

Cablefax Daily™

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What the Industry Reads First

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Gift of Joy: HSN Looking for the Next Mangano

It's the kind of marketing no network could buy. A box office hit at the movies starring It Girl *Jennifer Lawrence* that is not only all about your industry, but actually features your network prominently and in a good light. So is the case for HSN and "Joy," the story of *Joy Mangano*, who after starting her career at QVC became one of the largest stars at HSN. Her "Huggable Hangers" are the best-selling product in HSN history. It certainly wasn't a moment that HSN let slip by. Not only did the brand work with **20th Century Fox** on a marketing component, but it created website JoyMangano.com. Visit it and you'll find all sorts of information on the real inventor, her foundation and a tab to purchase her products (natch). What you won't see on the site is HSN. "Those that see the movie intuitively might not go to HSN.com, so we worked with Joy and her team and created JoyMangano.com as almost a content experience," explained HSN pres *Bill Brand*. "The idea that we've created a different website not under the HSN brand, but powered by HSN is new for us. It's done in a place where people can say 'I just wanted to learn about Joy. I don't care about HSN. I want to buy those hangers!'" Brand's goal is to see those visitors eventually go from buying a hanger or a steamer at JoyMangano.com to realizing that HSN has **Benefit Cosmetics** or that it's the launch partner for **Lancome's** new beauty products. About a week after Joy opened in theaters on Christmas Day, HSN launched the new Miracle Mop (the product is essentially a star in the movie). HSN sold over 200K mops, including a dozen to film writer/director *David O. Russell* who called in to the program. While Mangano is a success story worthy of a theatrical release, HSN wants to build itself as the home for innovators. Last summer, it morphed its American Dream initiative, which launched in 2013 as a way to celebrate entrepreneur success stories, into a means to find the next great innovators. "Because we're content driven, it's all about storytelling. It's all about great products you can't find anywhere else. We need a lot of those entrepreneurs to fill the pipeline here at HSN." It's a pretty good time to be looking for innovators, with shows like **ABC's** "Shark Tank" and **Science Channel's** "All-American Makers" finding inventors. HSN's pitch is it can bring those new products to market. On Mon (Feb 1), the net will have an "American Dreams" themed-day, which includes Shark Tank's *Daymond John* appearing on "The Monday Night Show with *Adam Freeman*" with 3 products he has sourced via the show, including **Three Jerks** jerky (filet mignon

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jerky) and **sockTABS** (a way to keep socks together). American Dreams is also seen as an opportunity to build program partnerships with affiliates, Brand said. “We have some of those ideas in the works, but aren’t ready to announce it yet,” he said. “As part of our relationships in local markets not only would we like fresh ideas, but if we’re in L.A. and there’s a new entrepreneur from Los Angeles that’s going to be on HSN, we’d love that support from **Time Warner Cable** in L.A. We’ve built different programs around that, and we plan to do so.”

IBM Closes Weather Deal: IBM closed its acquisition of **The Weather Company’s** B2B, mobile and cloud-based digital properties, weather.com, Weather Underground, The Weather Company brand and WSI, the global B2B brand. While the cable TV unit wasn’t acquired by IBM, it will license weather forecast data and analytics from IBM under a long-term contract. Weather’s assets will be part of the Watson IoT Cloud platform. IBM expects the deal to extend the scale and capability of its cloud data platform and expand The Weather Company’s enterprise service offerings and consumer reach. IBM plans to bring weather.com to new markets such as China and India. As part of the acquisition, *David Kenny*, most recently chmn/CEO of the Weather Company, will lead the IBM Watson unit. The Weather Company will be led by *Cameron Clayton*, who was most recently its pres, product and technology. WSI, The Weather Company’s B2B brand, will now be known as The Weather Company, an IBM Business. “Heading into this new chapter as **The Weather Channel Television Network**, we have heightened focus on innovation, first-class storm coverage and hyper-localized weather information available through our various TV platforms including: The Weather Channel, WeatherScan and Local Now,” the net’s CEO *Dave Shull* said in a statement.

Debate Rating: A Trump-absent GOP debate on **Fox News** Thurs night drew nearly 12.5mln viewers P2+, according to **Nielsen**. With a 7.2 HH rating, the debate bagged around 3.5mln viewers 25-54. It was the 2nd lowest rated GOP debate of this campaign season.

Comcast Aids Flint: With 58 employees and thousands of customers impacted by the Flint water crisis, **Comcast** has rushed to help out. Technicians are carrying state-provided water filters on their trucks, and Comcast’s Flint service center employees are offering water filters to everyone who stops by. The company has also contributed PSAs. A special On Demand section dubbed “Flint Water” includes a video on how to install a filter. Comcast’s 4K+ MI employees are also participating in a bottled water drive, and the MSO has opened up its WiFi hotspots in Flint for the next 30 days for everyone.

Byron Allen Sues Again: **Entertainment Studios Network** CEO *Byron Allen* is back to court again with a \$10bln lawsuit against the **FCC** and **Charter** claiming racial discrimination against African-American-owned media. The lawsuit was filed at the Central District Court of CA Wed. Allen filed a similar lawsuit last year against **Comcast** and **Time Warner Cable**.

Super Bowl Game Plan: **Fox Sports** is partnering with **Twitter** to create content during Super Bowl week. From Tues to Fri, Fox Sports’ digitally focused platforms “Garbage Time with *Katie Nolan*,” “Outkick The Show” and “@TheBuzzer” shoot live and taped segments with athletes and celebrities. -- **ESPN’s** weeklong coverage kicks off Mon from the SAP Center in San Jose, CA, and continues in the Bay Area through the post-Super Bowl **NFL** Primetime and SportsCenter shows on Sun. -- **NFL** Digital Media’s Super Bowl coverage starts on Mon and through Sun with NFL Now Live: Super Bowl 50. Live stream of Super Bowl 50 is available through NFL Mobile from Verizon, NFL.com, SuperBowl.com and NFL on Xbox.

Programming: **Cartoon** picked up new series “Justice League Action” from **Warner Bros Animation**. -- **HGTV** ordered 52 new eps of “Property Brothers” and 13 additional eps of “Property Brothers: Buying & Selling.” A new season of “Property Brothers” is set to premiere on Feb 17, and “Property Brothers: Buying & Selling” returns to HGTV in July. -- **Nat Geo** debuts new series “Generation X,” narrated by Xer Christian Slater, Feb 14 at 10pm.

People: *Mark Levine*, *Jennifer Quainton* and *Andrew Schechter* will lead production, daytime and development for **Food Network** and **Cooking Channel**. They will continue to report to *Digi O’Hearn*, svp of programming and development. -- **FCC’s** wireless bureau chief *Roger Sherman* is departing at the end of Feb. Chmn *Tom Wheeler* intends to name *Jon Wilkins*, currently the agency’s managing dir, as his replacement. In addition, the chmn plans to name *Mark Stephens* as acting managing dir. -- *Jimmy Jellinek* joined **Turner** as vp of content marketing and digital innovation for **TBS & TNT**. He’ll report to *Michael Engleman*, the new evp of entertainment marketing and brand innovation. -- *Neil Regan* joined **Scripps** as vp, programming for **Travel Channel**. The former **Zodiak** NY exec reports to svp, programming *Courtney White*.

Cablefax Week in Review

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	48.27	(1.69%)	(15.58%)
ENTRAVISION:	EVC	7.46	(2.86%)	(3.24%)
GRAY TELEVISION:	GTN	13.15	(0.68%)	(19.33%)
MEDIA GENERAL:	MEG	16.23	2.27%	0.50%
NEXSTAR:	NXST	45.21	(8.94%)	(22.98%)
SINCLAIR:	SBGI	33.00	8.16%	1.41%
TEGNA:	TGNA	23.99	2.43%	(6%)

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLE ONE:	CABO	431.00	2.14%	(0.61%)
CABLEVISION:	CVC	31.91	1.79%	0.03%
CHARTER:	CHTR	171.36	(1.92%)	(6.36%)
COMCAST:	CMCSA	55.71	0.69%	(1.28%)
GCI:	GNCMA	18.12	0.17%	11.23%
LIBERTY BROADBAND:	LBRDA	47.60	(1.39%)	(7.84%)
LIBERTY GLOBAL:	LBTYA	34.41	2.11%	(18.77%)
SHAW COMM:	SJR	17.28	1.83%	0.52%
SHENTEL:	SHEN	22.98	7.33%	(46.62%)
TIME WARNER CABLE:	TWC	181.58	(0.25%)	(2.16%)

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	26.97	2.24%	(0.7%)
AMC NETWORKS:	AMCX	72.79	(2.66%)	(2.53%)
CBS:	CBS	47.50	1.19%	0.79%
CROWN:	CRWN	4.49	(1.1%)	(19.96%)
DISCOVERY:	DISCA	27.59	2.57%	3.41%
DISNEY:	DIS	95.64	(1.3%)	(8.98%)
GRUPO TELEVISIA:	TV	26.50	0.00%	(2.61%)
HSN:	HSNI	47.06	(2.55%)	(7.12%)
LIONSGATE:	LGF	26.12	(6.85%)	(19.36%)
MSG NETWORKS:	MSGN	17.49	(4.3%)	(15.94%)
SCRIPPS INT:	SNI	60.88	3.12%	10.27%
STARZ:	STRZA	28.43	(7.45%)	(15.13%)
TIME WARNER:	TWX	70.38	(0.73%)	8.83%
VIACOM:	VIA	48.54	5.75%	10.34%
WWE:	WWE	17.93	7.11%	0.50%

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.75	1.16%	(3.31%)
AMDOCS:	DOX	54.74	3.91%	0.31%
AMPHENOL:	APH	49.57	1.79%	(5.09%)
APPLE:	AAPL	97.09	(4.27%)	(7.77%)
ARRIS GROUP:	ARRS	25.47	(5.1%)	(16.68%)
AVID TECH:	AVID	7.10	(1.39%)	(2.61%)
BLNDER TONGUE:	BDR	0.34	(2.86%)	(15%)
BROADCOM:	BRCM	54.67	1.17%	(5.45%)
CISCO:	CSCO	23.79	1.80%	(12.41%)
COMMSCOPE:	COMM	22.42	(0.44%)	(13.4%)
CONCURRENT:	CCUR	5.06	(1.36%)	2.22%
CONVERGYS:	CVG	24.44	2.73%	(1.81%)
CSG SYSTEMS:	CSGS	34.94	(2.02%)	(2.89%)
ECHOSTAR:	SATS	35.13	2.51%	(10.18%)
GOOGLE:	GOOG	742.95	2.44%	(2.1%)
HARMONIC:	HLIT	3.30	0.00%	(18.92%)
INTEL:	INTC	31.02	3.64%	(9.96%)
INTERACTIVE CORP:	IAC	51.94	(4.63%)	(13.51%)
LEVEL 3:	LVL	48.81	2.07%	(10.21%)

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	55.09	5.37%	(0.7%)
NETFLIX:	NFLX	91.74	(8.88%)	(19.79%)
NIELSEN:	NLSN	48.13	6.22%	3.28%
RENTRAK:	RENT	44.47	(5.02%)	(6.44%)
SEACHANGE:	SEAC	6.22	2.30%	(7.72%)
SONY:	SNE	23.87	9.80%	(3%)
SPRINT NEXTEL:	S	3.02	5.23%	(16.57%)
TIVO:	TIVO	7.98	3.64%	(7.53%)
UNIVERSAL ELEC:	UEIC	50.15	5.80%	(2.34%)
VONAGE:	VG	5.13	(0.19%)	(10.63%)
YAHOO:	YHOO	29.51	(0.81%)	(11.27%)

Company	Ticker	1/29 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	36.06	2.62%	4.80%
CENTURYLINK:	CTL	25.42	6.81%	1.03%
FRONTIER:	FTR	4.55	4.36%	(2.57%)
TDS:	TDS	23.19	6.67%	(10.43%)
VERIZON:	VZ	49.94	6.14%	8.05%

Index	Value	1-Week % Chg	YTD %Chg	
MARKET INDICES				
DOW:	DJI	16466.30	2.32%	(5.5%)
NASDAQ:	IXIC	4613.95	0.50%	(7.86%)
S&P 500:	GSPC	1940.24	1.75%	(5.07%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. SONY:	23.87	9.80%
2. SINCLAIR:	33.00	8.16%
3. SHENTEL:	22.98	7.33%
4. WWE:	17.93	7.11%
5. CENTURYLINK:	25.42	6.81%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. NEXSTAR:	45.21	(8.94%)
2. NETFLIX:	91.74	(8.88%)
3. STARZ:	28.43	(7.45%)
4. LIONSGATE:	26.12	(6.85%)
5. ARRIS GROUP:	25.47	(5.1%)

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

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Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

