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What the Industry Reads First

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Lotsa TV: How Much is Too Much?

It has been six months since **FX Networks** CEO *John Landgraf* first proclaimed there's "too much television," and the statement is still reverberating. "It's really hard to keep up and watch everything. It seems there's a little too much going on," *Peter Benedek*, **United Talent Agency** founding partner and board member, declared at **NATPE's** opening session in Miami Tues. Squarely in the other camp is **Showtime Networks** pres, programming *Gary Levine*. "We seem to be the only culture that bemoans an abundance of quality programming," he said. "It makes us better at our jobs." Some of the problem might be all the different platforms available, with **Endemol Shine N America** co-CEO *Charlie Corwin* explaining that at times the content on a particular linear channel may be somewhat underwhelming, while the VOD environment may be overwhelming. And then there's the matter of how consumers watch programming. **EPIX** pres/CEO *Mark Greenberg* suggested binge viewing may not be such a great thing, noting that the word is usually a modified for something bad... Binge eating. Binge dieting. Binge drinking. "Why is binge viewing good? You lose control of the conversation. Is it consumer centric" or is it spoiling for viewers who aren't caught up, he asked. Benedek wants to percolate over something and watch it over 10 weeks. "'House of Cards' is kind of irrelevant at this point. 'Game of Thrones' isn't. There's a reason for that," he said. **Amazon Studios** sounds reluctant to move away from a binge format, with head of drama development *Morgan Wandell* saying it boils down to the company's mission to be "the most customer-centric company on the planet... We're in the business of giving customers absolutely everything they want." And that increasingly includes consumers throughout the world with both **Netflix** and Amazon Instant Video expanding into more countries. That creates some potential difficulty for creators. "I can take a show off Showtime and sell it around the world. With an Amazon or Netflix where the footprint is global, I'm selling worldwide rights to you. I have a natural limitation," said **Lionsgate** TV Group pres *Sandra Stern*. She said that revenue tied to budget vs audience for a modest-performing show could be a good thing. The problem is "we don't aspire to make modestly performing shows," Stern said. "We expect to over-perform. I want us to be able to monetize not based on budget but on the appetite worldwide for that show." At the same time, viewers are enjoying exploring the unknown of digital platforms and subscription TV. Broadcast network TV is where people are least likely to go now, but it's also where the biggest homerun is financially for a hit, said Benedek. "The pot of gold is still a network script," said

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Levine, noting that **CBS's** "Big Bang Theory" is probably the most lucrative show on TV from the past 10 years. "But not a single streaming service is trying to emulate the most successful show on television," he said. No one mentioned **NBCU's SeeSo**, but with both library and original comedy content, it may be the first to find that mark.

NATPE Notebook: While we didn't hear any **Facebook** execs speaking on panels, the company's name was mentioned in the context of video in just about every session we attended Tues. **Bunim/Murray** chief digital officer *John Roberts* believes the platform will be a "behemoth" in the video space. "They're about to unearth a huge way of doing video content. They just haven't revealed how they are going to do it," he said. Content creator/**YouTube** star *Bart Baker* repeatedly mentioned Facebook, having just crossed into 1mln likes territory. Five years from now, he thinks most of his views will probably still be on YouTube, but he questioned whether Facebook could be a bigger factor. "Facebook is growing faster for me than YouTube did." Similarly, Young Turks' *Cenk Uygur* was ecstatic about the Facebook Live streaming feature, quickly pulling out his phone and broadcasting us as we interviewed him. "I think we're very early on this, and people don't quite yet understand the power of it. Just in the last 2 weeks, I've seen explosive growth on it," he said. At CES, Uygur posted a live video about his hotel grievances. Similar to **Periscope**, it got a couple thousand views. The difference is that it exploded afterwards. "That silly little video on hotel towels and soaps and pillows wound up reaching over a million views."

Netflix Earnings: **Netflix** crossed 75mln members on Jan 1. The company reported earnings after market close on Tues. In 4Q, the company added 5.59mln subs. For 1Q, it's forecasting 6.1mln net additions vs prior year of 4.88mln. Financially, it scored operating income of \$60mln and net income of \$43mln. "We expect similar modest operating income results for Q1, assuming current foreign exchange, as we invest in our international expansion," the company said in its shareholder letter.

DISH Faces Trial: **DOJ** and attorney generals from IL, CA, OH and NC are suing **DISH** for violation of the National Do Not Call Registry more than 50mln times. The company could face hundreds of millions of dollars in penalties. The case was originally filed in 2009. A **DISH** spokesman said most of the **DISH** calls in question occurred nearly 10 years ago, and **DISH** has continued to improve its complaint procedures. The satellite company hired an outside telemarketing compliance firm in 2008, which reviewed its compliance procedures and found them compliant with the law, he said. The same firm is engaged by the **FTC** to provide hygiene for the National Do Not Call Registry, he noted. "DISH has long taken our compliance to the telemarketing laws seriously, has and will continue to maintain rigorous telemarketing compliance policies and procedures, and has topped multiple independent customer service surveys along the way," he said.

Blackout Update: **CBS** affil **WRAL**, **Fox** affil **WRAZ** in Raleigh and **CBS** affil **WILM** in Wilmington went dark on **DirectTV** Mon night after owner of the stations **Capitol Broadcasting** and the pay-TV op failed to renewed their retrans contract. As usual, it's a fee-related dispute. -- Another fee-related blackout was between **Sunbeam Television** and **AT&T U-verse**. The broadcaster's **WSVN** in Miami went dark on Fri.

RFD-TV vs Verizon: **Verizon FIOS** 1st notified viewers on Christmas Eve that it intends to drop **RFD-TV** on Jan 31. *Patrick Gottsch*, chmn of the **Rural Media Group**, which owns the net, has asked viewers to send letters urging Verizon to keep the channel. The letters were delivered to Verizon's NY offices on Fri, and the company is waiting for the telco's response, Gottsch said in a post on the net's Website Tues.

Discovery on Charter: **Discovery Comm's** regulatory gang met with the **FCC** last week to fire back at those proposing putting conditions on Discovery as part of the **Charter/Time Warner Cable** merger. According to an ex parte filing Fri, Discovery officials discusses certain commenters' speculation that post-merger, *John Malone* would cause Discovery to withhold programming from Charter competitors or raise its costs. Malone has no such ability or incentive to do so, Discovery said, noting Malone holds no executive offices in Discovery and has no controlling interest in the network. While Malone is a board member, he holds only 1 of 10 board seats. "Moreover, none of Discovery's owners has any incentive to cause Discovery to favor New Charter, because doing so would cause each economic harm," Discovery said. In addition, despite having had a common owner in Malone for a number of years, Charter and Discovery are both "structurally and operationally independent of each other. Charter does not favor Discovery, nor is it favored by Discovery. Similarly, Discovery has never had anything other than an arms' length relationship with Time Warner Cable," Discovery said.

Univision Comm Likes Onion: **Univision Comm** is betting on **Onion**. Univision's digital-arm became a minority investor in digital company **Onion Inc**. While **Onion Inc** will operate independently, Univision will have oversight of the company to

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leverage Univision Digital's resources to expand the exposure of the brand.

Syfy Explores New Content Platforms: Syfy launched **Syfy Labs**

Tues to focus on the creation of immersive, multiplatform content and content for emerging platforms such as virtual reality, 3D printing and IoT integrations. Syfy Labs will partner with 3D printing firm **MakerBot** to offer printable files of 3D models via MakerBot's Thingiverse. Meanwhile, following the release of the iOS and Android **Google** Cardboard-enabled versions of "The Expanse" VR app, Syfy Labs plans to launch it for **Samsung** Gear VR.

Measuring TCA: With some 412 original scripted shows (and even more unscripted) are still out there fighting for attention—and it was clear during Winter TCA that consumers aren't taking it all lying down as they demand more personalization and flexible viewing options. Check out the full story at Cablefax.com

People: *Matt Stein* was named marketing svp for both **Animal Planet** and **Science Channel**, effective Feb 1. Stein previously was svp of marketing, promotion & creative services for **BBC America**. -- *Mioshi Hill* joined **Lifetime** as vp of non-fiction programming, effective immediately. Hill will report to *Eli Lehrer*, the net's svp of non-fiction programming. She was most recently svp of development and creative affairs at **Hudson Media** in LA.

Cablefax Daily Stockwatch

Company	01/19 Close	1-Day Ch	Company	01/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/			CSG SYSTEMS:	32.87	(0.15)
DISH:	48.90	(1.04)	ECHOSTAR:	33.58	(0.81)
ENTRAVISION:	7.05	(0.11)	GOOGLE:	701.79	7.34
GRAY TELEVISION:	13.14	(0.62)	HARMONIC:	3.27	(0.06)
MEDIA GENERAL:	15.53	(0.05)	INTEL:	29.80	0.04
NEXSTAR:	47.66	(0.63)	INTERACTIVE CORP:	52.17	(2.29)
SINCLAIR:	29.34	(0.26)	LEVEL 3:	47.12	0.41
TEGNA:	23.20	(0.82)	MICROSOFT:	50.56	(0.43)
MSOS					
CABLE ONE:	420.83	(0.53)	NETFLIX:	107.89	3.85
CABLEVISION:	31.33	0.38	NIELSEN:	45.02	0.33
CHARTER:	167.38	2.30	RENTRAK:	42.51	(6.28)
COMCAST:	54.25	0.36	SEACHANGE:	6.28	0.05
GCI:	19.14	0.02	SONY:	22.21	0.77
LIBERTY BROADBAND:	47.83	UNCH	SPRINT NEXTEL:	2.64	(0.23)
LIBERTY GLOBAL:	32.88	(0.28)	TIVO:	7.70	(0.12)
SHAW COMM:	16.35	(0.15)	UNIVERSAL ELEC:	45.95	(0.79)
SHENTEL:	21.28	0.67	VONAGE:	4.80	0.09
TIME WARNER CABLE:	177.63	0.60	YAHOO:	29.74	0.60
PROGRAMMING					
21ST CENTURY FOX:	26.36	0.26	TELCOS		
AMC NETWORKS:	73.25	(0.06)	AT&T:	34.51	0.52
CBS:	45.39	(0.49)	CENTURYLINK:	23.22	(0.07)
CROWN:	4.61	0.05	FRONTIER:	4.18	(0.06)
DISCOVERY:	25.79	(0.1)	TDS:	22.02	0.11
DISNEY:	93.97	0.07	VERIZON:	44.87	0.44
GRUPO TELEVISA:	25.88	(0.15)	MARKET INDICES		
HSN:	47.51	0.01	DOW:	16016.02	27.94
LIONSGATE:	27.83	(0.17)	NASDAQ:	4476.95	(11.47)
MSG NETWORKS:	17.90	(1.6)	S&P 500:	1881.33	1.00
SCRIPPS INT:	55.62	(0.38)			
STARZ:	30.87	(0.16)			
TIME WARNER:	69.79	0.14			
VIACOM:	43.92	1.54			
WWE:	16.59	(0.21)			
TECHNOLOGY					
ADDVANTAGE:	1.75	(0.08)			
AMDOCS:	52.94	(0.2)			
AMPHENOL:	45.42	(0.07)			
APPLE:	96.66	(0.47)			
ARRIS GROUP:	26.04	(0.38)			
AVID TECH:	6.89	(0.35)			
BLNDER TONGUE:	0.36	(0.05)			
BROADCOM:	52.96	0.02			
CISCO:	23.85	0.23			
COMMSCOPE:	22.32	(0.41)			
CONCURRENT:	5.15	(0.1)			
CONVERGYS:	23.06	(0.32)			

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