

Cablefax Daily™

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What the Industry Reads First

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Ratings Rankings: TNT Wins Second Consecutive Summer

Fox News may have had the summer's hottest program—last month's GOP presidential debate with 25m viewers—but **TNT** won the summer primetime crown for the 2nd year in a row. It had the highest P2+ prime delivery among cable nets, averaging 1.95m, according to an **ABC/Disney** analysis of **Nielsen** numbers. That's just slightly above Fox News' 1.93m average for the same period. But while Fox News' viewership was up 9% YOY, TNT saw its prime viewership fall 22% compared to summer 2014. **Disney Channel** finished 3rd for the month in total viewers (1.862m) with its original movie "Descendants" ranking as the 2nd most-watched program of summer (12.2m). **USA** was just behind the kids' net with (1.861m viewers), but took 1st place in 18-49s (764K viewers, -17% YOY). Fox News' "The Kelly File" following the Republican debate ranked as the 3rd most-watched cable program of summer (11.2m), followed by the finale of **HBO's** "Game of Thrones" (10.4m in +3 ratings) and the premiere of "Fear the Walking Dead" (10.1m). Ep 2 of the zombie series lost some viewers for the Live+SD premiere Sun (8/30), but still pulled an impressive 8.2m viewers—making it the 7th most-watched program of summer. Other ratings winners included Disney original film "Teen Beach 2" (8.1m viewers), **ESPN's** Home Run Derby (7.3m viewers) and the June premiere of TNT's **Rizzoli & Isles** (7m viewers). Of summer's top 10 networks in prime, only 3 saw viewership gains over last summer. In addition to Fox News' gain, **Discovery's** total viewership was up 19% over last summer (1.59m vs 1.3m) and **HGTV** was up 13% (1.64m). The summer's biggest network gainers include **Fox Sports 1** (+83% to 438K total viewers), **CNBC** (+49% to 344K), **INSP** (+44%, 411K) and **GSN** (+27%, 471K). Among those with the biggest declines are **Oxygen** (-40% to 238K), **ESPN** (-33% to 1m), **Nick at Nite** (-32% to 761K) and **MTV** (-28% to 605K).

Comcast's Unlimited Plan: Comcast is trialing an unlimited broadband data plan for an additional \$30 a month in parts of FL. According to an FAQ page on Comcast's website, the plan is currently only available in Fort Lauderdale, the Keys and Miami. The MSO has been experimenting with various usage-based packages in markets in AL, AZ, FL, GA, ME, MS, TN and SC. In all of its trial markets except Tucson, the data amount included with Xfinity Internet tiers was increased to 300 GB per month. Comcast is offering addi-

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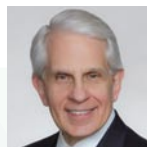
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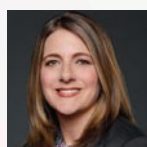
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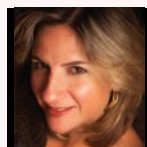
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tional gigabytes in increments of 50 GB for \$10 each. In the Tucson market, the data amount included with Economy Plus through Performance Internet tiers increased to 300 GB. Those customers who've subscribed to the Blast! Internet tier receive 350 GB in their data usage plan; Extreme customers receive 600 GB in their data usage plan. As in other trial market areas, the ISP offers additional gigabytes in increments of 50 GB for \$10 each in the event that customers choose to use more than their included data amount. In addition, Economy Plus customers in all of these markets (except Nashville and Tucson) can enroll in the Flexible Data Option, which is specifically designed for casual or light Internet users who typically use 5 GB of data or less a month.

Amazon Offers Download Option: Amazon is stepping up its game by allowing Prime members in the US, UK, Germany and Austria to download movies and TV eps to iPhones, iPads and Android phones and tablets for offline viewing at no additional charge. The move made Amazon the 1st and so far the only SVOD streaming provider that enables downloads of titles. The company upgraded the Amazon Video app for iOS to include the Prime Video downloads. The Amazon Video app for Android was recently redesigned as a standalone video app to provide additional features, including downloads. Other streaming services like **Netflix** and **Hulu** offer streaming-only content. Companies like **Penthera**, which offers software mobile-to-go solutions to programmers and ops, believe download-to-mobile has become a key part of video services, CEO *Michael Willner* said on the Amazon announcement.

Starz Arrives on Roku: Starz Play, the net's TVE service, launched on the **Roku** platform, allowing subs to watch the net's programming on Roku players and Roku TV models. Roku customers can find Starz Play in the Movies & TV category within the Roku Channel Store. Starz Play is already available on various platforms, including **Amazon** Fire TV & Fire TV Stick, Xbox One and Xbox 360, and **Google's** Chromecast, as well as **Apple** and Android mobile devices.

TiVo/Cox Deal: TiVo inked a pact with **Cox** to make the MSO's On Demand content available for joint subs using TiVo Roamio and TiVo Premiere DVRs. The On Demand library will be integrated with Cox TV channels and streaming apps available through TiVo. The companies started rolling out the service Tues via a software upgrade and plan to expand it to the entire Cox digital footprint by the end of the year. Subs with Advanced TV and Essential Internet or higher will have access to VOD content.

NAMIC Names Co-chair: Time Warner Cable COO *Dinesh Jain* was named the honorary co-chair for the 29th Annual NAMIC Conference. The exec, who has been COO since Jan 2014, will preside over the conference (Sept 29-30) in NYC as part of Diversity Week. NAMIC will name another co-chair in the coming weeks.

NAB Backs Antenna: NAB's tech division NAB Labs has participated in financing of **Antenna**, a startup that built and launched an online engagement platform that enables users to react to and interact with mobile and web content. Antenna also measures audience sentiment from these reactions in seconds, including responses to news and entertainment content. Publishers using the free Antenna platform include **Perez Hilton** and **Dlisted**.

Sling TV on Fire: DISH's OTT streaming service **Sling TV** upgraded its app to extend access to the latest versions of the **Amazon** Fire HD and HDX tablets. The \$20 a month service is already available on Amazon Fire TV and the Fire TV Stick, as well as other mobile, Web platforms and gaming consoles. Sling TV is offering a 14-day free trial to new subs with an Amazon Fire HDX 8.9, Fire HDX 7, Fire HD 7 or Fire HD 6 tablet.

Verizon's USF Fund: Verizon has accepted \$48.5mln from the **FCC's** Connect America Phase II fund with it conditioned on the completion of **Frontier Comm's** acquisition of Verizon wireline assets in CA and TX by Dec 31. The telco was awarded nearly \$32mln in annual USF support in CA and more than \$16mln in annual support in TX. Frontier announced its purchase of Verizon's wireline operations in CA, FL and TX for \$10.54bln in cash in Feb. These assets include 3.7mln voice connections, 2.2mln broadband connections, and 1.2mln FiOS video connections. The deal is expected to close in the 1st half of 2016.

Programming: Syfy renewed "Killjoys" for a second 10-ep season, scheduled to air in 2016. The series follows a trio of interplanetary bounty hunters who chase deadly fugitives throughout a distant planetary system. The net also booked drama series "Dark Matter" for a 13-ep sophomore season, set to premiere in

BUSINESS & FINANCE

2016. The series follows 6 people who wake up on a spaceship with no memories of who they are or how they got on board. -- **Pivot** will celebrate women during the Labor Day weekend by airing films and shows from female filmmakers and that feature strong female characters. Starting on Sat and through Mon, the net's "Weekend of Women" includes airings of "A Place at the Table," "Million Dollar Baby," and "The Hurt Locker." Pivot also teamed up with **The Representation Project**, which inspires individuals and communities to challenge gender stereotypes and social injustices. During "Weekend of Women," viewers can text WOMEN to 77177 to take The Representation Project's pledge to speak out about media-based sexism and help change misguided perceptions of gender.

People: Turner upped *Kerri Clark* to vp and assistant general counsel of legal and business affairs for Turner Content Distribution (TCD), the domestic distribution, sales and marketing arm of Turner. Clark, who's been with Turner for 20 years, will report to *Scott Miller*, svp and associate general counsel for TCD.

Correction: Our story on the **GSN-Cablevision FCC** administrative law judge hearing misstated the number of Cablevision customers complaining over GSN's move to a tier. More than 27K viewers complained

Cablefax Daily Stockwatch

Company	09/01 Close	1-Day Ch	Company	09/01 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	59.24	(0.03)	CONVERGYS:	22.25	(0.35)
ENTRAVISION:	7.55	(0.5)	CSG SYSTEMS:	30.18	(0.73)
GRAY TELEVISION:	10.88	(0.71)	ECHOSTAR:	43.42	(1.18)
MEDIA GENERAL:	11.44	(0.31)	GOOGLE:	597.79	(20.46)
NEXSTAR:	44.20	(2.28)	HARMONIC:	5.64	(0.13)
SINCLAIR:	25.86	(0.92)	INTEL:	27.82	(0.72)
TEGNA:	23.22	(0.57)	INTERACTIVE CORP:	69.18	(0.62)
MSOS					
CABLE ONE:	410.73	(4.61)	LEVEL 3:	43.25	(1.48)
CABLEVISION:	25.66	0.49	MICROSOFT:	41.82	(1.7)
CHARTER:	177.76	(3.85)	NETFLIX:	105.79	(9.24)
COMCAST:	55.02	(1.31)	NIELSEN:	43.57	(1.66)
COMCAST SPCL:	56.25	(0.99)	RENTRAK:	44.00	(1.64)
GCI:	16.49	(0.36)	SEACHANGE:	5.82	(0.22)
LIBERTY BROADBAND:	53.98	(0.49)	SEACHANGE:	5.82	(0.22)
LIBERTY GLOBAL:	46.54	(1.58)	SONY:	24.88	(0.9)
SHAW COMM:	19.65	(0.46)	SPRINT NEXTEL:	5.02	(0.04)
SHENTEL:	38.50	(0.19)	TIVO:	8.83	(0.27)
TIME WARNER CABLE:	183.37	(2.65)	UNIVERSAL ELEC:	44.65	(0.94)
PROGRAMMING					
21ST CENTURY FOX:	26.60	(0.79)	VONAGE:	5.44	(0.11)
AMC NETWORKS:	69.65	(2.73)	YAHOO:	31.60	(0.64)
CBS:	43.79	(1.45)	TELCOS		
CROWN:	4.97	(0.38)	AT&T:	32.32	(0.88)
DISCOVERY:	26.28	(0.32)	CENTURYLINK:	25.90	(1.14)
DISNEY:	99.51	(2.37)	FRONTIER COMMUNICATIONS:	5.04	(0.03)
GRUPO TELEVISIA:	29.55	(1.01)	TDS:	27.19	(1.25)
HSN:	59.51	(1.3)	VERIZON:	44.90	(1.11)
LIONSGATE:	36.20	(0.49)	MARKET INDICES		
MSG:	70.38	(0.06)	DOW:	16058.35	(469.68)
SCRIPPS INT:	51.78	(1.31)	NASDAQ:	4636.10	(140.4)
STARZ:	36.94	(0.67)	S&P 500:	1913.85	(58.33)
TIME WARNER:	69.44	(1.66)			
VIACOM:	42.46	(0.83)			
WWE:	18.22	(1.84)			
TECHNOLOGY					
ADVANTAGE:	2.39	0.03			
AMDOCS:	56.23	(0.98)			
AMPHENOL:	50.38	(1.98)			
APPLE:	107.72	(5.04)			
ARRIS GROUP:	25.60	(0.82)			
AVID TECH:	8.23	(0.08)			
BLNDER TONGUE:	0.58	(0.03)			
BROADCOM:	49.88	(1.79)			
CISCO:	25.13	(0.75)			
COMMSCOPE:	25.86	(0.01)			
CONCURRENT:	5.44	0.06			

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