

Cablefax Daily™

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What the Industry Reads First

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Cable Center: New CEO Talks Customer Care and Broadband

Broadband and customer care will be high on the to-do list for incoming **Cable Center** pres/CEO *Jana Henthorn*. “There is a play for the Cable Center in broadband. Our mission is to tell the story of the industry. I don’t think the industry has gotten enough credit for what we have done with broadband and bringing the world together and I see that as a focus,” the longtime industry vet told us. That mission is consistent with an industry trend. While video sub performance has been relatively weak, broadband sub performance has been the bright spot for many operators over the past couple quarters as consumers consume more content over broadband. “We want to do a better job telling the whole story of broadband,” said Henthorn, who will succeed current CEO *Larry Satkowiak* upon his retirement Jan 1. Her other plans for the Center include tackling international over the next couple years. “There are things we can learn from our European partners and our Chinese partners,” she said. One area leading the international expansion is customer experience. Using the C5 program (Cable Center Customer Care Committee), the Center has already expanded internationally, working with companies like Liberty Global, Cablevision Argentina and Rogers, Henthorn noted. “We can learn from best practices of what they are doing and vice versa,” she said. “In Europe, they do an exceptional job with self-service...but we do a great with the measurement and speech analytics and NPS (net promoter) scores. They are learning from us from those things.” Among the things C5 has focused on is speech analytics, which can detect trends and patterns based on specific language. It has helped reduce churn and training costs. “Speech analytics is huge for the industry.” C5 also uses net promoters scores to help guide innovation. Henthorn will continue to work on C5 after she takes over next year while Dr Charles Patti, Cox chair of customer experience management, will lead the group. The next C5 meeting will be held at NCTA in Nov. The center will also have a continuing emphasis on oral history, which offers a mix of personal experiences and observations. It’s also looking to expand the Cable Center website to make information more accessible. For example, it’s putting together a series of short-form videos addressing different aspects of the industry, such as financing and equipment manufacturing. Meanwhile, the honoree list for the 2016 Cable Hall of Fame will be announced soon. Since 1998, 108 men and women have been inducted. The list has increased and has gotten more diverse in terms of technol-



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ogy vendors, Henthorn said.

AllVid: NCTA repeated its call for no new tech mandate on video devices, filing comments in the FCC's recently released report from the Downloadable Security Technology Advisory Committee. The report made no recommendations, but did describe 2 approaches—an apps-based approach currently in use or a tech mandate, often dubbed "AllVid," that the FCC has previously abandoned. NCTA fears that AllVid proponents will try to push a mandate through in an effort to bring pay TV programming to retail devices. "The AllVid proposal is a skeletal wish list of suggestions never demonstrated to be feasible. It would require un-invented equipment and technologies, the development or extension of dozens of standards, interfaces and applications, and a complete re-architecture of many MVPD services," NCTA said. "By contrast, the DSTAC Report demonstrates that the apps approach is a proven method in widespread use today for delivering MVPD services to millions of retail devices." On the other side, **Public Knowledge** claims the app-based approach falls short. "It takes the proprietary set-top box and transforms it into a proprietary app—hardly an improvement," PK said, adding that the avg HH pays more than \$231 per year on device rental fees. It's calling its tech mandate plan a "virtual head-end proposal," saying such an approach is congruent with a Congressional directive to adopt narrow technical standards that mandate a minimum degree of common design and operation and leave features and service options for selection through open competition in the market.

Interconnection Deal: Time Warner Cable and Cogent announced a long-term bilateral interconnection agreement for their public IP networks. "This agreement allows the exchange of Internet traffic in a scalable and reliable manner to accommodate the growing use of the Internet," the companies said. It comes as the FCC and DOJ consider Charter's proposed acquisition of TWC. Among the conditions Charter has pledged in an attempt to gain approval is settlement-free peering. TWC declined to comment if its Cogent pact is settlement-free.

Franken's Concern: Sen Al Franken (D-MN) called on the FCC and DOJ to examine the Charter-Time Warner Cable deal "with the highest level of scrutiny." In a letter to FCC chmn Tom Wheeler and Attorney General Loretta Lynch Thurs, the lawmaker emphasized the need for the merger to benefit consumers in rural areas throughout MN and the entire country. While he appreciates Charter's commitment to provide broadband access to rural areas, Franken said he is concerned that the company's public interest statement doesn't specify how and where the new Charter plans to build out the network.

Exclusivity Ban: The Center for Individual Freedom, Citizens Against Government Waste and the Taxpayers Protection Alliance have sent letters to members of Congress, encouraging them to support FCC chmn Tom Wheeler's proposal to eliminate broadcast exclusivity rules and further reform video rules. "Congress has the authority to begin to tear away at the bureaucratic red tape and cronyism that has allowed for the picking of winning and losers in the video marketplace, and congressional action would (and should) remove the FCC's 'thumb from the scale,'" TPA wrote.

NL Wild Card: TBS averaged 8.3mln total viewers for Wed night MLB National League Wild Card game in which the Cubs defeated the Pirates 4-0. It was the highest-rated and most-viewed Wild Card game ever and the largest audience for an MLB game telecast on cable since 2011, according to Nielsen Fast Nationals. On Turner's TV Everywhere platform, the game scored a 58% increase in unique visits compared to the NL Wild Card telecast last year. It also was up 23% in total minutes consumed via TVE.

DirecTV Goes VR: DirecTV, now part of AT&T, is taking its 1st stab at virtual reality with the launch of the Big Knock Boxing VR App, offering highlights from the June 27 BKB fight at Mandalay Bay in Las Vegas. The app is available for Samsung Gear VR Innovator Edition and Cardboard (Android and iOS) headsets. Cardboard users can download the app for Android phones on Google Play, and for iPhones on the App Store. According to AT&T, the BKB VR app was designed as a short-form immersive experience focused on offering top fight moments. Content was filmed by a 5-camera system designed to capture the event from the perspective of a fan in the audience. **Discovery Comm** launched a virtual reality program in Aug with the launch of Discovery VR apps for iOS and Android, featuring 360-degree videos.

BUSINESS & FINANCE

HBO's Latin American Plan:

HBO plans to launch HBO Go as a standalone streaming subscription service in Latin America, Brazil and the Caribbean, starting with a launch in Colombia by year-end. HBO Go is currently available as a complement to the Premium HBO/MAX subscription package through pay-TV ops in the region. For pay-TV subs in the region, HBO Latin America will continue offering HBO Go for free as part of the HBO/MAX subscription. The new standalone service will include things like multiple language features, program audio tracks and subtitles, a live HBO linear channel and a redesigned user interface. The different distribution agreements and the à la carte pricing of the HBO Go subscription will be announced jointly with distributors in each market prior to launch of the service.

Green Cable: Cable's Energy 2020 initiative will be featured at the "Cable's Power Innovators" exhibit during the **SCTE Cable-Tec Expo** next week in New Orleans. The exhibit will showcase specific operator-vendor progress in reducing energy cost and consumption. There will be a 90-min session on energy management, energy-related product demos and tours and workshops featuring energy experts. The exhibit will also parallel energy case studies on specific accomplishments of ops and vendors with those of their power innovator counterparts of the past.

Cablefax Daily Stockwatch

Company	10/08 Close	1-Day Ch	Company	10/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	62.98	1.94	CONVERGYS:	24.94	0.52
ENTRAVISION:	6.85	(0.1)	CSG SYSTEMS:	31.95	0.16
GRAY TELEVISION:	14.17	(0.2)	ECHOSTAR:	45.34	0.38
MEDIA GENERAL:	14.79	0.07	GOOGLE:	639.16	(3.2)
NEXSTAR:	51.61	(0.83)	HARMONIC:	5.76	(0.55)
SINCLAIR:	28.74	(0.64)	INTEL:	32.52	0.21
TEGNA:	26.43	0.84	INTERACTIVE CORP:	72.29	0.93
MSOS					
CABLE ONE:	421.96	(5.9)	LEVEL 3:	44.98	0.65
CABLEVISION:	33.19	0.08	MICROSOFT:	47.45	0.65
CHARTER:	187.76	2.76	NETFLIX:	114.97	6.87
COMCAST:	60.98	1.28	NIELSEN:	46.62	(0.05)
COMCAST SPCL:	61.60	1.39	RENTRAK:	60.69	(0.11)
GCI:	17.67	0.44	SEACHANGE:	6.96	(0.03)
LIBERTY BROADBAND:	55.51	0.69	SEACHANGE:	6.96	(0.03)
LIBERTY GLOBAL:	45.20	(0.12)	SONY:	26.42	(0.34)
SHAW COMM:	20.39	0.26	SPRINT NEXTEL:	4.55	(0.04)
SHENTEL:	43.25	(0.01)	TIVO:	9.38	0.06
TIME WARNER CABLE:	188.44	2.43	UNIVERSAL ELEC:	46.99	1.03
PROGRAMMING					
21ST CENTURY FOX:	28.57	0.37	VONAGE:	6.19	0.05
AMC NETWORKS:	76.79	(0.36)	YAHOO:	32.37	0.50
CBS:	43.86	1.45	TELCOS		
CROWN:	5.56	0.04	AT&T:	33.40	0.28
DISCOVERY:	28.84	0.83	CENTURYLINK:	26.51	0.45
DISNEY:	104.61	1.22	FRONTIER:	5.41	0.03
GRUPO TELEVISIA:	27.11	0.17	TDS:	26.53	0.30
HSN:	59.14	1.32	VERIZON:	44.23	0.38
LIONSGATE:	40.21	0.39	MARKET INDICES		
MSG NETWORKS:	20.08	0.12	DOW:	17050.75	138.46
SCRIPPS INT:	55.75	1.13	NASDAQ:	4810.79	19.64
STARZ:	38.94	(0.36)	S&P 500:	2013.43	17.60
TIME WARNER:	72.98	1.18			
VIACOM:	49.72	0.76			
WWE:	19.55	0.78			
TECHNOLOGY					
ADDVANTAGE:	2.23	0.03			
AMDOCS:	58.48	(0.23)			
AMPHENOL:	52.11	0.45			
APPLE:	109.50	(1.28)			
ARRIS GROUP:	27.82	0.19			
AVID TECH:	8.42	0.07			
BLNDER TONGUE:	0.67	0.03			
BROADCOM:	50.60	0.14			
CISCO:	27.91	0.37			
COMMSCOPE:	25.40	0.05			
CONCURRENT:	5.01	(0.16)			



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SET VISIT

On the Set of The Walking Dead

By Amy Maclean

At 7:45 in the morning, Melissa Dukes set up a chair in the yard of a private home in Griffin, Georgia, a few houses away from the day's filming. A banner with a heart and #TWDFamily hung next to her on a pick-up truck. From her vantage point, she could not really see the action, just the occasional car with a crew member passing. At 5:30pm, she was still there. But now she had been joined by at least a half dozen others, including children. When I caught up with Dukes, she said she sat outside until nearly 9pm that night. She didn't see much, but at one point actor Norman Reedus passed by in a vehicle, stuck out his tongue and waved at the kids. "They went nuts."

Had the filming been somewhere more public, hundreds would likely have lined the streets to get as close as they could. At one point during the day's filming, a school bus was allowed through the otherwise closed-for-filming road. All the little faces on board were pressed up against the window to get a glimpse of what was happening. So is the pull of AMC's "The Walking Dead" in Georgia, where it has filmed all of its episodes. Season 6 premieres Sunday at 9pm.

"There are fans of the show everywhere we go," said Reedus, who plays fan favorite Daryl. "It's been really nice working here as opposed to working in other cities that have a different sort of outlook on everything. The enthusiasm is nice here."

While TWD may be the show Georgia is best known for these days, the zombies have plenty of company. For fiscal year 2015, 248 film and TV productions shot

in the state, representing \$1.7bn in spending. Reedus has seen it unfold. "I have a lot of friends that talk about shooting here now," he said. Reedus himself filmed upcoming movie "Triple 9" with Kate Winslet last year in downtown Atlanta, shuffling back and forth between the movie set and TWD, which is filmed south of Atlanta.

"The film industry has been here for a long time. It's sort of like an actor that suddenly appears out of nowhere, but their career really spans several years before they actually become a star. Georgia's been like that," explained TWD locations manager Mike Riley.

The movie adaptation of James Dickey's "Deliverance" in 1972 "jumpstarted the modern era" of the film industry in Georgia, Riley said. After its release then-gov Jimmy Carter established one of the first state film commissions in the country. A string of productions followed in the '70s and '80s—"Smokey and the Bandit," "The Longest Yard," "Driving Miss Daisy," the TV series "In the Heat of the Night." In the '90s, many productions moved to Canada for its film incentives.

"It's something to see the difference of what's going on now from the '80s when we might have had 7 or 8 projects here in a year... and we considered that a good year," said Riley, who worked for the state's film office in the 1980s.

TWD executive producer Tom Luse grew up in the state and was location manager for "Murder in Coweta County," which starred Johnny Cash and Andy Griffith and was filmed near Griffin. "Georgia's known for being a film center. It's an attractive place," Luse said on set, pointing to the benefits of having a major city like Atlanta (with one of the world's busiest airports) nearby.

He's shot many productions in the state over the years and with its varied geography, it's been able to offer just about everything—from the mountains of Appalachia to the ocean near Savannah. "The only challenge I've ever had shooting places for Georgia has been trying to find a desert here," Luse said.

The film boon has been helped by Georgia's hearty incentives aimed at the film and TV industry. Qualifying productions can receive a 20% tax credit, plus an additional 10% credit for embedding a Georgia promotional logo in film titles or credits. It's why films like Universal's "Identity Theft"



TWD fan Melissa Dukes takes a selfie where she sat all day during filming.

may have featured a road trip that spanned 7 states, but filming took place entirely within Georgia. And it's impossible to keep track of the number of Peach State-based reality shows on cable.

"It's a solid program that works. It's based on tax credits, not on cash. The governor has embraced it, and that's a big thing to have state government realize it's an important industry to have. They're doing what they can to keep it here," Riley said.

The state is taking its film interest even further, with the Governor's Office establishing the Georgia Film Academy, which will start training programs through some of the technical schools and universities in the state. It was born out of Gov Nathan Deal's "High Demand Career" initiative, in which schools and the state government talked with companies based in the state about what their needs were. "Many of the [entertainment] people talked about needing more crew," said Stefanie Paupeck Harper, communications dir for the Georgia Dept of Economic Development. The legislature approved starting the Academy, and a director was just hired for it a couple months ago.

"I think that's going to help improve the effect of the incentive. Once you start seeing jobs created locally, I think that gives a lot more support to the incentive program," Riley said. "People may be a little skeptical to it, but once their nephew or their grandson gets a job working in the film industry, they'll say, 'Hey, that's pretty good, I like that.' We're spending a lot of money that you might not see on the surface. Not everybody benefits directly from us being here, but I think everybody benefits indirectly in the long run."

Details of TWD's Season 6 are being kept very quiet. In Season 5, leader Rick Grimes and his band of followers headed north and left off in Alexandria, Virginia—still filmed in Georgia. "This season is in many ways bigger than anything we've done before in a sense of scale, in a sense of events. For us, we're definitely reaching for



Norman Reedus stars in AMC's 'The Walking Dead.' Season 6 debuts Sunday at 9pm.

the stars," Luse said of what's to come. "This is a truly ambitious year. I think people will be surprised by it."

Reedus's character wasn't seen much in the back half of Season 5, but that seems to be changing. "There are so many cast members now. They're spacing and pacing with us," he said. "Plus, we're also in a town now, and Daryl doesn't really vibe with the town so much. That might be a hint of something to come."

Georgia's Entertainment Industry

- Cable series filming in Georgia include Sundance's "Rectify," USA's "Satisfaction," AMC's "The Walking Dead," HBO comedy "Brothers in Atlanta" MTV's "Finding Carter," and Bravo's "Real Housewives of Atlanta."
- Film and TV productions generated more than \$6 billion during fiscal year 2015 (July 1, 2014-June 30, 2015)
- 248 film and TV productions were shot in the state, representing \$1.7 billion in spending
- More than 100 new businesses have relocated or expanded in Georgia to support the industry
- Summer theatrical "Ant-Man," the first film to shoot at the new Pinewood Atlanta Studios, employed 3759 Georgians, spent more than \$106 million in Georgia and utilized 22,413 hotel rooms.

Source: Georgia Department of Economic Development

PROGRAMMER'S PAGE

Supreme View

From gay marriage to Obamacare, interest is high these days in the US Supreme Court. Perfect timing for **C-SPAN's** new 12-part original series "Landmark Cases," exploring 12 historic Supreme Court decisions. The 1st ep—featuring *Marbury v. Madison*, which established the basis for judicial review—debuted Oct 5. Future eps premiere Mondays at 9pm ET on C-SPAN and **C-SPAN 3**. This week's installment examines *Dred Scott*, which denied citizenship to African Americans. "We always try to do history series that are relevant in context to what's going on today. The history of the court is cited in the decisions that they make today, so [we thought] why not go back and take a look at some of them," exec producer *Mark Farkas* said. Since Supreme Court arguments are not televised, the series helps give a face to the court. In Mon's ep, viewers visit Fort Snelling, MN, where *Scott* was an enslaved man in free territory. "That's one of the ways to bring these cases to life, by going to the places, by talking to people and descendants," Farkas said. One of the 12 cases is *Korematsu v US*, in which SCOTUS upheld the gov't's removal of 120K of Japanese descent to internment camps during World War II. *Karen Korematsu*, daughter of plaintiff *Fred Korematsu*, is a guest on the series. "To hear from someone who has been to these places, who has walked in the footsteps of her father and has a direct connection to his story, you just can't help but get involved and interested," Farkas said. Of course, there are too many SCOTUS decisions to count, so C-SPAN decided to hone in on 12 that are relevant to today. It partnered with the National Constitution Center in Philly to draw up the list, with *Roe v Wade* the most recent case featured. "History's still going to judge at some point *Bush v Gore*, *Citizens United* and same-sex marriage," Farkas said. "History has not really had a chance to take a look at those yet with a long lens." — *Amy Maclean*

Reviews: "Celia," premiere, Tues, 8pm, **Telemundo**. Yes, it's a biopic about the great lady of Latin salsa music, *Celia Cruz*. Yet it's beautifully done, with terrific sets, acting and costumes, and, oh, the music. -- "Manhattan," Season 2 premiere, Tues, 9pm ET, **WGN**. Give WGN points for being ambitious. Getting viewers to watch a story about the making of the bomb assumes an audience interested in character studies in an historical setting. Season 2's first ep bounces around, yet builds to a strong climax. -- "The Enfield Haunting," premiere, Fri, 10pm, **A&E**. You need to believe in spirits for this short series to work, though it's based on a true story of a documented haunting in north London in the late 1970s. Far easier to enjoy are the performances of two of Britain's finest actors: *Timothy Spall* and *Matthew Macfadyen*. The chance to see Spall as a grieving, paranormal investigator and Macfadyen as a skeptic makes the opening ep a delight, though a decidedly dark delight. -- "The Last Kingdom," premiere, Saturday, 10pm, **BBC Am**. Macfadyen's here also, but fleetingly. The Brits usually do period pieces well and this series is no exception. Fine ensemble; gorgeously shot. -- " Fargo," Season 2 premiere, Mon, 10pm, **FX**. All new characters and a slow opening ep, but the tone remains and eps 2-4 sizzle. — *Seth Arenstein*

Basic Cable Rankings (9/29/15-10/04/15)			
Mon-Sun Prime			
1	ESPN	1.3	3045
2	FOXN	0.8	1944
3	USA	0.7	1630
4	DSNY	0.6	1493
4	DSE	0.6	128
6	HGTV	0.5	1302
6	TBSC	0.5	1290
6	HIST	0.5	1233
6	DISC	0.5	1188
6	AMC	0.5	1160
11	FOOD	0.4	1045
11	ADSM	0.4	974
11	FX	0.4	919
11	TNT	0.4	855
15	A&E	0.3	832
15	NAN	0.3	825
15	ESP2	0.3	819
15	SYFY	0.3	806
15	ID	0.3	710
15	SPK	0.3	708
15	HALL	0.3	677
15	TLC	0.3	673
15	MSNB	0.3	669
15	VH1	0.3	667
15	LIFE	0.3	633
15	NFLN	0.3	607
15	DSJR	0.3	555
15	OWN	0.3	527
29	BRAV	0.2	576
29	CNN	0.2	574
29	TVLD	0.2	526
29	FAM	0.2	519
29	EN	0.2	487
29	LMN	0.2	478
29	APL	0.2	474
29	WETV	0.2	471
29	CMDY	0.2	462
29	BET	0.2	453
29	NKJR	0.2	446
29	NGC	0.2	411
29	TRAV	0.2	404
29	HMM	0.2	395
29	GSN	0.2	394
29	TRU	0.2	385

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

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THE MAGAZINE

DIVERSITY
The Most Influential Minorities in Cable

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