

Cablefax Daily™

Wednesday — October 7, 2015

What the Industry Reads First

Volume 26 / No. 193

Rebrand Tuesday: ABC Family Becoming Freeform

Come January, **ABC Family** will be no more. Say Hi to **Freeform**, the net's new name as part of a major rebranding announced Tues. It's the net's 1st rebrand since it changed its name to ABC Family from Fox Family in 2001 after **ABC/Disney** bought the channel from then **Fox Family Worldwide**. It's also the 1st time the net won't have "family" in the name. Phone calls were made to key distributors and "we walked them through the process behind renaming the channel and reception was positive," pres *Tom Ascheim* told us. The net approached its advertisers the same way, he said. The rebrand came as the net looks to be more grown up, targeting the age 14-34 demo, or the so-called "becomers" (a term representing who they are and who they want to become). ABC Family was one of the 1st nets to start focusing on millennials 11 years ago. But with the older group of that demo now closing in on 40, it wants to target a younger audience. "We coined the term 'becomer' to describe people in the life stage...While doing research around becomers it became clear that there was a perception problem between viewers who watch us and people who do not," Ascheim said. "Those that watch us describe us with great depth and variety; the people that do not describe us mainly as family friendly and wholesome. We are renaming the network so that we have harmony between our name, programming and audience. We believe a new name will attract people who haven't watched and keep our core viewers very happy." In a release, Ascheim said the new moniker captures the essence of the "becomer" audience, which represents a life stage rather than a generation. Citing research, he noted nearly 70% of 12-34 year-olds are millennials, but less than half will be in that target range within 5 years. "Becomers are 69 million strong in the US, with an estimated spending power in the trillions. There are two billion becomers worldwide," Ascheim said. The rebrand won't change the net's push for more original programming. Its current programming slate will largely remain unchanged for now. Originals like "Pretty Little Liars," "The Fosters," "Young and Hungry" and "Baby Daddy" are all scheduled to return in early 2016 for their winter premieres, alongside original series "Shad-owhunters" and "Recovery Road." The rebranded net will continue the programming strategy announced during its upfront, which includes doubling original content over the next 4 years. New series pick-ups and

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CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Cablefax/Screenster Editor: Kaylee Hultgren, 646.764.8267, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Jr. Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir. of Market Dev.: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,649/year ● Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

series returns will be announced later this month. “WATCH ABC Family,” the authenticated service, will be renamed Freeform in Jan. The rebranding initiative is being shared on all of the net’s social platforms and a user-generated campaign will be launched to encourage fans to submit photos and videos to Freeformfan.com that “creatively express the word Freeform in a way that is inspired by their own lives and what they are passionate about.” The net has undergone restructuring since Ascheim took over in late 2013, with a series of programming, marketing and development exec appointments.

Cable Center Names New Head: *Jana Henthorn* was chosen by **Cable Center**’s board as the next pres/CEO, succeeding *Larry Satkowiak*, who is retiring on Jan 1. Henthorn has been with the center for 11 years and is currently svp of academic and industry outreach. She oversees the customer experience central initiatives, which include the Cable Center Customer Care Committee (C5), a consortium of execs from major North America and EU ops focused on expanding industry knowledge and facilitating new approaches to customer care. Prior to The Cable Center, Henthorn was vp of affiliate sales for **A&E Networks** and was on the National Board and Executive Committee for **WICT**.

Net Neutrality: Remember that informal net neutrality complaint **Commercial Network Services** filed against **Time Warner Cable** in June? It doesn’t sound like the **FCC**’s too interested. CNS CEO *Barry Bahrami* said Tues that the company had received a response from the Commission, which suggested he reach out to the MSO directly to see if a resolution could be reached. The FCC response said the informal complaint process is intended to make it easier for consumers to file complaints about telecommunications services and for service providers to address those complaints. “We can’t help but feel let down by their not offering any comment,” Bahrami said in an email. “A follow-up to the FCC was responded to with a message telling us to contact The Market Disputes Resolution Division (“MDRD”). We are doing that now while we prepare to file a formal complaint. The consumer complaint is still open and awaiting TWC response.” TWC said it’s pleased the FCC “apparently rejected” CNS’ complaint. “As we’ve said before, Time Warner Cable’s interconnection practices are not only ‘just and reasonable’ as required by the FCC, but consistent with the practices of all major ISPs and well-established industry standards,” read TWC’s statement. At issue is whether hosting company CNS qualifies for settlement-free peering. CNS hosts several webcams including SunDiegoLive.com (which it says is used to view July 4 fireworks and military returning from deployment). “We have viewers from Russia, Slovenia, Japan...really all over the world watching in 720p because their ISP’s peer settlement [is] free to provide their paying Internet access subscribers good QoS. But here in San Diego, if you live north of the I8, you are out of luck because TWC demands payment from the edge to deliver the content to their paying consumers who are requesting it,” Bahrami wrote.

Hulu/Viacom Deal: **Hulu** and **Viacom** renewed their content partnership, offering Hulu exclusive SVOD rights to programming from **Nick**, **Comedy Central** and **MTV**. The deal continues their current pact under which full eps of late night shows like “The Daily Show with Trevor Noah” are available to stream on Hulu the day after linear debut, and current seasons of selected shows from Viacom nets are available to stream on delay after the linear premieres. Selected current seasons of some series from MTV, Comedy Central, **VH1**, **TV Land**, **Spike**, and **Logo** will also continue to stream on Hulu.

Roku Upgrades: Welcome **Roku 4**, the latest version of the streaming player. The device was designed with an emphasis on better streaming performance and picture quality for both 4K Ultra HD and regular HD TVs, Roku said in a blog post Tues. Roku 4 also includes a new handy Remote Finder feature, which enables users to locate their remote control at the touch of a button. The device is available for pre-order online and major retailers for \$129.99. It will be available in stores later this month.

Rumor Mill: **Starz** is reportedly back in M&A talks with **Lionsgate**. Multiple media reports over the past 18 months have Starz also talking with other media firms such as **AMC Nets** and **21st Century Fox**. Citing anonymous sources, the *LA Times* said the latest Lionsgate talk is “advanced.” However, a deal might not be the only scenario under consideration. Execs reportedly have looked at various partnership opportunities.

BUSINESS & FINANCE

Diller's Take: What does IAC chmn Barry Diller, ex-Fox chmn/CEO, have to say about the state of the TV industry and...*Donald Trump*? Speaking at the **Bloomberg** Markets Most Influential Summit in NYC Tues on the traditional pay-TV model, Diller said "any business model that relies on a closed system is vulnerable...The business model, though, of believing that you can increase prices on the consumer to infinity—which is what has happened over the last 20 some-odd five years, that's over." On Trump: "If Donald Trump doesn't fall, I'll either move out of the country or join the resistance...I just think it's a phenomenon of reality television as politics, and I think that that is how it started. Reality television, as you all know, is based on conflict...All he is is about conflict and it's all about the negative conflict...He's a self-promoting huckster who found a vein, a vein of meanness and nastiness."

People: **MSG** upped *Peter Tulloch* to svp of digital products and distribution and *Armando Polanco* to vp of content distribution. Both positions are newly created. Tulloch joined the net in 2007 and was most recently vp of advanced services, while Polanco joined in 2011 and was most recently dir of content distribution and marketing.

Cablefax Daily Stockwatch

Company	10/06 Close	1-Day Ch	Company	10/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	59.55	0.17	CONVERGYS:	23.97	(0.18)
ENTRAVISION:	6.82	(0.23)	CSG SYSTEMS:	31.78	0.21
GRAY TELEVISION:	13.43	(0.07)	ECHOSTAR:	44.52	0.73
MEDIA GENERAL:	13.92	(0.1)	GOOGLE:	645.44	3.97
NEXSTAR:	48.56	(0.06)	HARMONIC:	6.13	0.02
SINCLAIR:	27.40	0.06	INTEL:	31.74	0.53
TEGNA:	23.90	(0.01)	INTERACTIVE CORP:	70.07	1.23
MSOS					
CABLE ONE:	416.59	(12.41)	LEVEL 3:	44.08	(0.69)
CABLEVISION:	32.95	(0.05)	MICROSOFT:	46.75	0.12
CHARTER:	185.52	(2)	NETFLIX:	108.33	(2.92)
COMCAST:	58.97	(0.65)	NIELSEN:	46.30	(0.03)
COMCAST SPCL:	59.53	(0.59)	RENTRAK:	58.45	(1)
GCI:	16.91	0.26	SEACHANGE:	6.67	0.14
LIBERTY BROADBAND:	54.92	(0.96)	SEACHANGE:	6.67	0.14
LIBERTY GLOBAL:	45.14	0.05	SONY:	26.33	(0.16)
SHAW COMM:	20.01	0.11	SPRINT NEXTEL:	4.43	0.01
SHENTEL:	42.30	(0.3)	TIVO:	9.27	0.14
TIME WARNER CABLE:	187.17	(1.57)	UNIVERSAL ELEC:	43.96	0.53
PROGRAMMING					
21ST CENTURY FOX:	28.16	(0.19)	VONAGE:	6.14	(0.06)
AMC NETWORKS:	74.66	(1.17)	YAHOO:	30.96	0.11
CBS:	41.34	(0.3)	TELCOS		
CROWN:	5.35	(0.14)	AT&T:	33.31	(0.12)
DISCOVERY:	27.21	0.33	CENTURYLINK:	25.62	(0.02)
DISNEY:	103.77	(0.08)	FRONTIER:	5.12	(0.01)
GRUPO TELEVISIA:	26.51	0.20	TDS:	26.02	0.03
HSN:	58.01	(0.56)	VERIZON:	44.06	0.06
LIONSGATE:	39.20	0.02	MARKET INDICES		
MSG NETWORKS:	20.08	0.51	DOW:	16790.19	13.76
SCRIPPS INT:	51.66	0.36	NASDAQ:	4748.36	(32.9)
STARZ:	38.98	(0.09)	S&P 500:	1979.92	(7.13)
TIME WARNER:	71.41	0.34			
VIACOM:	47.85	1.08			
WWE:	17.97	0.02			
TECHNOLOGY					
ADDVANTAGE:	2.26	UNCH			
AMDOCS:	58.27	0.03			
AMPHENOL:	51.24	(0.54)			
APPLE:	111.31	0.53			
ARRIS GROUP:	27.50	0.10			
AVID TECH:	8.19	0.24			
BLNDER TONGUE:	0.63	(0.01)			
BROADCOM:	50.25	(0.8)			
CISCO:	27.23	0.38			
COMMSCOPE:	25.44	0.07			
CONCURRENT:	5.10	0.19			

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