

# Cablefax Daily™

Friday — March 4, 2016

What the Industry Reads First

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## Kids Upfront: Mom's the Word—and so is Multiplatform

While the kids upfront may have kicked off this week, it would be a mistake to think it's just kiddie business. It's also about engaging mom. "We know mom's first screen is mobile, and our social and digital for mom is growing in significance and growing in importance," **Disney** Media Sales & Marketing evp *Rita Ferro* told us ahead of the programmer's upfront presentations this week. Out of the company's 33bln total audience impressions in 2015, 19bln were from the digital entertainment business, **Disney Interactive**. The goal is to "bring mom and kid into the same story, but not always the same way across screens," she said. Moms are a huge focus at **Sprout**, which boasts an average engagement of 53 minutes with kids 2-11. "That puts us in a great position going into the upfront as we continue to effectively translate that engagement into product consumption by moms," said **NBCU** lifestyle ad sales evp *Laura Molen*. "We have also seen that the co-viewing experience between parents and their children on Sprout grows brand recognition for our advertisers." It's not just the obvious children's programmers that are attempting to cash in on kids—and mom. **Scripps' Networks Interactive's Food Network** has implemented a strategy to draw in millennial parents who are co-viewing content with their children, putting shows like "Chopped Junior" and "Kids Baking Championship" on the schedule at 8pm for the whole family, with the hope that the parents keep watching after the kids go to bed. The strategy is a "throwback to family viewing," said a Scripps rep. Multiplatform is particularly hot in the child/family category. "Kids have mobile devices. 70% of kids are watching video on mobile devices, 87% of kids are playing games on mobile devices," Ferro said. At **Turner**, home to **Cartoon Network**, the company is building out its kids' platforms to reflect how the generation consumes media, notably by developing "immersive worlds." "It's not about force-feeding them to watch it all on television—it's also about developing complementary experiences across gaming, streaming, apps and more," said ad sales pres *Donna Speciale*. Disney is moving more content to the Watch Disney apps, and it's launching 2 new apps for kids and families specifically. The Mickey Video app is on **Apple TV** and it's soon launching a micro-content app covering all areas of the Walt Disney Company featuring snippets of snackable content. Moreover, the company's changing its content windowing strategy: This month it began premiering all new series episodes across

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**Questions:** Mary-Lou French 301-354-1851 • [mfrench@accessintel.com](mailto:mfrench@accessintel.com)

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all of its platforms at once instead of on linear first. Cartoon will focus on combining content and gaming, as it has with the original game “OK K.O.! Lakewood Plaza Turbo,” which launched last month. After the app’s debut, 200 independent game developers participated in a game jam, with their creations to be used in future iterations of the property. The net committed \$30mIn to engage kids in creative coding as part of the White House’s computer science initiative and also launched the virtual reality game “Adventure Time: Magic Man’s Head Games” last fall, based on its TV series. And it has plans to create more content in the Virtual Reality space. Elsewhere in the kids’ upfront landscape, **Nickelodeon** is focusing on customizable campaigns that will live on all platforms. At the Nick upfront this past Wed, **Viacom** unveiled the in-house branded content unit Velocity Content Networks as part of the company’s integrated marketing agency Viacom Velocity. The idea is to have custom creative for clients that’s more engaging than the typical commercial, backed by data insights about the right fit for content type and distribution platform. “Especially in the world of kids, data is such a target of conversation—because you really can’t use retargeting, you can’t really collect data. There are all kinds of regulations around it,” Ferro said.

**Mobile Bill: Senate Commerce** passed the Mobile Now Act Thurs, which would boost the buildout of 5G wireless broadband. The bipartisan bill also would free up at least 100 MHz spectrum for unlicensed use, which cable supports. The **FCC** is looking at the potential to allow 5G spectrum use. “We appreciate the efforts by members of the Senate Commerce Committee, including the leadership of Senators *Thune, Nelson, Schatz, Moran, Booker* and *Gardner*, to address the growing need for more unlicensed spectrum as part of the Mobile Now Act. In today’s connected age, demand for unlicensed technologies like WiFi will continue to grow, making it even more important for policymakers to develop long-term plans that will promote economic growth and meet America’s future needs for Internet connectivity,” **NCTA** said.

**Google Fiber Numbers: Google Fiber** ended 2015 with some 53K video subs, according to **MoffettNathanson** analysts, citing data from the **US Copyright Office**. While the percentage growth rate for Google Fiber is high, (video sub base has grown by 79% over the last 12 months), it’s surprising it isn’t higher (fewer than 12K subs over 6 months) given new announced cities and additional market launches, the analysts said. “For a service that has generated this kind of fanfare [that] isn’t terribly impressive,” they said. According to the Copyright Office data, Google Fiber’s highest penetration rate is in Kansas City (natch). **MoffettNathanson** estimated Google claims 23% penetration in Kansas City, KS, and 17% penetration in Kansas City, MS. Overall, Google Fiber, as a stand-alone entity, would be approx 1/7th the size of **Cable One**, or 1/15th the size of **Mediacom**, and just over 1/70th the size of the new US **Altice** (if the **Cablevision** deal closes), said an analyst blog. That said, “we presume that Google has many more broadband subscribers than video ones. Still, this latest data is a useful barometer of just how slowly all this happens, and just how tiny Google Fiber remains in the grand scheme of things,” the analysts said.

**Investor Conference: CenturyLink** is trialing an OTT video service dubbed Prism Stream in select markets, CTO *Aamir Hussain* said during the **Morgan Stanley** Technology, Media and Telecom Conference Wed. The move came following the company’s continuous expansion of its Prism IPTV service. It has around 3.2mIn Prism subs by the end of 4Q. The OTT offering is expected to further boost the Prism footprint. “We can literally double the size of our footprint in a very short period of time by doing that,” Hussain said. In addition, the company is testing a 2nd OTT service with smaller programming offerings. Targeting younger viewers, the service is expected to be launched in non-Prism markets, Hussai said. -- **AT&T Entertainment Group** CEO *John Stankey* provided more details on the recently announced 3 broadband-based **DirecTV** services during a separate session at the Morgan Stanley conference. DirecTV Now, which includes much of what’s available from DirecTV today, isn’t a skinny bundle, he said. “We think skinny bundles have a very small application in the market over time,” he said. DirecTV Mobile, a mobile-first service offering premium video and digital content, is all about on-demand viewing, he said: “It’s for people who have 20 minutes to kill at the airport, and they want to see the latest episodes of a current season show.” And DirecTV Preview, a free ad-supported service, is “a recognition that we need to be outside the paywall... It’s a place where people can sample and try out our products, and see if they want to move into the pay-TV ecosystem,” he said.

**Programming: Pop** renewed its original series “Schitt’s Creek” for a 3rd, 13-ep season.

# BUSINESS & FINANCE

**People:** Comcast NBCUniversal hired *Dalila Wilson-Scott* as svp of community investment and pres of the **Comcast Foundation**. She will serve as a corporate officer of Comcast and will join the company on April 4th from **JPMorgan Chase**, where she has served as head of global philanthropy and president of the **JPMorgan Chase Foundation**. She will report to *David Cohen*, sevp and chief diversity officer of Comcast and will have a dotted line reporting relationship to *Adam Miller*, evp, NBCU.

-- **Univision** tapped *Margaret Lazo* as chief HR officer, starting on April 11. She will report to *Randy Falco*, pres and CEO. *Roberto Llamas*, who previously served as evp of HR and community empowerment, resigned from the company to pursue other opportunities.

-- Multiscreen tech firm **Alticast** tapped *Nara Won* as vp of business development and strategy, Americas. Alticast also promoted *Jae Park* to vp, business development and *Mike Fallon* to vp, technical services.

-- *Andy Duberstein*, press secretary for **House Commerce**, will join communications firm **Sard Verbinen** as vp starting March 15.

**Editor's Note:** Calling PR mavens, marketing wizards and social media dream teams. Nominations are being accepted through March 23 for The Faxies, which honor the most outstanding communications initiatives and programs in the industry. Visit [Cablefax.com](http://Cablefax.com) to enter.

## Cablefax Daily Stockwatch

Company	03/03 Close	1-Day Ch	Company	03/03 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
DISH:	49.29	0.45	ECHOSTAR:	45.37	0.54			
ENTRAVISION:	7.75	0.10	GOOGLE:	712.42	(6.43)			
GRAY TELEVISION:	12.07	0.15	HARMONIC:	3.39	(0.05)			
MEDIA GENERAL:	17.10	0.35	INTEL:	30.58	0.04			
NEXSTAR:	48.45	2.24	INTERACTIVE CORP:	47.31	0.14			
SINCLAIR:	32.20	0.51	LEVEL 3:	51.47	0.78			
TEGNA:	25.08	0.48	MICROSOFT:	52.35	(0.6)			
<b>MSOS</b>								
CABLE ONE:	449.90	30.49	NETFLIX:	97.93	0.32			
CABLEVISION:	33.25	0.34	NIELSEN:	51.23	0.45			
CHARTER:	183.67	1.79	SEACHANGE:	5.95	(0.01)			
COMCAST:	59.92	0.55	SONY:	22.11	0.11			
GCI:	16.81	(2.25)	SPRINT NEXTEL:	4.00	0.25			
LIBERTY BROADBAND:	52.25	0.64	TIVO:	8.13	0.13			
LIBERTY GLOBAL:	37.57	(0.23)	UNIVERSAL ELEC:	54.94	(0.47)			
SHAW COMM:	17.34	0.07	VONAGE:	5.42	(0.11)			
SHENTEL:	24.34	(0.85)	YAHOO:	32.88	(0.03)			
TIME WARNER CABLE:	194.43	1.02	<b>TELCOS</b>					
<b>PROGRAMMING</b>								
21ST CENTURY FOX:	27.84	0.25	AT&T:	37.99	0.30			
AMC NETWORKS:	64.43	0.29	CENTURYLINK:	31.37	0.22			
CBS:	51.48	1.33	FRONTIER:	5.69	0.06			
CROWN:	4.71	0.09	TDS:	27.53	0.22			
DISCOVERY:	27.63	0.85	VERIZON:	51.89	(0.23)			
DISNEY:	98.82	1.82	<b>MARKET INDICES</b>					
GRUPO TELEVISA:	26.58	(0.26)	DOW:	16943.90	44.58			
HSN:	53.99	(0.24)	NASDAQ:	4707.42	4.00			
LIONSGATE:	22.92	0.81	S&P 500:	1993.40	6.95			
MSG NETWORKS:	17.10	0.10						
SCRIPPS INT:	62.94	1.97						
STARZ:	27.99	1.51						
TIME WARNER:	68.82	2.06						
VIACOM:	43.43	1.53						
WWE:	17.69	0.38						
<b>TECHNOLOGY</b>								
ADDVANTAGE:	1.63	(0.04)						
AMDOCS:	57.07	0.03						
AMPHENOL:	55.83	0.64						
APPLE:	101.50	0.75						
ARRIS GROUP:	23.55	(0.5)						
AVID TECH:	7.50	0.02						
BLNDER TONGUE:	0.43	UNCH						
CISCO:	26.87	(0.03)						
COMMSCOPE:	27.12	(0.08)						
CONCURRENT:	6.06	0.21						
CONVERGYS:	26.51	(0.07)						
CSG SYSTEMS:	38.25	(0.15)						

## Cablefax Multiscreen Summit

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# PROGRAMMER'S PAGE

## Path to Psycho

Think you have seen enough craziness in the first 3 seasons of **A&E's** "Bates Motel"? Just wait. Season 4 of the contemporary prequel to *Alfred Hitchcock's* "Psycho" premieres Mon at 9pm with 10 new eps and things will go from bad to worse to awful. Very awful, as Norman's continued downward spiral makes Norma increasingly fearful and desperate for help. "This season lives very much more in the psychological terrain of Psycho. Norman is navigating in a world where realities are increasingly merged. His relationship with his mother is as intense as ever, but more strained as a result. Perception and reality are key elements in the storytelling. The velocity of Norman's dark journey is full throttle. We have our foot on the gas," exec producer *Kerry Ehrin* told us. While the main characters are up to no good, at least most of the time, the story was told in a way that makes you engage and even root for them. And that's what the production team wants to achieve. "We want to give people a great ride but also to affect them emotionally and intellectually. We want to challenge preconceived notions of what a "horror" prequel "should" be. Along with genuine suspense and thrills there is a mission to do it in the best, most intelligent, most sophisticated way possible," Ehrin said. Like previous seasons, the mother-and-son relationship will be the main focus of the storytelling. "As Norman falls deeper into his disorder it stands to reason that his state will, of course, impact his relationship with the most important person in his life—the person who loves and cares for him beyond anything. As Norma sees who her son is, she has to fight her own instincts to protect him," said Ehrin. The new season features changes for other characters as well. Norma's love interest Sheriff Romero's private life has always taken place off screen. "This season that will change and we will meet a woman who has been involved in his life," Ehrin said. — *Joyce Wang*

**Reviews:** "Rough Draft with Reza Aslan" Sun, 8:30pm ET, **Ovation**. In a sense, this series feels like something you'd see on cable decades ago: A low-budget talker about the arts, in this case writing. The host, *Reza Aslan*, a writer and academic, is a pleasant host and good-enough interviewer. That it's called "Rough Draft" is fitting. It feels spontaneous and informal, again, harking back to cable's less-glamorous beginnings. The 5-week-series' deficiencies include its lack of clips to intersperse with Aslan's interviews and a paucity of depth. The producers seem to prefer covering a lot of ground with the writer-guest, this week it's screenwriter *Jill Soloway* of "Transparent," as opposed to digging. Still, in a landscape where talk shows rarely interview writers, Rough Draft is a welcome respite. -- "Paranormal Lockdown," series premiere, Fri, 10pm, **Destination America**. Paranormal all-star (yes, the press release says so) *Nick Groff* and "seasoned ghost hunter" *Katrina Weidman* begin this series by spending 72 hours in the Trans-Allegheny Lunatic Asylum, a gargantuan psychiatric hospital that closed in 1994. The duo seeks contact with spirits. Do they succeed? Viewers who think so likely will enjoy this series. -- "Togetherness," Sun, 10:30pm, **HBO**. The plot moves away from the series' title as Brett and Michelle's split takes hold. Not many laughs during this deeply emotional ep. — *Seth Arenstein*

Basic Cable Rankings			
(2/22/16-2/28/16)			
Mon-Sun Prime			
1	CNN	1.0	2451
2	FOXN	0.9	2068
3	HGTV	0.7	1667
3	USA	0.7	1641
3	AMC	0.7	1580
6	TBSC	0.6	1557
6	DSNY	0.6	1521
6	DSE	0.6	137
9	DISC	0.5	1240
9	TNT	0.5	1207
9	HIST	0.5	1198
9	ID	0.5	986
13	ADSM	0.4	1079
13	FOOD	0.4	1007
13	ESPN	0.4	976
13	LIFE	0.4	916
13	NAN	0.4	855
13	TLC	0.4	844
19	MSNB	0.3	821
19	A&E	0.3	820
19	FX	0.3	789
19	SPK	0.3	706
19	SYFY	0.3	655
19	TVLD	0.3	649
19	VH1	0.3	636
19	DSJR	0.3	631
19	HALL	0.3	628
19	BRAV	0.3	585
19	NKJR	0.3	562
19	BET	0.3	559
19	HMM	0.3	414
19	DFAM	0.3	59
33	FRFM	0.2	572
33	APL	0.2	571
33	CMDY	0.2	559
33	MTV	0.2	552
33	LMN	0.2	462
33	OWN	0.2	453
33	TRAV	0.2	452
33	INSP	0.2	445
33	WETV	0.2	424
33	GSN	0.2	421
33	EN	0.2	416
33	HLN	0.2	392

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

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