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What the Industry Reads First

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Energy 2020: Progress and Plans

Cable's Energy 2020 program was definitely a highlight at this year's **SCTE Cable Tec-Expo**, from the self-guided tour featuring energy efficient products to the "Cable's Power Innovators" exhibit showcasing specific operator-vendor progress in reducing energy consumption. With the bulk of cable operator power now identified in the edge and outside plant, technologies such as Adaptive Power Systems Interface Specification (APSYS) and renewables will shape the industry's energy efficiency strategy, *John Schanz*, **Comcast** chief network officer and Expo co-chair, said at the conference Thurs. The 2020 initiative, launched a year ago, has resulted in 14 standards and best practices to-date, said **Time Warner Cable** critical infrastructure vp *Dan Cooper*. Moving forward, the plan is to expand the program to include new energy technology, partner with energy groups, create widespread awareness and increase participation, Cooper said. Among new partners is the **National Renewable Energy Lab**, which will join a 6-month program with the 2020 campaign. The initiative also aims to enhance adoption of energy standards and best practices. That includes working with MSOs on implementation, Cooper said. And as MSOs roll out DOCSIS 3.1 next year and beyond, enhancements to the protocol can increase cable modem energy efficiency, said **Layer3 TV** co-founder/CTO *Dave Fellows*. The latest cable standard is more energy efficient than existing 3.0 standards, allowing modems to go into "sleep" mode during low use periods. In addition, moving functionalities to the cloud—something cable ops are doing—can help save energy as it centralizes management and operations of services, said **Liberty Global** sr manager of sustainability *Sam Khola*. Comcast is looking to use alternative energy. The MSO has installed its 1st natural gas fuel cell facility at a regional center, group technical advisor, svp *Theresa Hennesy* said. The experience has taught the company how to use new types of energy and integrate them into operations, she said. In addition, the MSO is exploring energy efficiency techniques at its national and regional hubs and all technical facilities. TWC has tested the use of fuel cells, and it's looking at solar energy technology to lower its energy expenses, Cooper acknowledged. The goal is to mix and match alternative technology approaches, he said. A general guidance document featuring members' latest best practices will be shared in the next few months, according to Khola. Comcast's network architecture vp Rob Howald shared some short-term ideas to achieve access network energy efficiency. "There are tons of low hanging fruit," he said. They include doing more with the same power footprint, upgrading

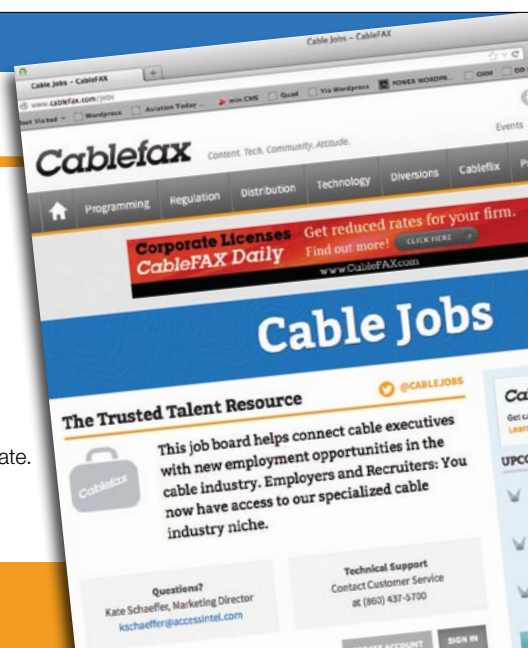
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untouched legacy equipment, and converting 60 volt systems to 90 volt systems. An important near-term goal of 2020 is to develop a consistent approach to the financial analysis across 2020 teams, said **Block Communications** CTO *Joe Jensen*. That's especially necessary as members move forward with their implementations and as the initiative looks to analyze ROI from the program next year, speakers said.

Profit Outlook: Cable operators and networks are expected to generate strong profit margins this year, according to a just released report from **EY**. When looking at the estimated 2015 profitability of the 11 M&E sectors, cable operators are expected to have the highest profitability at 40%, followed by cable networks, 36%; interactive media, 34%; information services, 30%; electronic games, 28%; conglomerates, 28%; satellite television, 25%; TV broadcast, 21%; film and TV production, 14%; consumer publishing, 13%; and music, 13%. The report said cable operator margins continue to be the highest among all M&E sectors as a result of high-margin data and B2B services, whereas cable nets are benefiting from digital licensing, affil fee increases and intl expansion. However, EY noted that profit margins are offset by rising programming costs and declining viewership on traditional platforms.

Streaming Funny: **NBCU Digital** will launch \$3.99/month streaming comedy service **SeeSo** in Jan. The ad-free service will feature original and library content. Among its more than 20 originals are "HarmonQuest," a comedy combining live action and animation from "Community" creator Dan Harmon, and reality show spoof "Bajillion Dollar Propertie\$." Library content includes "Monty Python's Flying Circus" (exclusive and the 1st-time ever on SVOD), "The Kids on the Hall" and complete collections of "SNL" and "The Tonight Show with Jimmy Fallon," including new eps the day after they air.

The Ad Sell: With the **Association of National Advertisers** meeting in Orlando this week, **ESPN** ran an ad in the *WSJ* (which was room dropped at the conference) that focuses on the "real talk" of its efforts to break through ad clutter. It noted that the just-released **DCN Bot Benchmark Report** ranked ESPN.com #1 in delivering a clean, well-lit ad environment, and that ESPN ranked in the top 3 or better for TV and digital media in a recent Advertiser Perceptions Advertiser Experience Index measuring 400+ brands.

Tech it Out: To be an effective leader in cable or any industry, one needs to be "curious and encourage others to be curious," accept failures, learn and adjust and try again, **Vubiquity** CEO *Darcy Antonellis* said at the **WICT Tech It Out** conference Thurs, held during **SCTE's Cable-Tec Expo**. Other characteristics? "Be comfortable making decisions on your feet, collaborate and encourage provocative dialogues and points of view," she said. "It's perfectly OK to have heated debates amongst colleagues and still go out for beer at the end of the day." Her "short list of must-haves" for leadership also includes traits like great sense of humor, focus, and the ability to listen, communicate and inspire. And lastly, vision. That means spending 50% of the time thinking about here and now and the other half thinking about tomorrow, the former **Warner Bros** exec said. For leaders overseeing tech projects, they need to provide clear guidance on what the results need to be, she said. Meanwhile, when it comes to sponsoring, men are doing a much better job, **Hitachi Consulting** vp *Maggie Bellville* said. "We've got to help each other... How many times have you watched men taking care of each other with the next job and promotions? ... I don't know if women do as much as we ought to," said the former Charter COO.

Katrina Reflection: With **SCTE Expo** taking place in New Orleans this year, the industry took a moment to remember the 10th anniversary of Hurricane Katrina. Did the disaster changed the way cable does business? Katrina caused **Bright House** to take a new look at its architecture, according to pres *Nomi Bergman*. The MSO has made significant investments in infrastructure to prepare its networks for natural disasters, including improvements in physical plants and network design, Bergman said during Expo's general session Wed. "We have worked really hard to prepare operationally as well... We have put that [disaster preparation] into everyday operation," she said. **Comcast** CTO *Tony Werner* said his company has built multiple data centers in each market for back-up and disaster recovery. The approach means "we could lose three to four data centers and our customers wouldn't notice," he said. Perhaps a bigger threat is cyber-attacks, Werner warned. "We spend tons of time doing everything we can do stop cyber disasters," he said. **Liberty Global's** network was attacked recently, taking millions of customers offline for 2 straight days, CTO *Balan Nair* noted. The company had to rebuild a lot of its process and has learned "a whole bunch" in terms of ways to minimize the impact of cyber-attacks and to track where the attacks come from, Nair said.

Programming: **WE tv** is borrowing a page from **Netflix**, announcing that it will roll out all 7 eps of new original

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series "South of Hell," a scripted series about a demon hunter, at 6pm on Nov 27 (Black Friday). All eps will premiere back-to-back and then be available on VOD, TVE and download-to-own. -- **FX** ordered "Atlanta," a half-hour comedy created and starring *Donald Glover*. The 10-ep first season is about 2 cousins on the rise in the ATL rap scene. It debuts next year. -- **Disney Channel** is working on a sequel to original movie "Descendants," which was cable's 5th highest movie of all-time when it premiered in July (12.2mln total viewers in L+7). Around the world, "Descendants" has now reached over 32mln total viewers. -- Congrats to **IFC's** "Portlandia," which was nominated for a CLIO Award for key art for its 5th season. The campaign was shot by renowned photographer *Catherine Opie*.

People: *Henry Ahn* was tapped as pres, content distribution & marketing for **Scripps Nets Interactive**. Previously evp, Ahn will oversee all aspects of distribution with both traditional linear partners and businesses seeking digital content. He reports to CRO *Steven Gigliotti*. -- **Discovery Comm** hired **DirectTV's** *Karen Leever* as evp, gm of digital media. At DirecTV, she served as svp, digital and direct sales, where she launched the company's first responsive TVE streaming product and OTT service NFLSundayTicket.tv.

Cablefax Daily Stockwatch

Company	10/15 Close	1-Day Ch	Company	10/15 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CONVERGYS:25.160.52		
DISH:.....	61.85	0.88	CSG SYSTEMS:.....	32.01	0.38
ENTRAVISION:.....	8.06	0.27	ECHOSTAR:.....	44.84	0.71
GRAY TELEVISION:.....	14.80	0.33	GOOGLE:.....	661.74	10.58
MEDIA GENERAL:.....	14.79	0.41	HARMONIC:.....	6.00	0.11
NEXSTAR:.....	51.74	1.66	INTEL:.....	32.75	(0.05)
SINCLAIR:.....	29.44	0.80	INTERACTIVE CORP:.....	70.77	0.22
TEGNA:.....	25.56	0.53	LEVEL 3:.....	46.96	1.45
MSOS			MICROSOFT:.....	47.01	0.33
CABLE ONE:.....	440.00	4.99	NETFLIX:.....	101.09	(9.14)
CABLEVISION:.....	33.12	0.06	NIELSEN:.....	47.72	0.90
CHARTER:.....	185.83	3.08	RENTRAK:.....	57.57	1.96
COMCAST:.....	61.01	1.07	SEACHANGE:.....	7.15	0.32
COMCAST SPCL:.....	61.69	1.08	SONY:.....	26.99	0.98
GCI:.....	18.75	1.00	SPRINT NEXTEL:.....	4.27	UNCH
LIBERTY BROADBAND:.....	55.62	1.01	TIVO:.....	9.36	0.13
LIBERTY GLOBAL:.....	45.80	1.04	UNIVERSAL ELEC:.....	45.72	0.90
SHAW COMM:.....	20.45	(0.03)	VONAGE:.....	6.11	0.12
SHENTEL:.....	45.66	2.70	YAHOO:.....	33.48	1.39
TIME WARNER CABLE:.....	188.26	2.09	TELCOS		
PROGRAMMING			AT&T:.....	33.49	0.22
21ST CENTURY FOX:.....	29.26	0.71	CENTURYLINK:.....	26.98	0.80
AMC NETWORKS:.....	75.60	2.77	FRONTIER :.....	5.32	0.22
CBS:.....	43.16	0.73	TDS:.....	26.41	0.31
CROWN:.....	5.70	0.12	VERIZON:.....	44.67	0.68
DISCOVERY:.....	28.86	0.51	MARKET INDICES		
DISNEY:.....	107.89	2.16	DOW:.....	17.00	435.00
GRUPO TELEVISA:.....	26.92	0.43	NASDAQ:.....	4870.10	87.25
HSN:.....	59.16	1.01	S&P 500:.....	2023.86	29.62
LIONSGATE:.....	40.34	0.53			
MSG NETWORKS:.....	20.37	0.12			
SCRIPPS INT:.....	56.44	1.22			
STARZ:.....	38.91	0.31			
TIME WARNER:.....	72.49	1.46			
VIACOM:.....	51.17	1.72			
WWE:.....	19.79	0.43			
TECHNOLOGY					
ADVANTAGE:.....	2.30	0.02			
AMDOCS:.....	58.34	0.15			
AMPHENOL:.....	52.82	0.92			
APPLE:.....	111.86	1.65			
ARRIS GROUP:.....	28.56	0.37			
AVID TECH:.....	8.83	0.17			
BLNDER TONGUE:.....	0.69	UNCH			
BROADCOM:.....	51.72	0.81			
CISCO:.....	28.15	0.33			
COMMSCOPE:.....	31.22	0.41			
CONCURRENT:.....	5.02	0.02			



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PROGRAMMER'S PAGE

The Next Fitness Craze

If you're looking to get super fit, your local franchise gym just won't cut it anymore. It's all about boutique box gyms these days. That's a fitness trend that 3 Ball Entertainment is seeking to get in front of with its new unscripted competition series on **Spike TV** "Sweat, Inc." (premieres Oct 20, 10pm). The goal is to find the next fitness phenomenon. We spoke with executive producer DJ Nurre on the ins and outs of finding that next craze. **You've done a lot of reality TV. Why did you get into fitness?** We were noticing and hearing about a shift in the trends of fitness. There are a lot of boutique gyms that are popping up, and that wasn't the trend for many years. Everyone would just go to a big box gym. And now you notice a lot more people... go to a Soul Cycle or a Zumba or a CrossFit box, as they call them. We were trying to understand what the trend is, why it's happening, and who are the shot callers who are making these changes... We thought, we don't have to sit and wait to see what the next CrossFit is. Let's have a show that get's out ahead of it. Let's find the next CrossFit before it happens. **To find the best program, did you do the research yourself, or did you let the host trainers weigh in?** Innovation is a hard thing to find. A lot of people claim to have it, but few actually do. We had a casting team on for over a year. We visited a lot of fitness conventions around the nation. We also did our typical outreach. Over the many, many months we were able to collaborate with a lot of people with their finger on the pulse of the fitness industry and they would look at these workout programs and they would say, this is new, this is old, this is a gimmick, this has something to it. *For the full Q&A, go to Cablefax.com – Kaylee Hultgren*

Reviews: "Portrait Artist of the Year," premiere, Sun, noon ET, **Ovation**. It's a reality competition to find the best portrait artist in the United Kingdom. Yet it's done so sensitively we were compelled to watch. The competitors are a diverse bunch, aged 17-70. A few of the artists are professional painters; most are talented amateurs. The diversity of artistic styles is impressive, too. There's even a silhouette artist, not part of the competition, but his work is incredible. Fitting then that the judges represent different styles of visual arts and fail to agree easily. This week's ep is a superb start to the series as the artists paint British actors: *Alison Steadman, Robert Lindsay and Juliet Stevenson*. -- "Castro: The World's Most Watched Man," Thurs, 10pm, **American Heroes Channel**. A terrific review of Fidel's five-decade-long reign, complete with apposite footage, including some with Fidel speaking in halting English. The thesis is that Cuba's revolution is an extension of Fidel's personality and that he's remained in power through sheer will, an obsession with intelligence gathering and some luck. There's much to digest in this fine historical look at the ultimate spymaster. -- "Homeland," Season 5, Sun, 10pm, **Showtime**. Carrie's in Germany and ostensibly no longer **CIA**, but she's still obsessed with her past, trying to figure out who'd want her dead. – *Seth Arenstein*

Basic Cable Rankings (10/05/15-10/11/15)			
Mon-Sun Prime			
1	ESPN	1.8	4194
2	TBSC	1.4	3315
3	AMC	0.9	2197
4	DSNY	0.7	1775
4	FOXN	0.7	1754
4	USA	0.7	1644
7	FX	0.6	1393
8	HGTV	0.5	1262
8	FS1	0.5	1005
8	DSE	0.5	114
11	HIST	0.4	1083
11	DISC	0.4	1083
11	FOOD	0.4	992
11	ADSM	0.4	959
11	TNT	0.4	873
11	HALL	0.4	825
11	ID	0.4	805
18	SYFY	0.3	804
18	A&E	0.3	761
18	NAN	0.3	742
18	VH1	0.3	681
18	TLC	0.3	670
18	SPK	0.3	623
18	LIFE	0.3	617
18	BRAV	0.3	603
18	DSJR	0.3	549
18	OWN	0.3	535
18	NFLN	0.3	491
18	HMM	0.3	428
18	DFAM	0.3	56
31	MSNB	0.2	578
31	TVLD	0.2	538
31	EN	0.2	479
31	CNN	0.2	475
31	FAM	0.2	473
31	NKJR	0.2	470
31	APL	0.2	446
31	CMDY	0.2	427
31	LMN	0.2	425
31	ESP2	0.2	421
31	MTV	0.2	397
31	GSN	0.2	393
31	NGC	0.2	387
31	WETV	0.2	384

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



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