL:	48.19	(0.16)	SONY:	25.02	0.04
SHAW COMM:	19.22	(0.09)	SPRINT NEXTEL:	4.39	0.05
SHENTEL:	43.57	0.12	TIVO:	8.83	0.33
TIME WARNER CABLE:	185.08	(3.22)	UNIVERSAL ELEC:	44.67	(0.43)
PROGRAMMING					
21ST CENTURY FOX:	25.95	(0.33)	VONAGE:	6.20	0.13
AMC NETWORKS:	73.52	(0.36)	YAHOO:	29.34	(0.4)
CBS:	40.89	(0.78)	TELCOS		
CROWN:	5.28	0.06	AT&T:	32.11	(0.09)
DISCOVERY:	27.65	(0.02)	CENTURYLINK:	25.02	(0.13)
DISNEY:	100.62	(0.95)	FRONTIER:	4.83	(0.02)
GRUPO TELEVISIA:	27.19	(0.49)	TDS:	26.02	(0.29)
HSN:	60.21	2.00	VERIZON:	44.09	0.11
LIONSGATE:	38.16	(0.16)	MARKET INDICES		
MSG:	73.12	0.04	DOW:	16201.32	(78.57)
SCRIPPS INT:	49.84	0.45	NASDAQ:	4734.48	(18.27)
STARZ:	38.68	(0.83)	S&P 500:	1932.24	(6.52)
TIME WARNER:	67.62	(1.4)			
VIACOM:	44.62	(0.03)			
WWE:	17.65	0.05			
TECHNOLOGY					
ADDVANTAGE:	2.32	0.00			
AMDOCS:	57.25	(0.48)			
AMPHENOL:	50.06	(0.42)			
APPLE:	115.00	0.68			
ARRIS GROUP:	26.18	(0.04)			
AVID TECH:	8.27	0.10			
BLNDER TONGUE:	0.69	(0.14)			
BROADCOM:	51.72	(0.36)			
CISCO:	25.41	0.13			
COMMSCOPE:	25.94	0.07			
CONCURRENT:	4.81	UNCH			



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PROGRAMMER'S PAGE

Bizarre Foods with Cultural Twists

Bull testicle ceviche, wild opossum, and spicy pumpkin seeds are all on the menu as *Andrew Zimmern*, host of **Travel Channel's** "Bizarre Foods," heads to the 9th season (premieres Mon, 9pm EST). While the bizarre element will always be there, rich cultural background and meaningful narrative are the main entrees. "We always want to focus on stories behind the food... That's always the backbone of the show. While food is the way in, it's the cultural, stories and people he [host Andrew Zimmern] meets along the way that keep you engaged," Travel svp, programming *Ross Babbit* told us. The audience's appetite for stories behind food has even led the net launch a spin-off series "Bizarre Foods: Delicious Destinations," which debuted in Jan. Instead of sampling pork blood, organs or insects, Zimmern was seen sampling quintessential, not-to-be missed dishes in cities around the world in the less-bizarre, spin-off series. It's been around 8 years since Bizarre Foods debuted. The good news is there's no shortage of bizarre foods around the world. "We haven't run out of ideas for food," Babbit said, adding that Zimmern, a co-exec producer of the show, is all about discovering and sharing the authentic experience, whether it's street vendors, home-cooked meals, or world-class restaurants. Meanwhile, the net will celebrate the 200th ep of the franchise in the new season by heading to Philly. "It's on iconic city with iconic dishes... And there's a lot of history behind those dishes," Babbit said. That's what makes Philly the ideal location for the "iconic episode," he said. As expected, cheesesteaks, a civic icon and a cultural obsession, is on Zimmern's menu. Also on the list: Zitner's famous Butter Frak candy, German liverwursts, Jewish Kishke and other local classics that reflect the city's culinary changes over the years and the vibrant immigrant neighborhoods that have contributed to a mixture of tastes. - *Joyce Wang*

Reviews: "The Art Of: Noodles," Sunday, 8pm, ET, **Ovation**. The subject of next week's ep in this long-running original series, noodles, might at first glance not seem like it lends itself to art. Ah, but watch Chef *Tony Wu* of M.Y. China (San Francisco) toss his 18-foot longevity noodle. It's like watching the smooth rhythm of an expert fly fisherman. Then there's chef *Evan Funke* of Bucato in L.A., whose training in food mecca Bologna, Italy, led him to insist on hand-making every piece of pasta served in this restaurant. Yes, this is art. -- "Land of 10,000 Grizzlies," Sun, 8pm ET, **Nat Geo Wild**. The title of this gorgeously filmed doc is somewhat misleading. Kamchatka, off the Bering Sea, is home to plenty of bears, yet it's also loaded with salmon, whales, puffins, foxes, seals and other wildlife. The area had housed a super-secret Soviet military installation, so was off-limits to naturalists. The story centers on survival, a familiar Wild theme, developed beautifully yet honestly as species struggle to reproduce in this rich environment. -- "Gigi Does It," premiere, Thursday, 10:30pm, **IFC**. *David Krumholtz* gives a terrific performance as his outrageous grandmother. Once you absorb Krumholtz's antics, more is needed to entertain. Ep 1 has it; ep 2 doesn't. We'll keep watching, though. Krumholtz is that good. - *Seth Arenstein*

Basic Cable Rankings (9/14/15-9/20/15) Mon-Sun Prime			
1	ESPN	1.8	4318
2	CNN	1.5	3749
3	FOXN	0.7	1621
4	DSNY	0.6	1572
4	USA	0.6	1471
4	TBSC	0.6	1434
7	HGTV	0.5	1248
7	HIST	0.5	1125
7	FX	0.5	1100
10	AMC	0.4	1046
10	DISC	0.4	996
10	ADSM	0.4	995
10	TNT	0.4	988
10	FOOD	0.4	985
10	ID	0.4	871
10	NFLN	0.4	689
10	DSE	0.4	83
18	LIFE	0.3	819
18	SYFY	0.3	816
18	A&E	0.3	759
18	NAN	0.3	757
18	VH1	0.3	708
18	SPK	0.3	699
18	TLC	0.3	680
18	HALL	0.3	633
18	BRAV	0.3	631
18	FAM	0.3	617
18	OWN	0.3	611
18	MSNB	0.3	607
18	DSJR	0.3	553
31	APL	0.2	543
31	WETV	0.2	542
31	TVLD	0.2	493
31	CMDY	0.2	486
31	ESP2	0.2	449
31	EN	0.2	443
31	LMN	0.2	442
31	NGC	0.2	439
31	INSP	0.2	415
31	BET	0.2	402
31	TRAV	0.2	384
31	TRU	0.2	378
31	MTV	0.2	377
31	BBCA	0.2	372

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

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