

# Cablefax Daily™

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What the Industry Reads First

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## Lighting the Fuse: Nuvo, Fuse Morph with FM's Big Debut on Horizon

Rebranding a network isn't usually an easy task. But the relaunch of **Fuse** on Sept 30 took the degree of complication to a new level. Not only did the Fuse network shift away from its music focus, **NuvoTV** was folded into Fuse. Oh, and then there's **FM**—a new network that is a pure music channel. "The best of Nuvo and the best of Fuse merged into one 70mIn home network aimed at what we're calling the new, young Americans, who are by nature Latino and multicultural," **Fuse Media** pres *Bill Hilary* said in an interview. "It was incredibly complicated in terms of who went where with channels, but what we really did was we transferred certain viewers and certain homes from Nuvo to Fuse and some of them to FM." No MVPDs dropped distribution during the change-up, according to the exec. Early signs show promise for the relaunch, with Fuse recording a strong first week. Season 4 of "Big Freedia: Queen of Bounce" (previously Fuse's highest-rated show) notched its highest-ever season premiere among 18-34s and it drew 299K total viewers. Also posting strong debuts were new series "Transcendent" (188K) and "Fluffy Breaks Even" (201K). Fuse has given *Fluffy*, comedian *Gabriel Iglesias*, top billing with the relaunch. "He absolutely epitomizes the new America and the young people that follow him. It doesn't matter what race or color you are. It's very much about what's happening in the new zeitgeist of America for 18-34, and he appeals right across the board," Hilary said. Fuse has a long-term partnership with *Iglesias* that includes a 2nd new series with him next year and sponsorship of his comedy tour. "The Fluffy Movie" debuted on the net on the night of its relaunch, ranking as its top movie premiere in the past 21 months among persons 12-34 and 18-49. With a complicated relaunch message, Fuse opted to focus marketing not on the rebranding but on 2 shows—"Fluffy Breaks Even" and "Transcendent," a docuseries following trans women cabaret dancers that fits well with established program Big Freedia. *Fluffy* and *Transcendent* are quite different audiences, so that meant "selling the shows as part of the brand instead of just selling the brand itself," Hilary explained. As for music net FM, it is in 38mIn homes. It's in a soft launch phase right now. By the end of Nov, FM will launch a programming block with a lot of new titles, though it has retained some Fuse music programming. In 2Q16, the network will be almost completely relaunched. "It's very young, very digital. It's very much a music channel, but it's about the stories around music," Hilary said. "We're building a huge digital offering... it's going to be like a cross between a cable network with some traditional



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shows, but also some very untraditional shows like Adult Swim.” That means a break from the 30-min and 60-min program lengths, with shows sometimes ranging from 10 to 20 minutes. “I didn’t want to launch 2 channels and market both at the same time,” Hilary said. “We wanted to take our time and relaunch next year.”

**Ranking Dem Doesn’t See OVDs as MVPDs:** In his 1st major policy address since becoming **House Commerce** ranking member, **Frank Pallone** (D-NJ) said lawmakers should “hit the pause button” on regulating streaming video. “The FCC is doing a lot of good work... But when it comes to adopting new policies, we all must ask ourselves whether new policies actually make people better off,” he said, warning that regulation runs the risk of stifling innovation. The FCC is considering classifying OVDs as MVPDs—a move that would give over-the-top providers some MVPD rights, but not without significant regulation. Both **NCTA** and online providers have expressed some concerns about redefining the group. Pallone made the comments at the Duke Law Forum on the future of video competition and regulation Fri. “I have not been hearing from constituents so far that they can’t find the shows they want,” the ranking member said. “In this market, consumers are beginning to have more programs to choose from, more ways to get them, and more options on prices.”

**Those Zombies:** As we anxiously await the ratings for Sun’s “The Walking Dead” Season 6 premiere on **AMC**, there are 11.2mln reasons to think it will do pretty well. New companion series “Fear the Walking Dead” ended its 6-ep season on Sun, averaging 11.2mln viewers (L+3). It has become the highest-rated first season of any series in cable history. Among 18-49s, the show averaged 7.3mln and 7.2mln 25-54s. Across all of television, broadcast or cable, “Fear the Walking Dead” ranks as the #3 freshmen scripted series debut among adults 18-49 and adults 25-54 since **Nielsen** began measuring live+3 viewing. Further bragging rights: AMC is home to the top 3 cable series season debuts every in L+3: FTWD, The Walking Dead and “Better Call Saul.” The series also drew 3.2mln TVE streams and 8.4mln VOD transactions to date. Live aftershow “Talking Dead” will air after each of the 15 new eps of Fear set to debut in 2016.

**Cable Hall of Fame: The Cable Center** announced 7 inductees to the 19th class of the Cable Hall of Fame. They are: **MSNBC’s** “Morning Joe” hosts **Joe Scarborough** and **Mika Brzezinski**, **Cox** pres **Pat Esser**, **Evans Telecom** chmn/CEO **John Evans**, **TiVo** pres/CEO **Tom Rogers**, **Arris** chmn/CEO **Bob Stanzione** and retired **Landmark** pres/CEO **John Wynne**. The honorees were chosen based on their dedication and contributions to the development of the cable industry. **Penthera** pres/CEO **Michael Willner** chaired the selection committee. Since 1998, 114 men and women have been inducted into the Cable Hall of Fame. A ceremony honoring this year’s class will be held during **INTX** at the Westin Boston Waterfront on May 16.

**Windstream’s Kinetic:** **Windstream** received approval from the Lexington-Fayette Urban County govt for a cable TV franchise that would bring its Kinetic TV service to more than 50K Lexington, KY, residents. Eligible HHs would be able to sign up for the fiber service as soon as late fall. This will be the 2nd Kinetic market following the initial rollout in the spring to Lincoln, NE.

**Programming: Esquire** announced “American Ninja Warrior” spinoff “Team Ninja Warrior,” set to debut early next year. -- **TLC** launches half-hour late night series “Late Night Joy,” hosted by **Joy Behar**, on Nov 4. -- Move over witches and ghouls. **Hallmark’s** “Countdown to Christmas” event returns Oct 31 with more than 1300 hours of content. Last year’s stunt brought in more than 74mln viewers in Nov and Dec. This year’s slate includes the directorial debut of Grammy winner **Mariah Carey** in “A Christmas Melody” on Dec 19 (she’ll also star in the film, and we’re assuming she’ll sing). Sister net **Hallmark Movies & Mystery** will get in on the holiday spirit with its “Most Wonderful Movies of Christmas” programming, which features nearly 1500 hours of Christmas-themed programming. The lineup features 4 new HMM originals, including “Murder She Baked: A Plum Pudding Mystery.”

**Intl Outdoor: Outdoor Channel** has scored some HD distribution growth through cross-regional pay-TV providers **Zone** and **M7 Group** in the Czech Republic, Slovakia, Belgium and the Netherlands.

**WICT Tech it Out: Vubiquity** CEO **Darcy Antonellis** will deliver an opening keynote at the WICT Tech It Out conference during **SCTE Cable-Tec Expo** Thurs. The program also will feature a panel on the intersection of leadership and technology featuring **Hitachi Consulting’s** **Maggie Bellville**, **Arris’** **Sandy Howe**, **itaas** pres/CEO and Women in Technology winner **Vibha Rustagi** and **Bright House’s** **Marva Johnson**.

## Cablefax Week in Review

Company	Ticker	10/09 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH:	DISH	62.56	6.11%	(14.17%)
ENTRAVISION:	EVC	6.71	(0.74%)	3.55%
GRAY TELEVISION:	GTN	14.18	9.50%	26.61%
MEDIA GENERAL:	MEG	14.97	7.47%	(10.52%)
NEXSTAR:	NXST	52.57	11.68%	1.51%
SINCLAIR:	SBGI	28.54	8.77%	4.31%
TEGNA:	TGNA	26.20	13.47%	0.00%

<b>MSOS</b>				
CABLE ONE:	CABO	429.16	(0.43%)	0.00%
CABLEVISION:	CVC	33.02	0.03%	59.98%
CHARTER:	CHTR	186.63	1.91%	12.01%
COMCAST:	CMCSA	60.49	3.01%	4.28%
COMCAST SPCL:	CMCSK	61.14	3.31%	6.20%
GCI:	GNCMA	17.76	8.42%	29.16%
LIBERTY BROADBAND:	LBRDA	55.46	2.48%	10.72%
LIBERTY GLOBAL:	LBTYA	45.15	1.94%	(10.08%)
SHAW COMM:	SJR	20.30	3.41%	(24.79%)
SHENTEL:	SHEN	43.07	4.34%	37.82%
TIME WARNER CABLE:	TWC	187.38	1.18%	23.23%

<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	28.67	2.25%	(25.36%)
AMC NETWORKS:	AMCX	78.14	4.69%	22.53%
CBS:	CBS	43.13	7.02%	(22.06%)
CROWN:	CRWN	5.62	6.84%	58.76%
DISCOVERY:	DISCA	28.90	10.77%	(16.11%)
DISNEY:	DIS	105.56	2.49%	12.07%
GRUPO TELEVISIA:	TV	27.16	4.26%	(20.26%)
HSN:	HSNI	59.34	3.31%	(21.92%)
LIONSGATE:	LGF	40.07	3.67%	25.14%
MSG NETWORKS:	MSGN	20.14	4.11%	0.00%
SCRIPPS INT:	SNI	56.06	12.57%	(25.52%)
STARZ:	STRZA	39.37	4.85%	32.56%
TIME WARNER:	TWX	73.09	3.54%	(14.43%)
VIACOM:	VIA	49.41	8.36%	(34.56%)
WWE:	WWE	19.68	13.76%	59.48%

<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.22	(0.89%)	(9.02%)
AMDOCS:	DOX	58.45	2.89%	25.27%
AMPHENOL:	APH	51.90	2.75%	(3.55%)
APPLE:	AAPL	112.09	1.55%	1.55%
ARRIS GROUP:	ARRS	28.38	6.73%	(6%)
AVID TECH:	AVID	8.56	9.82%	(39.8%)
BLNDER TONGUE:	BDR	0.65	0.00%	(75.84%)
BROADCOM:	BRCM	50.49	(1.39%)	16.52%
CISCO:	CSCO	27.91	8.35%	0.32%
COMMSCOPE:	CTV	25.50	0.67%	(0.55%)
CONCURRENT:	CCUR	5.14	5.11%	(27.5%)
CONVERGYS:	CVG	25.00	7.02%	22.73%
CSG SYSTEMS:	CSGS	32.25	3.33%	28.64%
ECHOSTAR:	SATS	45.49	6.11%	(13.35%)
GOOGLE:	GOOG	643.61	2.66%	22.27%
HARMONIC:	HLIT	5.95	1.88%	(15.12%)
INTEL:	INTC	32.14	5.34%	(11.44%)
INTERACTIVE CORP:	IACI	71.20	5.36%	17.12%

Company	Ticker	10/09 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVL	44.98	4.17%	(8.91%)
MICROSOFT:	MSFT	47.11	3.38%	1.42%
NETFLIX:	NFLX	113.33	6.80%	(66.82%)
NIELSEN:	NLSN	46.51	1.67%	3.97%
RENTRAK:	RENT	60.85	5.81%	(16.44%)
SEACHANGE:	SEAC	6.99	13.66%	9.56%
SEACHANGE:	SEAC	6.99	13.66%	9.56%
SONY:	SNE	26.61	3.28%	29.97%
SPRINT NEXTEL:	S	4.48	5.39%	7.93%
TIVO:	TIVO	9.39	5.86%	(20.69%)
UNIVERSAL ELEC:	UEIC	45.49	11.52%	(30.05%)
VONAGE:	VG	6.04	3.34%	58.40%
YAHOO:	YHOO	32.52	5.89%	(35.62%)

<b>TELCOS</b>				
AT&T:	T	33.14	1.53%	(1.34%)
CENTURYLINK:	CTL	25.72	4.34%	(35.02%)
FRONTIER:	FTR	5.18	6.11%	(19.09%)
TDS:	TDS	26.10	2.80%	3.37%
VERIZON:	VZ	44.16	3.08%	(5.6%)

<b>MARKET INDICES</b>				
DOW:	DJI	17084.49	3.72%	(4.14%)
NASDAQ:	IXIC	4830.47	2.61%	1.99%
S&P 500:	GSPC	2014.89	3.26%	(2.14%)

### WINNERS & LOSERS

#### THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. WWE:	19.68	13.76%
2. SEACHANGE:	6.99	13.66%
3. SEACHANGE:	6.99	13.66%
4. TEGNA:	26.20	13.47%
5. SCRIPPS INT:	56.06	12.57%

#### THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BROADCOM:	50.49	(1.39%)
2. ADVANTAGE:	2.22	(0.89%)
3. ENTRAVISION:	6.71	(0.74%)
4. CABLE ONE:	429.16	(0.43%)
5. BLNDER TONGUE:	0.65	0.00%



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