

# Cablefax Daily™

Friday — February 12, 2016

What the Industry Reads First

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## 5 Questions: Needham & Co's Laura Martin Tip Sheet for 2016

Don't count on Needham & Co's Laura Martin to comfort or coddle when it comes to the rapidly changing TV ecosystem. As Senior Equity Analyst, Entertainment and Internet, Martin has become infamous for her brutal honesty as massive disruption bears down on the media content business. And we doubt she'll mince words when she delivers the opening keynote at Cablefax's Multiscreen Summit on March 8 in NYC. We caught up with Martin for a quick download before her talk. **We're often told that all screens can co-exist peacefully. True or false?** Largely FALSE. Leisure time is essentially fixed, and therefore as viewing moves to lower revenue screens it hurts revenue and profit margins until money catches up with viewing shifts. **What's the biggest mistake that traditional TV execs continue to make as they lay out their multiscreen plans?** Putting identical content on lower revenue/hour platforms. WWE has the better model of editing and elongating its long-form premium video content to maximize length, content and revenue streams on each platform, which immerses the consumers in content but never allows them to view identical content on lower-revenue per hour distribution options. **So what's your prognosis for the TV ecosystem in 2016?** If the US does not enter recession in 2016, we expect TV revenue growth to accelerate in 2016 as measurement of mobile screens catches up with viewing. TV companies will finally be paid (via higher ad revenue) for the extra TV viewing on smartphones and tablets that they have been experiencing for the past several years. **Stock market volatility is through the roof right now. Who will weather the storm better in 2016, traditional media stocks or the Netflixes of the world?** Beta is the historical measure of share price volatility vs the market. A typical online company's beta is 3-5x the market, including Netflix at 5. Often, old media betas are under 1 (Disney), rarely going above 2 (CBS). By implication, in a market trending toward the downside, folks should prefer old media to new media share exposure. **What's your biggest survival tip for TV execs in 2016?** I recommend general managers for content who focus on editing and elongating one successful show across all TV and digital platforms to maximize innovation, trials and revenue maximization. *[Join us as Martin and other high-level speakers share insight at the [Multiscreen Summit](#) on March 8 in NYC. Limited seats still available].*

**DISH/FOX Resolve Litigation:** DISH's AutoHop users won't be able to use the ad-skipping feature on new shows that air on Fox's owned or affiliated stations until 7 days after a program's debut. That's part of the pair's settlement, which

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## BEST SELLERS

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Questions: Contact Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com) or 301-354-1851.



Cablefax's

# DIGITAL AWARDS BREAKFAST

March 8 | 8:00 – 10:00 am | New York City

## Congratulations to our Pre-Announced Winners!

**Digital PR Campaign of the Year**  
■ **truTV** - #HaveUFoundtruTV Campaign

**Digital Rookie of the Year**  
■ **Sampson Simmons**, Poker Central

**Mobile Marketing Campaign of the Year**  
■ **Turner Entertainment Networks** - AT&T and CONAN 360 Virtual Reality at Comic Con

**Online Newsroom**  
■ **Turner Sports** - Bleacher Report's Team Stream News Room

**Online Store/Merchandizing**  
■ **Mediacom Communications Corporation** - Mediacom E-Commerce

**Social Media Marketer of the Year**  
■ **Allison Hoffman**, Starz Entertainment

**Web Content Director of the Year**  
■ **Kevin Sullivan**, YES Network

## FINALISTS

### Ad/Series of Ads

- **Bleacher Report** - Sports Alphabet Aerobics
- **BYU Broadcasting** - BYUtv Sports: Blue Runs Deep
- **Pop TV** - Ads/Series of Ads for VisitSchittsCreek.com

### Best App – Corporate

- **Comcast Cable** - Papal Map App
- **Crackle/Sony Pictures Television** - Crackle
- **DIRECTV**

### Best App – Network

- **A+E Networks** - HISTORY HERE App
- **BYU Broadcasting** - BYUtv
- **Food Network & Cooking Channel** - Food Network's In the Kitchen
- **SundanceTV** - SundanceTV App
- **WWE** - The WWE App (with WWE Network)

### Best App – Program

- **Syfy** - Expanse VR App
- **Syfy** - Syfy Sync for 12 Monkeys
- **Turner Sports** - 2015 NCAA March Madness Live
- **Turner Sports** - 2015 PGA Championship (Android)

### Best Cable Network Website

- **A+E Networks** - HISTORY.com
- **AMC** - AMC.com
- **E! Entertainment**
- **Food Network & Cooking Channel** - FoodNetwork.com
- **Pop TV** - POPTV.com

### Best Content Marketing/PR

- **NBCUniversal** - TV Everywhere Brand Marketing Campaign
- **Time Warner Cable Media** - TWCM NewFront 2015: Epic Connections
- **Turner Entertainment Networks** - AT&T and CONAN 360 Virtual Reality at Comic Con

### Best Regional/Local Programmers Website

- **Cox Media Arizona** - Cox7 Arizona
- **News 12 Interactive**
- **YES Network** - YESNetwork.com

### Best TV Everywhere/Authentication App (Programmer)

- **A+E Networks** - HISTORY APP
- **AMC** - AMC.com
- **ESPN** - WatchESPN
- **Turner Sports** - 2015 PGA Championship Live

### Best TV Everywhere/Authentications App (Operator)

- **Comcast** - Xfinity TV Go
- **DIRECTV** - Directv TVE
- **DISH Anywhere**
- **Time Warner Cable** - TWC TV

### Best TV Everywhere Technology (Vendor)

- **Bottle Rocket** - AWE, a TV Everywhere platform powered by Bottle Rocket
- **Clearleap** - TV Everywhere Solution
- **Kaltura** - MotorTrend OnDemand for Motor Enthusiasts

### Best Visual Design

- **BYU Broadcasting** - Granite Flats
- **Comcast Cable** - X1 Onboarding Program
- **Glow** - GLOW + Syfy, Dominion
- **National Geographic Channels** - Saints & Strangers Website
- **Syfy** - Syfy.com
- **Turner Sports** - Bleacher Report Media Lab

### Best Website Navigation

- **AMC** - AMC.com
- **DIRECTV**
- **Food Network & Cooking Channel** - FoodNetwork.com
- **Verizon FiOS** - fios.verizon.com

### Blog or Series of Blogs

- **AMC** - Better Call Saul's Letters From Saul
- **Discovery Channel** - Discovery.com's DSCVRD Blog
- **Time Warner Cable** - Untangled Blog

### Digital Executive of the Year

- **Peter Blacker**, Telemundo Media
- **Mac McKean**, AMC
- **Romina Rosado**, E! Entertainment
- **Michael Spirito**, YES Network
- **Dan Suratt**, A+E Networks

### Digital Team of the Year

- **A+E Networks**
- **AMC**
- **Discovery Channel** - Shark Week 2015
- **ESPN Digital Media**
- **SundanceTV**
- **ViaMedia**
- **WE tv**
- **WWE**

### Digital Marketing Campaign

- **Comcast** - XFINITY Language Choice
- **Comcast Cable** - X1 Conversion Campaign
- **NBCUniversal** - 2015 Social Boost
- **Ovation Television Network** - Minute With Mick
- **truTV** - Impractical Jokers FAN-Tastic Countdown
- **Turner Entertainment Networks** - AT&T and CONAN 360 Virtual Reality at Comic Con
- **WWE** - WrestleMania 31

### Editorial Excellence

- **AMC** - AMC.com
- **National Geographic Channels** - Breakthrough Interactive Companion Site
- **National Geographic Channels** - Killing Jesus Website
- **SundanceTV** - sundance.tv

### Facebook Campaign

- **Cox Communications** - Meta Millennials Integrated Facebook Campaign
- **OWN: Oprah Winfrey Network** - Belief
- **truTV** - Impractical Jokers Live Punishment Special

■ **Turner Sports** - NCAA.com SXSW Selection Show

### Official Show Website

- **National Geographic Channels** - Breakthrough Website
- **National Geographic Channels** - Killing Jesus Website
- **SundanceTV** - Rectify
- **USA Network** - www.whoismrrobot.com

### Online Community/Social Networking

- **BYU Broadcasting** - Studio C
- **Food Network & Cooking Channel** - Food.com

### Online Contest

- **AMC** - Mad Men: The Fan Cut
- **Bravo Media** - Odd Mom Out: V.I.M. (Very Important Mom) Perks Program
- **Turner Sports** - NBA TV Fan Night Best Duos

### Online Games

- **National Geographic Channels** - Saints & Strangers Website
- **Pop TV** - "The Orwell Games": Big Brother After Dark
- **Turner Sports** - NBA.com's Mt. Rushmore

### Original Content

- **Crown Media Family Networks (Hallmark Channel)** - Cat Center
- **Sony Pictures Television Networks** - Hannibal Sync App
- **Syfy** - Dominion: Revelations
- **Turner Entertainment Networks** - Conan Visits Taco Bell
- **Turner Sports** - NCAA.com Features
- **YES Network** - YES or No

### Podcast or Videocast

- **Bleacher Report** - The Simms and Leftkoe Podcast
- **SundanceTV** - Rectify Podcast
- **Turner Sports** - The Drop (from The Starters)

### Social Good Campaign

- **Crown Media Family Networks (Hallmark Channel)** - Kitten Bowl II
- **Food Network & Cooking Channel** - #BakeltForward
- **WWE** - Connor's Cure

### Social Media Campaign

- **Comcast** - #FirmaMiTweet / #SignMyTweet
- **Crown Media Family Networks** - Hallmark Channel's Countdown to Christmas 2014
- **NBCUniversal** -
- **OWN: Oprah Winfrey Network** - Belief
- **Pop TV** - "#GetOnTheBoat" Rock This Boat Vine Campaign
- **Pop TV** - #SchittsCreek Vine Campaign
- **truTV** - Impractical Jokers Live Punishment Special
- **Turner Sports** - PGA Championship
- **WWE** - WrestleMania 31

### Social Media Dream Team

- **Bravo and Oxygen Media**
- **Glow + Syfy** - Sharknado 3
- **truTV** - @truTV

■ **Turner Sports**  
■ **WWE**

### Supplemental Web Content (one-time)

- **INSP** - Christmas in the Smokies
- **REELZ** - Miss USA Broadcast
- **truTV** - Impractical Jokers Live Punishment Special
- **Turner Entertainment Networks** - Conan Visits Taco Bell
- **XFINITY from Comcast** - XFINITY Digital Welcome Guide

### Supplemental Web Content (ongoing)

- **AMC** - Badlands' Fight Camp
- **Bravo Media** - Odd Mom Out Branded Content
- **Food Network & Cooking Channel** - Duff's Sweet Spot
- **Food Network & Cooking Channel** - Star Salvation
- **SundanceTV** - Rectify
- **WE tv** - WE Tell All

### Tweeter

- **American Cable Association** - Matt Polka
- **Food Network** - Alton Brown, Camp Cutthroat
- **NBCUniversal** - Evan Shapiro
- **truTV** - @truTV

### Use of Facebook

- **Time Warner Cable** - Best Use of Facebook Recruiting
- **Bleacher Report**
- **WWE**

### Use of Twitter

- **Comcast** - #FirmaMiTweet / #SignMyTweet
- **ARRIS Group, Inc.** - @ARRIS
- **Glow + Syfy** - Sharknado 3
- **truTV** - #HaveUFoundtruTV Campaign
- **Turner Sports** - @NBAonTNT Twitter

### Use of Video/Moving Image

- **AMC** - Fear The Walking Dead: Flight 462
- **Syfy** - Z Nation: Find Murphy
- **Time Warner Cable Media** - Auto Video Mailer
- **Turner Entertainment Networks** - AT&T and CONAN 360 Virtual Reality at Comic Con
- **Turner Sports** - 2015 NCAA March Madness Live
- **WE tv** - Misster Ray's Reality Wraps
- **XFINITY from Comcast** - STUDIO XFINITY Retail Educational Sales Tool

### Web Site Design

- **National Geographic Channels** - American Genius Website
- **National Geographic Channels** - Breakthrough Interactive Companion Site
- **Syfy** - Syfy.com

### Web Site Redesign

- **AMC** - AMC.com
- **Comcast Spotlight** - ComcastSpotlight.com
- **ESPN** - ESPN.com Redesign & 20th Anniversary
- **Syfy** - Blastr.com
- **Bleacher Report** - BleacherReport.com
- **UP tv** - Uptv.com

Event Info & Registration: [www.Cablefax.com/march8](http://www.Cablefax.com/march8)

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dismisses all pending litigation between the 2, including disputes over Slingbox technology, AutoHop, Primetime Anytime and Transfer features. The move followed a similar pact DISH made with **CBS** in 2014, disabling the AutoHop's ad-skipping for **CBS** shows for 7 days after their linear debut. Fox sued DISH in 2012, saying DISH's AutoHop feature infringed on its copyrights and breached the carriage deal between the 2.

**On the Hill: House Communications Subcmte** advanced a GOP-backed bill designed to prevent the **FCC** from regulating Internet rates. The bill, introduced by *Adam Kinzinger* (R-IL), is opposed by **Free Press**. Policy dir *Matt Wood* said it would prevent the FCC from reviewing "entire categories of unfair practices, monopoly abuses, double-charging schemes and threats to Net Neutrality." The panel also passed the Small Business Broadband Deployment Act, which would offer a permanent waiver to smaller ISPs from the FCC's enhanced transparency requirements under the Title II Open Internet rules. The legislation defines "small businesses" as 1500 or fewer employees and 500K or fewer subs.

**Broadband Privacy:** As the **FCC** considers potential broadband privacy regulations, 7 trade groups representing broadband providers and tech companies asked chmn *Tom Wheeler* to consider a framework that's consistent with **FTC's** approach. In a joint letter, they said the FTC's method is "grounded on prohibiting unfairness and deception." The agency is looking to initiate a proceeding to consider how Section 222 of the Communications Act, which governs Customer Proprietary Network Information, should apply to broadband access. The trade groups are **ACA, Consumer Technology Association, Competitive Carriers Association, CTIA, Internet Commerce Coalition, NCTA** and **USTelecom**.

**Internet Tax:** The Permanent Internet Tax Freedom Act, which would ban states and localities from imposing taxes on Internet access permanently, sailed through the Senate Thurs. The legislation was already OKed by the House so it now goes to President *Obama* for approval. "We applaud the Senate on today's passage of the Permanent Internet Tax Freedom Act Internet (ITFA) and thank Sens. [*John Thune*] and [*Ron Wyden*] for their leadership in shepherding this important legislation throughout the process," said **NCTA** pres/CEO *Michael Powell*. Free market think tank the **Information Technology and Innovation Foundation** said "the cost, speed, and availability of broadband Internet access should continue to be a national priority, and by making the Internet Tax Freedom Act permanent, we can boost the growth of the Internet and the economic and societal benefits that come with it." **FCC's** GOP pair *Ajit Pai* and *Michael O'Rielly* also applauded the passage, urging the President to sign the bill into law soon.

**CBS 4Q:** **CBS** loves to talk about retrans revenue. In 4Q results posted Thurs, the company said retrans consent and reverse compensation are set to hit \$1bln in 2016 and are on pace to surpass \$2bln in 2020. For the quarter, CBS revenues climbed 6% YOY to \$3.91bln, driven by a 16% increase in content licensing and distribution revenues. Affil and subscription fees grew 13%, helped by continued increases in retrans revenues (natch!) and fees from CBS Television Network affil stations.

**TiVo-Buckeye Deal:** **TiVo** scored a multi-year partnership with **Buckeye CableSystem** to become the primary provider of software, user experience and cloud services for Buckeye's TV offerings starting in June. Buckeye will market and deploy TiVo's multi-screen offering, including DVRs, TiVo web, mobile and tablet apps, as well as a new non-DVR hybrid set-top box expected to provide traditional linear content, VOD and OTT/TVE content in single platform.

**Incentive Auction:** **JP Morgan** analysts expect bidders of the upcoming **FCC** incentive spectrum auction to spend \$25-35bln, which should be received by broadcasters in late 2016 or early 2017. They predict **AT&T, Verizon**, and **T-Mobile** will be the biggest bidders (\$21-30bln cumulative spend), that **Sprint/Softbank** will not register, and that **DISH** will "at most be an opportunistic buyer." **Comcast**, potentially partnering with other cable companies, could spend \$3-5bln, and private equity funds could spend \$1-2bln, said the JP Morgan research note. Comcast execs said during the company's 4Q earnings conference call that the MSO is interested in participating in the auction. Companies like **Google** or **Amazon** aren't expected to bid.

**Parenting with Univision:** **Univision Digital** launched a bilingual parenting channel created in collaboration with *Ricky Martin's* parenting site, **Piccolo Universe**. Dubbed "Papás y Mamás," the channel targets Latino parents, featuring content in Spanish and English, and includes articles, columns by popular parenting bloggers, daily parenting news and trends, videos geared towards parents and kids, and articles written by Martin and other celebrities.

**Comcast Aids Flint:** **Comcast** continues to support Flint residents, including 58 of its own employees. So far, the MSO's

# BUSINESS & FINANCE

Flint technicians and service center employees have handed out some 1K state-provided water filters. The company is adding more WiFi hotspots to areas where relief efforts are concentrated. Comcast employees from across MI are joining the **Boys and Girls Club of Flint** for a call-to-action volunteer initiative later this month. In addition, the company has placed a recycling receptacle at its Flint service center to make it easy for Flint residents to recycle their water bottles.

**Hulu/NBCU Rights Deal:** Hulu reached a deal with **NBCU** to make **Syfy's** time-traveler thriller "12 Monkeys" exclusive to the streaming service on Feb 24. Through the deal, Hulu acquires a full library of programming for series "Battlestar Galactica" and "Saved by the Bell," which are available to stream now. The deal also adds episodes of children's series including "Bob the Builder," "Thomas and Friends" and "Barney."

**Sling TV Adds Cinemax:** DISH's subscription OTT service **Sling TV** is expanding its lineup of premium programming with the addition of **Cinemax**, which costs \$10 a month in addition to the \$20 a month basic "Best of Live TV" package. The offering includes a live, linear Cinemax channel as well as on-demand programming. In a blog post Thurs, Sling said the VOD section offers the same catalog subs can find in a MAX GO subscription via their traditional cable providers.

## Cablefax Daily Stockwatch

Company	02/11 Close	1-Day Ch	Company	02/11 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	41.53	1.82	ECHOSTAR:	33.39	(0.18)
ENTRAVISION:	6.74	UNCH	GOOGLE:	683.11	(1.01)
GRAY TELEVISION:	10.09	(0.46)	HARMONIC:	3.14	UNCH
MEDIA GENERAL:	15.06	(0.06)	INTEL:	28.22	(0.01)
NEXSTAR:	35.55	(0.72)	INTERACTIVE CORP:	39.96	(0.41)
SINCLAIR:	27.31	(0.3)	LEVEL 3:	45.86	0.21
TEGNA:	21.68	(0.02)	MICROSOFT:	49.69	(0.02)
<b>MSOS</b>					
CABLE ONE:	396.52	(10.27)	NETFLIX:	86.35	(2.1)
CABLEVISION:	32.03	(0.2)	NIELSEN:	47.33	1.91
CHARTER:	159.54	(1.54)	SEACHANGE:	5.66	(0.08)
COMCAST:	56.04	0.23	SONY:	20.26	(0.53)
GCI:	17.93	0.53	SPRINT NEXTEL:	2.55	(0.17)
LIBERTY BROADBAND:	43.91	(0.78)	TIVO:	7.45	(0.06)
LIBERTY GLOBAL:	31.43	(0.13)	UNIVERSAL ELEC:	47.63	(1)
SHAW COMM:	16.21	(0.37)	VONAGE:	4.72	0.07
SHENTEL:	21.95	0.52	YAHOO:	26.76	(0.34)
TIME WARNER CABLE:	179.35	0.15	<b>TELCOS</b>		
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	24.68	0.35	AT&T:	36.21	(0.22)
AMC NETWORKS:	61.68	(1.23)	CENTURYLINK:	27.29	2.70
CBS:	43.57	0.69	FRONTIER :	4.17	(0.01)
CROWN:	4.20	(0.1)	TDS:	22.98	0.02
DISCOVERY:	24.33	(0.42)	VERIZON:	49.39	(0.59)
DISNEY:	90.31	1.46	<b>MARKET INDICES</b>		
GRUPO TELEVISA:	23.60	(0.08)	DOW:	15660.18	(254.56)
HSN:	42.61	0.16	NASDAQ:	4266.84	(16.76)
LIONSGATE:	18.55	(0.7)	S&P 500:	1829.08	(22.78)
MSG NETWORKS:	15.35	(0.57)			
SCRIPPS INT:	53.13	(0.79)			
STARZ:	21.56	0.02			
TIME WARNER:	62.32	2.25			
VIACOM:	36.36	1.21			
WWE:	14.94	(0.81)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	1.67	0.07			
AMDOCS:	53.85	1.13			
AMPHENOL:	49.01	(0.71)			
APPLE:	93.70	(0.57)			
ARRIS GROUP:	22.85	(0.27)			
AVID TECH:	6.53	(0.29)			
BLNDER TONGUE:	0.40	(0.02)			
CISCO:	24.68	2.17			
COMMSCOPE:	19.80	(0.7)			
CONCURRENT:	5.29	0.23			
CONVERGYS:	23.85	(0.05)			
CSG SYSTEMS:	37.29	0.02			

## 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.

#### TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

#### TIP 3 : Stand Out!

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

Let Cablefax's Job Board do the work for you

# PROGRAMMER'S PAGE

## A Rather Good Interview...

When you get the chance to sit down with legendary newsman *Dan Rather*, you quickly realize that he'll discuss just about anything. Because he *knows* just about everything. But as Rather enters the 4th season of **AXS TV's** one-on-one talkfest "The Big Interview" (airs Tuesdays, 8pm) applying skills he learned over decades interviewing everyone from *Saddam Hussein* to *Martin Luther King*, we couldn't resist that age-old question: What really makes a great interviewer? "Whether you're a late night talk show host or a hard news interviewer, whether you're interviewing Saddam Hussein or some B-list movie actor, it's always the same: Preparation and listening," he says. "For 'The Big Interview,' I want the subject to be as comfortable as possible. I want them to feel at ease. I want them to view it as a conversation." Unlike other interview shows that cloister big names under the hot studio lights, Rather tries to meet his subjects in their environments, partly to loosen them up but also to create a more compelling narrative. "We want to be different," he says. "We want to be unique. We go to them. We don't ask them to come to us... We want it to be a magazine interview." Watch one episode, and you understand what that means as the interview anchors a much larger process of discovery. Rather's curiosity of his subjects' surroundings and workplaces yields even better questions, and ultimately better answers, making for a stark departure from most interview fare. And one that's often addictive to watch. Chalk it up to the autonomy that Rather has earned over decades—nearly one of which he has spent at *Mark Cuban's* network that began as HDNet. As for Cuban, "I'd fall on broken glass for him," he says. "I'd go to Hell and back for him. And that's not kissing up to him. I've reached the age and stage where I don't have to kiss up to anybody." Now, that's a good answer. [Look for the full interview at [www.cablefax.com](http://www.cablefax.com)] – *Michael Grebb*

**Reviews:** "Destination Wild: Wild Sri Lanka, Sunday, 8pm, **Nat Geo Wild**. This is a 3-hour celebration of the island nation that's smaller than WV, yet one of the most biologically diverse spots on the planet. We saw hour 1, a gorgeous film about the rich life in the Indian Ocean waters surrounding Sri Lanka. Among the creatures great and small is the sperm whale, the world's largest predator, capable of shutting down many organs as it swims underwater for up to an hour. It swims so deep in the sea that the pressure would kill humans. As a result its deep-water sojourns remain un-filmed. -- "Vinyl," pilot, 9pm, Sunday, **HBO**. Hand it to HBO, the potential audience for this long-incubated series from *Martin Scorsese* and *Mick Jagger* is huge, everyone from baby boomers to generation X will be interested in the story of a troubled music executive in 1972 NY (*Bobby Cannavale*) with a good ear and who began at the bottom. The somewhat disjointed 2-hour pilot fails to jell until hour 2, when *Andrew Dice Clay's* sleazy character goes on an all-nighter that last several evenings. Yet even when "Vinyl" skids it sings—the music from blues to rock to punk is good, and vital to the story. Scorsese eventually weaves Vinyl's multiple flashbacks into a satisfying whole. - *Seth Arenstein*

### Basic Cable Rankings (2/01/16-2/07/16)

Mon-Sun Prime			
1	FOXN	1.0	2270
2	HGTV	0.7	1623
2	USA	0.7	1588
4	ESPN	0.6	1451
4	DSNY	0.6	1435
4	FX	0.6	1349
7	CNN	0.5	1291
7	TBSC	0.5	1276
7	DISC	0.5	1246
7	MSNB	0.5	1216
7	HIST	0.5	1140
7	DSE	0.5	121
13	ADSM	0.4	995
13	FOOD	0.4	954
13	TNT	0.4	942
13	ID	0.4	908
13	LIFE	0.4	901
13	NAN	0.4	852
13	HALL	0.4	804
20	TLC	0.3	819
20	A&E	0.3	796
20	AMC	0.3	696
20	SPK	0.3	679
20	TVLD	0.3	649
20	VH1	0.3	611
20	FRFM	0.3	600
20	DSJR	0.3	554
20	NKJR	0.3	512
29	APL	0.2	536
29	BRAV	0.2	525
29	CMDY	0.2	514
29	MTV	0.2	510
29	SYFY	0.2	499
29	OWN	0.2	499
29	LMN	0.2	476
29	INSP	0.2	455
29	WETV	0.2	449
29	TRAV	0.2	446
29	NGC	0.2	437
29	EN	0.2	435
29	BET	0.2	417
29	HMM	0.2	405
29	GSN	0.2	404
29	CNBC	0.2	401

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

**Cablefax**  
THE MAGAZINE

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