

Cablefax Daily™

Friday — February 19, 2016

What the Industry Reads First

Volume 27 / No. 032

Set-top Vote: Divided FCC Approves NPRM to Unlock Box

Despite strong opposition from the cable community, the FCC OKed chmn *Tom Wheeler's* controversial proposal to open up the set-top market to 3rd parties in a 3-2 party line vote during its Open Meeting Thurs. The comment period for the NPRM is 30 days, and it will probably be a while before a final vote on the item drops as standards for the proposed framework are still being worked on. In light of the opposition's claim that the FCC's plan is time- and cost-consuming because it will require a new box and significant network re-engineering, Wheeler said consumers won't be required to stop using the box they have now or purchase a new one if they don't want to. And with the video industry moving away from a box-centric business model, Wheeler said his proposal isn't a box-based approach. "I am all for eliminating the box. We are moving towards an apps economy. The only difference between an app and hardware is moving from hardware to software," he said, explaining that what's important is that consumers have choices. "Right now whether it's box or app, they don't have a choice... They (set-top boxes and apps) should both be open so consumers can choose." As for criticism that the effort could lead to copyright, privacy and security issues and will allow 3rd parties to sell ads around video content, Wheeler said his proposed rules specifically prohibit vendors from doing that. He reiterated that the proposed rules won't change video companies' contractual arrangements. Ads by 3rd parties are among GOP commish *Ajit Pai's* concerns. "Nothing in this proposal would prevent a set-top box manufacturer from replacing the commercials in a television show with commercials sold by that manufacturer. And nothing in this proposal would prevent a set-top box manufacturer from adding commercials to a program," he claimed. While Democrat commish *Jessica Rosenworcel* backed the proposal, she acknowledged that "important questions have been raised about copyright, privacy, diversity—and a whole host of other issues in a marketplace that has been tough for competitive providers to crack." She urged the agency to explore all of the issues in the proceeding. She even described the rulemaking as "complicated," saying "the most successful regulatory efforts are simple ones." Instead, the plan "describes three information streams for navigation services, work that needs to be done by standards bodies, a medley of security systems, and a trio of parity requirements." That means the proposal needs to be streamlined, "because in the end for consumers to enjoy the bounty of what we have proposed—execution is all," Rosenworcel said. Republican commish *Michael O'Rielly* shared much of *Pai's* concerns. The plan could "strip content produc-

FEATURED SESSION:

Keynote: The Future of TV: Which Screen Wins?

KEYNOTE:



Laura Martin, CFA
Managing Director
Needham &
Company, LLC

One of the sharpest analysts covering media and entertainment, Needham & Co.'s Laura Martin will talk about why media stocks lost billions of dollars of market cap in 2015 and what's driving their valuations in 2016.

She will also make a compelling case on why the Future of TV demands fully exploiting both linear and online opportunities, and why the most valuable content companies are those with multiple revenue streams that embrace immersive content across all screens.

Cablefax
Multiscreen Summit

Tuesday, March 8, 2016 | New York City

Register at
www.CFXMultiscreenSummit.com



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

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ers of their rights to control the distribution and presentation of their content,” ultimately subject OTT providers to the same regime, and would devalue video content, he said. Wheeler’s response: Content providers already put programs on **Roku**, tablets and other non-traditional platforms, implying his proposal wouldn’t change the way content is protected and secured.

Box Backlash: While the vote was very much expected, pay-TV companies and groups were furious. Just moments after the **FCC** voted on the set-top proposal, **DISH** execs were asked about it during the company’s 4Q earnings call. “The video industry is undergoing a true wave of innovation and experimentation as evidenced by the success of OTT services like our very own Sling TV,” said DISH gen counsel *Stanton Dodge*. “As we sit here today, consumers have unprecedented choices in terms of video apps and services available to them. It’s really not clear to us that any new regulation is needed to encourage innovation. In fact, it could actually hinder it. But we haven’t seen the actual terms of the proposed rules.” The rules simply don’t make sense, said the **Future of TV Coalition**, which has been leading the fight. “We believe that once the Commissioners review a full record reflecting these harms, they will determine that this kind of technology mandate is both destructive and wholly unnecessary,” it said in a statement. Adding to the opposition lineup are 17 indie content providers that include actress and **UnbeliEVAable Entertainment** founder *Eva Longoria*. The group wrote to lawmakers Wed arguing the FCC’s plan would put their businesses’ survival at risk. **Comcast** will provide input and hopes the FCC will “ultimately decide against this major step backwards for consumers and the video marketplace,” sevp and chief diversity officer *David Cohen* wrote in a blog post. Vocal backers of the proposal include Rep *Anna Eshoo* (D-CA) and *Ed Markey* (D-MA), as well as consumer groups such as **Free Press**.

DISH’s Day: **DISH’s** *Charlie Ergen* didn’t offer up many details on renewal negotiations with Viacom. **Viacom** CEO *Philippe Dauman* recently revealed that the 2 have reached a short-term contract extension. That’s positive in that the networks are still on DISH’s lineup, CEO Ergen told reporters Thurs. Earlier, during DISH’s 4Q earnings call, Ergen said it “would take a really material disagreement for us not to renew with a current content provider that has any type of meaningful viewership.” Another possible positive sign were Ergen’s comments that he encourages his team to look for every possible way to get a deal done and that the benefit of the doubt goes to the programmer because it has helped build DISH’s business (“Viacom is one of those long-term partners for us.”). Networks that have tangoed with DISH before may feel differently. It wasn’t all hearts and flowers from Ergen: “People have to be realistic that the viewership of their channel relates to the value of their channel. The availability of their content in other places to the consumer—they shouldn’t be forced to pay for it twice.” **Wells Fargo Securities** estimated that Sling TV added about 100K subs in 4Q and DBS lost about 112K, both above the consensus. DISH reported sub losses includes both satellite losses and Sling TV gains, which analyst *Craig Moffett* complained distorts not just sub addition metrics, but every other metric, from ARPU to churn to SAC to margins. “Even with the inclusion of Sling TV subscribers, DISH’s subscriber base has contracted for three straight quarters and for the full year,” said a research note from **MoffettNathanson**, which earlier this week lowered DISH’s price targets and shifted to a neutral to bearish view on the stock. DISH’s net income fell to \$747mln for the year, from \$945mln (it incurred a \$516mln expense related to FCC wireless auction). Revenue for the full year rose 3% to \$15.07bln. DISH shares closed down more than 6% Thurs.

Discovery Earnings: **Discovery Comm** shares were down as much as 9% Thurs after the company posted mixed 4Q earnings reports. Total rev was down 2% YOY to \$1.6bln as net income dropped 16% to \$219mln partly due to pressure from foreign currency rates. The good news, at least according to CEO *David Zaslav*, is pay-TV sub trends seemed to have improved since the previous quarter. “There seems to be a change in the universe dynamics... Most consumers seem to want the big bundle,” he said. In addition, “the skinny bundle noise seems to have dissipated.” Meanwhile, Zaslav noted *Oprah Winfrey* has the option to reduce her stake in **OWN**, the jv with Discovery. “If we have an opportunity to own more of the channel, that’s only a good thing for us... We’re very confident in it. It has a great niche and strong IP. If over time as our interest grows, if we have an opportunity to consolidate it, that would be very favorable for us. But in the meantime it’s a 50-50 venture,” Zaslav said. Through her investment firm Harpo, Winfrey has the option to require Discovery to purchase Harpo’s interest in OWN every 2.5 years. A priority for Discovery moving forward is TV Everywhere. The company is working closely with **Comcast Cable** on expanding access to Discovery content through the MSO’s X1 platform. “It’s really paying off for us, and we’ve always said TV Everywhere is a great platform where we can monetize and we are,” Zaslav said.

GOP Town Hall: **CNN** came out on top in Wed’s GOP Town Hall in SC, averaging 2.3mln total viewers, followed by **Fox**

BUSINESS & FINANCE

News (2.1mln) and **MSNBC** (1.2mln), according to **Nielsen** Fast National data. CNN will host another Republican debate Thurs, featuring *John Kasich, Jeb Bush* and *Donald Trump*. Wed's Town Hall included *Ben Carson, Marco Rubio* and *Ted Cruz*.

ACA's Court Filing: **NCTA** and **ACA** filed a joint brief with the DC Circuit supporting the FCC's 2015 decision that cable ops face effective competition nationally based on the 50-state presence of **DirectTV** and **DISH**, which have about 33mln subs combined. Broadcasters and local franchising authorities are challenging the Commission's order, which found that satellite TV penetration stood at 34% nationally and that competing MVPDs combined had at least 15% penetration in each of the country's 210 Designated Market Areas. "The FCC's decision to adopt a rebuttable presumption that cable operators are subject to effective competition nationally is reasonable, supported by the record, and within the FCC's statutory authority," ACA pres/CEO *Matt Polka* said in a statement.

On the Circuit: **NCTA** chief *Michael Powell* will address the audience at **WICT's** Senior Executive Summit, taking place March 13-17 at Stanford Univ in Palo Alto. The Summit is an invitation-only, master class program that allows participants to use hard data and case studies to hone their leadership skills and cultivate new business strategies.

Cablefax Daily Stockwatch

Company	02/18 Close	1-Day Ch	Company	02/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	43.17	(2.9)	ECHOSTAR:	36.45	(0.14)
ENTRAVISION:	7.40	0.08	GOOGLE:	697.35	(11.05)
GRAY TELEVISION:	10.64	(0.53)	HARMONIC:	3.35	0.22
MEDIA GENERAL:	15.54	(0.29)	INTEL:	29.42	(0.05)
NEXSTAR:	37.90	(1.18)	INTERACTIVE CORP:	44.30	0.38
SINCLAIR:	28.08	(1.38)	LEVEL 3:	48.37	(0.72)
TEGNA:	23.68	(0.56)	MICROSOFT:	52.19	(0.23)
MSOS					
CABLE ONE:	411.12	5.17	NETFLIX:	90.49	(4.27)
CABLEVISION:	32.41	(0.14)	NIELSEN:	47.85	(0.56)
CHARTER:	171.94	0.03	SEACHANGE:	5.36	(0.21)
COMCAST:	57.32	(0.38)	SONY:	22.22	0.04
GCI:	18.14	0.15	SPRINT NEXTEL:	3.07	0.08
LIBERTY BROADBAND:	47.81	0.76	TIVO:	7.86	(0.08)
LIBERTY GLOBAL:	37.16	(0.15)	UNIVERSAL ELEC:	52.46	0.62
SHAW COMM:	17.27	0.15	VONAGE:	4.88	(0.18)
SHENTEL:	22.03	0.18	YAHOO:	29.42	0.05
TIME WARNER CABLE:	187.75	0.07	TELCOS		
PROGRAMMING					
21ST CENTURY FOX:	26.40	(0.07)	AT&T:	36.99	0.35
AMC NETWORKS:	65.06	(0.49)	CENTURYLINK:	30.32	0.59
CBS:	45.79	(0.77)	FRONTIER:	4.54	0.12
CROWN:	4.51	0.05	TDS:	23.83	(0.05)
DISCOVERY:	25.62	(1.09)	VERIZON:	50.94	0.62
DISNEY:	95.17	(0.33)	MARKET INDICES		
GRUPO TELEVISA:	24.84	(0.31)	DOW:	16413.43	(40.4)
HSN:	45.84	0.20	NASDAQ:	4487.54	(46.53)
LIONSGATE:	20.45	(0.47)	S&P 500:	1917.83	(8.99)
MSG NETWORKS:	15.54	(0.1)			
SCRIPPS INT:	55.32	(0.59)			
STARZ:	22.03	(0.71)			
TIME WARNER:	64.62	(0.07)			
VIACOM:	39.69	(0.15)			
WWE:	15.24	(0.23)			
TECHNOLOGY					
ADDVANTAGE:	1.64	(0.04)			
AMDOCS:	58.19	0.10			
AMPHENOL:	52.10	0.08			
APPLE:	96.26	(1.86)			
ARRIS GROUP:	21.33	(2.91)			
AVID TECH:	7.32	0.04			
BLNDER TONGUE:	0.44	UNCH			
CISCO:	26.43	(0.03)			
COMMSCOPE:	22.53	(0.56)			
CONCURRENT:	5.46	0.05			
CONVERGYS:	24.84	(0.19)			
CSG SYSTEMS:	37.89	(0.09)			

JOIN US ONCE AGAIN AT OUR

23rd Diversity Awards Dinner

Wednesday, March 23, 2016

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PROGRAMMER'S PAGE

Top Secret

When the series “Catfish” premiered on **MTV** in 2012, it became the highest-rated launch in network history. The tales of fake profiles on social media are still hooking viewers with Season 5 set to debut Wed at 11pm, but Catfish’s producers are expanding their horizons with new series “MTV Suspect” (premieres Wed at 10pm). This time, it’s all about secrets with Catfish host *Nev Schulman* joined by LGBT activist, actor and artist *iO Tillett Wright*. Social media isn’t at the forefront, with Schulman and Wright instead trying to help friends and family figure out what a loved one is hiding—be it an addiction, depression, gender identification, or something else. “Nev wanted to explore issues beyond people lying to each other online. Suspect allows us to go broader... and really in a lot of ways, help people get stuff off their chests so they feel better and their relationships become stronger,” said Suspect and Catfish exec producer *David Metzler*. It’s important to note that the tone here is less “gotcha” and more concern. The addition of *iO* strikes the right balance, with the co-host exuding compassion and often tearing up and asking the secret keeper for a hug. “Nev also has a very big heart. The two of them together make it a very special show,” Metzler said. As brands try to understand and relate to a younger generation, the Catfish and Suspect crew might make for good role models. Metzler describes the audience as smart, curious and as a group who hold storytelling to a high standard. “They are not going to accept simple answers. They want to immerse themselves in the story, but they want to know why people are doing things,” he said. “It’s really up to us to tell a story that reflects their lives back to them a little bit. We strive to give them something to talk about and think about after they’re done watching.” — *Amy Maclean*

Reviews: “Baskets,” Thurs, 10pm, **FX**. Viewers seem to either love this dour comedy series or not. Those expecting laughs from the creation of *Louis C.K.*, *Zach Galifianakis* and *Jonathan Krisel* about a struggling clown need to look elsewhere. There’s not a single joke in next week’s ep. That’s not to say “Baskets” lacks moments of emotional greatness. *Louie Anderson*’s pitch might be imperfect, but he’s a revelation as the borderline personality that is *Ma Baskets*, and Galifianakis shines playing both Baskets brothers. -- Far more upbeat is “Cesar 911” (Season 3 premiere, Fri, 9pm, **Nat Geo Wild**), who ventures from the sunny confines of CA to the bitter winter of NYC to counsel *Jerry Seinfeld*, his wife and daughter. At issue: The Seinfelds’ pair of dachshunds, Jose and Foxy. Jose goes berserk when someone’s at the door, while Foxy dislikes Jerry. Although Jerry predicts his hounds will bury Cesar, the Seinfelds have nothing but praise for him at show’s end. A more distressing case shares the bill, as a rescue dog terrorizes a dog-friendly community, literally biting other pooches. Cesar sinks his teeth into this one, emerging victorious. -- “When Calls the Heart,” Season 3 premiere, 9pm, **Hallmark**. Ratings-grabbing “Heart” is back for more heart-stopping drama. Not really, but its squeaky sweetness could cause diabetics to reach for their insulin. — *Seth Arenstein*

Basic Cable Rankings (2/08/16-2/14/16)			
Mon-Sun Prime			
1	FOXN	1.0	2379
2	TNT	0.9	2172
3	AMC	0.8	1861
4	USA	0.7	1721
4	HGTV	0.7	1717
6	DSNY	0.6	1420
6	FX	0.6	1401
6	TBSC	0.6	1385
6	DISC	0.6	1372
6	CNN	0.6	1327
11	ESPN	0.5	1219
11	HIST	0.5	1174
11	ID	0.5	977
11	DSE	0.5	113
15	ADSM	0.4	1073
15	HALL	0.4	1031
15	FOOD	0.4	986
15	TLC	0.4	883
15	LIFE	0.4	867
15	MSNB	0.4	842
15	NAN	0.4	832
22	A&E	0.3	762
22	SPK	0.3	737
22	BRAV	0.3	709
22	DSJR	0.3	663
22	SYFY	0.3	661
22	TVLD	0.3	650
22	VH1	0.3	633
22	NKJR	0.3	512
22	HMM	0.3	487
31	FRFM	0.2	582
31	APL	0.2	557
31	CMDY	0.2	522
31	MTV	0.2	514
31	TRAV	0.2	497
31	OWN	0.2	497
31	WETV	0.2	497
31	EN	0.2	494
31	BET	0.2	481
31	LMN	0.2	468
31	GSN	0.2	464
31	INSP	0.2	460
31	CNBC	0.2	424
31	DXD	0.2	417

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

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