

# Cablefax Daily™

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What the Industry Reads First

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## Investor Conference: Charter CFO Dishes on Merger Closing, Integration

**Charter CFO Chris Winfrey** provided more details on his company's pending purchase of **Time Warner Cable** during the **Deutsche Bank 2016 Media, Internet & Telecom Conference** Mon. In terms of regulatory review, the good news is the public record is "pretty deep and complete," he said, noting Charter is continuing to work with the **FCC** towards the 180-day shot clock that was set up for review of the merger. The agency has the option to extend the shot clock, but there's no indication that might be the case. "We are looking forward to finding a productive path forward in a way that makes sense both for social benefits that they (FCC) are looking to achieve through the transaction as well as making sure that it's economical for our shareholders," Winfrey said. In terms of CA's regulatory review, the exec expects a decision in May. That's the best case scenario when it comes to deal closing even if the **FCC** and **DOJ**'s reviews are completed sooner, Winfrey said. Once the regulatory process is completed, the company seeks to launch new pricing and service packages to the market as quickly as possible, he said. That would accelerate sub growth, which in turn would help boost overall revenue, a key goal for the transaction, he said. And as the new Charter implements its cloud-based Spectrum Guide, it will rebrand some **TWC/Bright House** assets under the Spectrum brand. "We will continue to take TWC and Bright House all digital," he added, acknowledging "some costs along the way. He vowed post-merger transparency that clearly labels merger relevant expenses and growth, as well as to create thousands of US-based jobs at customer service call centers and field technician operations, and to return TWC call center jobs to the US. Winfrey noted that over the last 3 years Charter has increased its workforce 40% by adding 7K jobs, mostly in customer care and including some insourcing. While 2016 might see some cable ops trialing and even deploying **DOCSIS 3.1**, Winfrey said it's still early in terms of availability of equipment. No specific **DOCSIS 3.1** plans, but Winfrey said it would be relatively cost-efficient to implement.

**More from Investor Conference: Viacom** chmn/CEO **Philippe Dauman** said he hopes to have a deal done by the end of the next fiscal quarter to sell a minority stake in its **Paramount Pictures** unit. The right partner would provide "primarily international and digital" benefits to Paramount, he said, and "I feel very good about the kind of players that we're talking to...It will help drive Viacom forward as well as bring out some of the value that's not being recog-

# SWEEPING THE NATION.

*This February Sweep, Univision stations in L.A., N.Y., Miami, Houston, and Dallas had the most-watched early and late local newscasts, regardless of language. That's what we call cleaning up.*



UNITED WE STAND. TOGETHER WE GROW™

Source: Nielsen, NSI, February 2016 Sweep (02/04/2016-03/02/2016). Early local news is defined as local newscasts with a Mon-Fri 6 p.m. ET/PT start time; Mon-Fri 5 p.m. CT/MT start time. Late Local News is defined as local newscasts with a Mon-Fri 10/11 p.m. ET/PT start time; Mon-Fri 9/10 p.m. CT/MT. Includes regular newscasts only. Rankings based on impressions. Univision Late News includes simulcast on UniMas stations in the markets. KMEX in Los Angeles includes UMEX on Time Warner Cable. Live +SD.

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nized.” As for Paramount’s moves to expand its international market and enter into TV production, “we’re replenishing the cupboard, and we’re looking to a good performance, and I want to accelerate that.” Dauman was bullish about Viacom’s contract renewal talks with **DISH**, expressing confidence in “a mutually beneficial outcome.”

**AT&T/Univision:** AT&T subs still did not have access to **Univision** stations Monday, with the channels going dark at 12:01am Fri due to a rate dispute between the two. The dispute is rate-related. Univision claimed its stations are ranked number one in many U-verse markets. “If, as the most popular Spanish-language broadcaster, we do not take a stand and require the distributors treat us on par with English-language broadcasters, what does that mean for the minority and independent creators that come after us? We encourage AT&T to continue its tradition of valuing the Hispanic community by negotiating reasonably and respectfully towards a fair agreement. We continue to make ourselves available to reach a resolution and restore Univision’s family of Spanish-language and multicultural content to U-Verse customers,” *Jessica Herrera-Flanigan*, evp of government relations and public policy at Univision, said in a statement. AT&T sevp of external and legislative affairs *Jim Cicconi* fired back: “It’s unfortunate the owners of Univision not only have blocked U-verse customers from seeing their channels, but also have stooped to despicable allegations in an effort to extort an outrageous price increase—an increase which ultimately will come at the expense of all our customers, including Univision viewers. Spanish-language channels are important to us and our customers. AT&T’s focus is to offer a wide range of content for our Hispanic viewers, while keeping cost increases, and bills, down as much as possible.”

**Ad Research:** Stop buying TV ads, hurt your brand. So is the message from a **TiVo Research** and **84.51°** study that examined 15 consumer packaged goods brands that cut their TV ad budgets. The study found that for 11 of the 15 CPG brands analyzed, sales returns dropped by a combined \$94mln when TV spend was cut year-over-year. This accounted for 69% of the 2013 incremental sales attributed to TV advertising. In 2014, the average on-air brand reached only 25% of its purchasers in an average week (down from 35% in 2013), leaving 75% open to competition. TiVo and customer engagement consultancy **84.51°** worked with media properties including **A+E Nets** and **Turner** on the research. It’s a message that you can expect will be trumpeted at upfront presentations this month, with the study finding that for every dollar decline in ad spend, 11 of the 15 brands lost 3x that in return.

**Share Buyback:** **AMC Networks’** board approved a program to repurchase up to \$500mln outstanding shares of common stock. The company will determine the timing and the amount of any repurchases based on its evaluation of market conditions, share price, and other factors. The move reflects an “attractive investment opportunity, our confidence in the future of our business and our commitment to enhancing long-term shareholder value,” pres/CEO *Josh Sapan* said in a statement.

**Vubiquity/FlixFling Deal:** **Vubiquity** inked a 5-year deal with OTT streaming service **FlixFling** to provide FlixFling with access to its AnyVU Content Cloud, which manages the distribution of movies and TV shows.

**March Madness Expands:** March Madness Live is now available on 12 platforms, including **Amazon Fire TV**, **Apple TV**, **Roku** players and Roku TVs, Amazon Fire tablets, iOS and Android mobile devices, Windows handsets, Web browsers, and the Apple Watch. The app was a collaboration between the **NCAA**, **Turner** and **CBS**. As part of an initiative to promote the use of the TVE app, March Madness Live will offer a temporary free preview period. It will also offer unlimited live streaming coverage upon authentication. Live streaming can also be accessed from **TBS**, **CBS**, **TNT** and **truTV**’s digital platforms, as well as participating MVPDs’ TVE apps and platforms.

**Comcast Business Expands:** **Comcast Business** has expanded its advanced network to more than 450 local businesses in North Salt Lake, Utah. The network is expected to offer internet speeds of up to 10 Gbps.

**Kids programming:** **Nickelodeon** announced 650 episodes of new and returning series at its upfront Wed, including 2 new sports-themed series premiering later this year and produced by **Superjacket Productions’** *Rob Dyrdek* and *Shane Nickerson*. “Crashletes” is a viral sports clip series hosted by **New England Patriots’** Super Bowl champ *Rob Gronkowski*, and the docu-series “Jagger Eaton’s Mega Life” (wt) follows the 15-year-old skateboarding star as he skates the world and encounters his idols. As for **Disney**, it announced a new TV series based on the 2014 Disney animated film “Big Hero 6” about an inflatable robot and his friends, which will be on Disney XD cable nets globally in 2017. **Disney Channel** greenlit “High School Musical” for a 4th season, and Disney Jr. began production on 2 new original animated series: “Vampirina” follows a young vampire girl and her trials of being a new kid in town, and “Puppy Dog Tails” is about two pug

# BUSINESS & FINANCE

puppies, Bingo and Rolly, who go on daily adventures together.

**Programming:** Disney XD booked 2 original animated series “Billy Dilley’s Super-Duper Subterranean Summer” and “Country Club.” **Disney Television Animation** produces the series, which launch in 2017 and 2018 respectively.

**Ratings:** The 3rd ep of season 3 of **Hallmark Channel’s** original prime-time series, “When Calls the Heart,” bagged a 2.1 HH rating and 2.3mln total viewers on a Live+3 basis.

**People:** Comcast hired *Noopur Davis* as svp, product security and privacy for the technology and product team, a newly created position. She was most recently vp, global quality at Intel. She will report to *Tony Werner*, evp and CTO at Comcast Cable. – **Telemundo** appointed *Luis Fernández* as evp of network news, reporting to *Luis Silberwasser*, pres of Telemundo. Fernández replaces *Luis Carlos Vélez* who will join Telemundo News’ existing talent team as a news anchor and senior correspondent. -- **A+E Networks** promoted *Christopher Barry* to svp, head of finance and business planning, international and digital. Barry will report to *Art Vomvas*, evp, financial and business planning, A+E Networks, and *Sean Cohan*, pres of international and digital media. Barry was most recently svp, international strategy and digital media for A+E Nets’ international division.

## Cablefax Daily Stockwatch

Company	03/07 Close	1-Day Ch	Company	03/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	49.85	(0.08)	GOOGLE:	695.16	(15.73)
ENTRAVISION:	7.79	(0.13)	HARMONIC:	3.27	0.02
GRAY TELEVISION:	12.42	(0.08)	INTEL:	30.94	0.31
MEDIA GENERAL:	17.04	0.24	INTERACTIVE CORP:	47.34	(0.4)
NEXSTAR:	48.18	0.59	LEVEL 3:	50.94	0.13
SINCLAIR:	32.90	0.50	MICROSOFT:	51.03	(1)
TEGNA:	24.81	(0.06)	NETFLIX:	95.49	(6.09)
<b>MSOS</b>					
CABLE ONE:	435.00	(7.18)	NIELSEN:	51.86	0.13
CABLEVISION:	33.30	0.02	SEACHANGE:	5.69	(0.06)
CHARTER:	185.30	0.52	SONY:	23.22	0.29
COMCAST:	58.96	(0.78)	SPRINT NEXTEL:	3.97	0.15
GCI:	18.99	0.35	TIVO:	8.25	0.10
LIBERTY BROADBAND:	52.84	0.52	UNIVERSAL ELEC:	56.62	(0.29)
LIBERTY GLOBAL:	37.35	UNCH	VONAGE:	5.14	(0.19)
SHAW COMM:	18.28	0.69	YAHOO:	33.96	0.10
SHENTEL:	23.93	(0.73)	<b>TELCOS</b>		
TIME WARNER CABLE:	195.23	(0.1)	AT&T:	38.13	0.20
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	27.90	0.10	CENTURYLINK:	31.77	0.18
AMC NETWORKS:	68.40	1.80	FRONTIER:	5.79	0.22
CBS:	52.00	0.60	TDS:	27.78	0.21
CROWN:	4.98	0.32	VERIZON:	52.21	0.40
DISCOVERY:	28.06	0.46	<b>MARKET INDICES</b>		
DISNEY:	99.39	0.91	DOW:	17073.95	67.18
GRUPO TELEVISA:	28.27	0.44	NASDAQ:	4708.25	(8.77)
HSN:	54.15	0.15	S&P 500:	2001.76	1.77
LIONSGATE:	23.68	0.40			
MSG NETWORKS:	17.99	0.77			
SCRIPPS INT:	64.40	1.48			
STARZ:	28.29	0.08			
TIME WARNER:	69.57	0.76			
VIACOM:	45.40	1.90			
WWE:	18.03	0.44			
<b>TECHNOLOGY</b>					
ADVANTAGE:	1.77	0.06			
AMDOCS:	56.60	0.02			
AMPHENOL:	56.73	0.53			
APPLE:	101.87	(1.14)			
ARRIS GROUP:	24.06	(0.01)			
AVID TECH:	7.41	(0.02)			
CISCO:	27.14	0.34			
COMMSCOPE:	26.96	(0.47)			
CONCURRENT:	6.09	0.14			
CONVERGYS:	26.47	(0.2)			
CSG SYSTEMS:	38.34	(0.13)			
ECHOSTAR:	45.89	0.71			

## 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.



## CFX TECH by Joyce Wang

### Cable's Health IT Ambition

With the healthcare industry expanding its electronic health records and health IT services, cable seeks to play a role, leveraging its network assets. Major cable ops' enterprise arms like **Comcast Business**, **Cox Business** and **Time Warner Cable Business Class** attended the HIMSS 2016, the health IT conference last week. Also at the annual conference: **CTAM**. This is the 3rd year CTAM has attended HIMSS and the 2nd year as an exhibitor in the Interoperability Showcase, *Todd Esenwein*, dir of business services told us. Because cable provides scalable, secure fiber-based networks, providing dedicated Internet, private Ethernet networks as well as managed WiFi, voice and video, it can serve healthcare providers, including hospitals, doctors' offices, radiology and data centers, he said. Why is HIMSS important to cable? "With over 40,000 attendees and 3,100 vendors, HIMSS provides an important stage for CTAM and the cable industry to share their healthcare customers' success stories and network implementations," Esenwein said. CTAM's goal at the conference is to continue to share and build on its message: "Cable keeps healthcare well connected," he said. His takeaway's from the conference? "We have seen the increasing need from the healthcare industry for secure, scalable bandwidth and managed services such as managed Wi-Fi. We also see opportunities to communicate with patients at home, post-hospital stay/surgery, post-doctor visit—cable is truly playing a role today in the connected home." Looking at trends in the healthcare industry, there's a continuing need for scalable, secure bandwidth and managed services, cost-effective voice and data solutions and the opportunity to update legacy telecom networks, Esenwein said. At the conference, *Kim Bunch*, CIO of **Marshall Medical Centers**, and *Kathy Wells*, vp/COO of **La Frontera**, shared how cable is helping solve today's IT challenges and the growing need for bandwidth, WiFi and video conferencing during the "How Cable Keeps Healthcare Well Connected" session.

**Health Device Opportunities for Cable:** **Park Associates** found that connected health device ownership, including digital fitness trackers, networked weight scales, connected treadmills and blood pressure meters, rose from 24% to 33% of US broadband HHs between 2013 and 2015. The growth came as cable and telecom companies expand their presence in the IoT and health IT space. Adoption of wearables and connected health devices is growing, evidenced by the stellar growth achieved by Fitbit in 2015, according to *Harry Wang*, dir of health and mobile product research at Parks. He cited **AT&T's** announcement at the 2016 HIMSS that it's working with wearable players including **Becton Dickinson**, **WellNest** and **OneMedia**. "While opportunity exists across all demographics, the growing demand from the Baby Boomer generation is encouraging," Wang said in a release. The research firm reports 37% of consumers aged 18-24 own a connected health device, while 42% of consumers aged 24-34 own one. Among consumers 65 and older, 31% own a connected health device. "Personal experience, attitudes towards preventive care, emotional attachment to care services, and perceived usefulness of support tools all help define what clicks with consumers. Providers need to keep this in mind as they focus on increased engagement," Wang said.

**Comcast Tackles Sports Tech:** **OneTwoSee**, a sports tech and data company based in Philly, will now be part of **Comcast's** broader sports tech team, the MSO said Mon. Comcast has worked with OneTwoSee to reengineer the X1 sports app in the past year, making it more interactive with more data and statistics. Under the deal, OneTwoSee will retain its Philly offices, just across the street from the Comcast Center. The team, including co-founder and CEO *Chris Reynolds*, will report to *Preston Smalley*, vp of product, sports and X1 apps at Comcast. As it happens, Reynolds was named to **Cablefax: The Magazine's** just released list of The Most Innovative People in Multiscreen.

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

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