

# Cablefax Daily™

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What the Industry Reads First

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## Game Plan: Lins Appointment Emphasizes the Marketing in CTAM

CTAM is embarking on a new journey. *Char Beales*, CEO of the marketing association from 1992-2013, came from the association world. Former chief *John Lansing* (2013-2015) came from the business side. Now, with *Vicki Lins* in the pres/CEO role, a marketer is finally at the helm. “I’m the first CMO to really lead CTAM,” she told us in a recent interview. “I think the role of CTAM has evolved from trying to help develop marketing in the industry and share best practices... to an organization that’s focused on marketing with and for our partners. We’re going to behave more and more like a marketing association and like a marketing partner with our members.” It’s also a bit of a homecoming for Lins, who previously worked at **Canoe** and **Comcast Spotlight** before leaving the industry and joining **Clear Channel** and most recently **United Way**. In the four years or so since she left, the industry has changed—and it hasn’t. “Some things never change, and I feel like I never left. The best part of that being a lot of the people. The flipside is: Wow, things happen fast and how quickly things change overnight. And the evolution this industry has gone through in the past couple years is really impressive,” Lins said. Cable is becoming “more consumer-centric, much more marketing aggressive, competitive in terms of the marketplace. The level of innovation is really exciting,” she said, noting that companies that just a few years ago that were viewed as competitors or possible threats are now partners. “The industry has a much more vigorous appetite for change and experimentation than I recall seeing at the point that I moved into a different space.” Lins comes aboard amid a new wave of MVPD consolidation. But again, that’s nothing new. “Even 20 years ago when I first moved into this business, we were talking about the unexpected and all the change happening. That has been a constant. You can insert different names of the companies coming in, or merging and converging or points of change happening, but change is a constant,” she said. “[The industry is] so much more efficient and effective at managing through change and proactively developing opportunities so change becomes an asset.” Her roles at Spotlight and most definitely the jv Canoe had her working with multiple players—a skill she’ll get to exercise again at CTAM. She began her tenure last month by attending **CES** (“I thought it was important to get a new perspective on the state of now”) and is now embarking on a listening tour with members. One of the first items of business will be an industry positioning exploration. “We can’t be dismissive of the fact the industry has a reputation problem,” Lins said.

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### QUESTIONS

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“And as the marketing association for the industry, we certainly need to be thought leaders in helping develop the way we choose to address that challenge... Together we can cumulatively influence changing that perception.”

**Univision-AT&T:** Time’s running out for **AT&T** to reach a renewal with **Univision**. If an agreement is not reached by Feb 28, U-verse customers could lose local Univision broadcast stations as well as Univision, **UniMás**, **Galavisión**, **Univision Deportes** and other programming. According to an internal memo from Univision content distribution pres/chief commercial officer *Tonia O’Connor*, the Spanish-language broadcaster has made several attempts to reach a resolution and is surprised “AT&T would not prioritize a renewal,” particularly given recent statements about the value of Spanish-language content. AT&T could not be reached immediately for comment.

**Google Fiber:** Google is bringing **Google Fiber** to Huntsville, AL, using part of the fiber network that municipal broadband provider **Huntsville Utilities** is building, dir of Google Fiber expansion *Jill Szuchmacher* wrote in a blog post Mon. While Google Fiber has built the majority of its networks from scratch, “over the past five years, we’ve repeatedly seen that every city is unique,” Szuchmacher said. For example, in Provo, UT, Google Fiber is being delivered over a network the company purchased from the city. In Atlanta, GA, Google is both constructing its own network, and using existing fiber to provide Google Fiber to some apartment buildings. What comes next for the Huntsville project? Pending final approvals, Huntsville Utilities will design and construct its network, Szuchmacher said.

**Arris’ Workforce Reduction:** **Arris** plans to reduce its workforce worldwide by 10%, or more than 800 employees. “We are looking across the entire scope of the Arris enterprise to identify areas where we can find cost savings, eliminate redundancies, and increase shareholder value... We understand how hard these changes will be for the employees concerned and are committed to helping them through this difficult transition,” a spokeswoman said. The move came less than 2 months after the company completed its acquisition of **Pace**.

**Verizon Buys XO:** To beef up its fiber assets, **Verizon Communications** agreed to acquire **XO Communication’s** fiber network business for \$1.8bln. The telco hopes XO’s fiber-based IP and Ethernet networks can help it better serve enterprise and wholesale customers. It’s also counting on the fiber facilities to help continue to densify its wireless network. The deal, subject to regulatory approvals, is expected to close in the 1st half of 2017. As part of the deal, Verizon will lease available XO wireless spectrum, with an option to buy XO’s entity that holds its spectrum by year-end 2018.

**NAB Head Talks Auction:** “NAB is 100% committed to the upcoming TV auction,” according to a prepared speech by pres/CEO *Gordon Smith* at the **Association of Public Television Stations** Public Media Summit Mon. NAB expects “robust” participation from its members, he said. The **FCC** has set a 39-month window for relocating channels after the incentive auction. Smith has called that timeframe unrealistic as the trade group works with Congress to modify the repacking timeline. Congress set aside \$1.75bln in the Television Broadcaster Relocation Fund to cover costs to relocate to new channel assignments after the auction. “But, our best engineers say that number is too low. In fact, it may be as much as \$1 billion short. So, we will work with Congress to make sure that is the fund is sufficient to compensate broadcasters for their moves,” Smith said.

**Rigas’ Release:** **Adelphia Communications** founder *John Rigas* returned to Coudersport, PA, Mon, after being granted compassionate leave from prison Fri because of his terminal cancer diagnosis. Rigas and his son, *Tim*, Adelphia’s former CFO, were convicted of conspiracy and fraud in 2004 that resulted in the cable company’s collapse. Rigas, 91, has been serving a 12-year prison term. Tim Rigas remains incarcerated, serving a 17-year sentence.

**Ratings:** **Fox News** had a record 3.3mln viewers for its coverage of SC’s primary, the highest-number ever for a SC primary. **CNN** averaged 1.9mln viewers and **MSNBC** had 1.1mln. Fox also had a slight lead in 25-54s, 588K compared to CNN’s 567K. Fox News also was on top for the Nevada Caucus, garnering 1.6mln viewers vs. 1.1mln for CNN and 735K for MSNBC. -- The series’ finale of “Gravity Falls” ranked as the #1 telecast in **Disney XD’s** history in total viewers (2.9mln), kids 6-14 and boys 6-14. Including its all-day Takeover Event marathon and series finale, the series generated 10.7mln unique total viewers, including 5.4mln kids 2-14 and 3.1mln boys 2-14. -- The Thurs ep of **HGTV’s** “Flip or Flop” averaged a 1.01 rating among P25-54, making it the highest rated primetime ep of the series ever. The performance helped HGTV rank as the #1 cable net on Thurs night among W25-54 and upscale W25-54.

**Fox/Meredith’s Food Deal:** **Fox Sports** is teaming with **Meredith Corp** and **Allrecipes.com** to launch a food-focused

# BUSINESS & FINANCE

social community for NASCAR fans. Allrecipes.com will promote FOX NASCAR coverage and encourage the sport's community of followers to tune-in and watch the events live. FOX Sports will continue to drive viewers to Allrecipes.com for ideas to prepare their own viewing parties at home.

**Programming: The ACC Digital Network** is offering #Dunkuary, videos that feature the best dunks from the past and present. Through [www.theACC.com/Dunkuary](http://www.theACC.com/Dunkuary) or the ACC mobile app, the go90™ app or ACC Sports channel on **Apple TV, Amazon Fire TV, Roku** and Xbox, viewers can access the videos throughout the remainder of the basketball season.

**People: Showtime** upped *Julia Veale* to evp, business, product development and management. She will report to COO *Tom Christie*. Veale was previously svp, business, product development and management.

**Editor's Note:** What's that you say? You haven't registered for the **CFX Multiscreen Summit** on March 8 in NYC? Then you must have this whole multiscreen future thing all figured out, whether it's Virtual Reality, eSports, OTT or monetizing and marketing across screens. It's a good thing you're such a multiscreen genius... because your job depends on it! Of course, if you wanted to join us just to be safe, check out the incredible speakers and agenda at [www.cfxmultiscreensummit.com](http://www.cfxmultiscreensummit.com). See you there!

## Cablefax Daily Stockwatch

Company	02/22 Close	1-Day Ch	Company	02/22 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	46.46	2.25	GOOGLE:	706.24	5.33
ENTRAVISION:	7.67	0.03	HARMONIC:	3.19	(0.24)
GRAY TELEVISION:	11.09	0.31	INTEL:	29.35	0.64
MEDIA GENERAL:	15.93	0.29	INTERACTIVE CORP:	45.22	0.96
NEXSTAR:	41.00	2.43	LEVEL 3:	48.95	0.78
SINCLAIR:	29.70	1.59	MICROSOFT:	52.65	0.83
TEGNA:	24.72	0.81	NETFLIX:	91.93	2.70
<b>MSOS</b>					
CABLE ONE:	413.35	(3.88)	NIELSEN:	49.45	1.36
CABLEVISION:	32.53	0.09	SEACHANGE:	5.50	0.02
CHARTER:	176.94	3.37	SONY:	22.31	0.34
COMCAST:	58.15	0.39	SPRINT NEXTEL:	3.02	0.09
GCI:	18.19	0.34	TIVO:	8.04	0.15
LIBERTY BROADBAND:	48.58	0.65	UNIVERSAL ELEC:	53.85	(0.27)
LIBERTY GLOBAL:	38.26	1.16	VONAGE:	4.98	0.12
SHAW COMM:	17.26	0.14	YAHOO:	31.17	1.13
SHENTEL:	22.15	0.08	<b>TELCOS</b>		
TIME WARNER CABLE:	190.76	1.92	AT&T:	36.86	0.29
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	27.35	0.73	CENTURYLINK:	29.99	0.26
AMC NETWORKS:	68.74	3.86	FRONTIER:	4.51	0.07
CBS:	46.87	1.78	TDS:	23.94	1.36
CROWN:	4.40	(0.06)	VERIZON:	51.07	0.21
DISCOVERY:	26.19	0.84	<b>MARKET INDICES</b>		
DISNEY:	96.37	1.36	DOW:	16620.66	228.67
GRUPO TELEVISA:	25.27	0.57	NASDAQ:	4570.61	66.18
HSN:	46.34	0.08	S&P 500:	1945.50	27.72
LIONSGATE:	19.95	0.08			
MSG NETWORKS:	15.70	0.03			
SCRIPPS INT:	55.83	0.70			
STARZ:	22.73	0.60			
TIME WARNER:	65.72	1.05			
VIACOM:	40.60	1.42			
WWE:	16.35	1.00			
<b>TECHNOLOGY</b>					
ADVANTAGE:	1.65	0.01			
AMDOCS:	58.85	0.78			
AMPHENOL:	52.50	0.40			
APPLE:	96.87	0.83			
ARRIS GROUP:	22.90	0.42			
AVID TECH:	7.55	0.25			
CISCO:	26.61	0.06			
COMMSCOPE:	25.12	1.07			
CONCURRENT:	5.45	UNCH			
CONVERGYS:	24.83	0.14			
CSG SYSTEMS:	38.02	0.42			
ECHOSTAR:	37.25	0.44			

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## CFX TECH by Joyce Wang

### Mobile World Congress Preview

With the increasing convergence of cable and wireless, it's no surprise that **CableLabs** is heading to the Mobile World Congress (Mon-Thurs in Barcelona) for the first time. The event is hosted by the GSM Association, which represents some 800 mobile operators worldwide. "People don't think wireless and cable can go together from a technological standpoint," CableLabs pres/CEO *Phil McKinney* told us. However, wireless is playing a more important role in the cable industry, he said. Some CableLabs members have already jumped on the wireless bandwagon. Canadian cable op **Rogers** proposed to purchase wireless carrier **Mobilicity** late last year. **Shaw**, one of Canada's largest cable MSOs, agreed to buy Wind Mobile in Dec. In the US, Alaska op **GCI** acquired the cellular operations of **Alaska Communications Systems** last year. **Comcast** is looking at wireless assets too, as execs said during the company's 4Q earnings call that the company wants to participate in the upcoming FCC spectrum auction. "Three years ago there was almost no work on wireless at CableLabs," McKinney said. Now wireless is one of the group's largest projects, he said. CableLabs is hosting an event for senior cable execs at the Mobile World Congress to meet leading wireless carriers around the world and spend time with mobile start-ups working on things like in-home WiFi, 4G, and 5G, McKinney said. "It's aligned with our research areas." A hot topic at the conference is 5G as the wireless industry starts to look beyond 4G to pursue faster connections and greater access. **Verizon Wireless** is already targeting field trials of 5G this year. CableLabs has been funding university research on 5G such as the 5G project at **NYU**. Last year, the FCC began exploring the potential of mobile services in the millimeter-wave (mmWave) radio spectrum, an area in which NYU is developing models needed to create 5G equipment. To ensure the most effective

use of its capacity, McKinney said that a ubiquitous wired network is required to offload data. Cable has invested a lot to create a robust and reliable platform for connecting wireless services, and collaborating with NYU Wireless will enable the industry to solve the technical challenges of mmWave frequencies for advanced wireless broadband, he said. In light of the increasing convergence of cable and wireless, CableLabs is also working on handoff technology enabling a handoff between WiFi access points. Once that's done, handoffs between WiFi and cellular will become achievable, McKinney said. MSOs with large WiFi footprints can potentially become roaming partners with wireless carriers, he said, arguing that being able to take advantage of different network technologies will be key to optimizing the consumer experience.

**More on Mobile World Congress:** The event this year has drawn execs from traditional and online video companies. *Bob Bakish*, pres/CEO of **Viacom International Networks**, *Scott Mirer*, vp of device partner ecosystem at **Netflix**, and *David Benson*, dir of brand strategy EMEA at **YouTube** are set to participate in the "Mobile Video Explosion" session on Mon. The panel is expected to address key areas of opportunity and growth for advertisers, content owners and distributors in the era of mobile video. *Elisabetta Romano*, head of TV & media at **Ericsson** is scheduled to speak on the "News & Content on Mobile: New Trends in Consumer Consumption" panel Thurs. The session will look at how the technology industry is impacting consumption across news, video, music and other content. And did we mention *Mark Zuckerberg*? The **Facebook** founder/CEO will be a keynote speaker.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at [jwang@accessintel.com](mailto:jwang@accessintel.com)

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