

Cablefax Daily™

Wednesday — March 30, 2016

What the Industry Reads First

Volume 27 / No. 060

1Q Ratings: It's a Great Time to be a Cable News Network

The good news for 1Q is that cable is taking some share from broadcast networks—primarily due to the election coverage from the cable news nets. That's evidenced by **Fox News'** spot as the most-watched cable net in prime (2.4mln total viewers) and total day (1.4mln) for the quarter. It's the first time the net has ever lead both prime and total day for the entire 1st quarter, with Fox News home to the top 14 cable news programs in total viewers and 9 of the top 10 programs in Adults 25-54 ("The O'Reilly Factor" is the #1 cable news program, averaging 3.4mln total viewers and 598K 25-54s). Meanwhile, **MSNBC** dayside (which recently shifted to a breaking news focused day) had its best quarterly ratings in at least 3 years among total viewers and adults 25-54 in the daypart, and **CNN** snagged its most-watched quarter in 7 years. CNN's 1.4mln prime average for the quarter is up 143% over 1Q15, and MSNBC's 888K is a 77% gain. Fox News is up 38% in prime during the period. For total day, MSNBC's 502K average is up 59%, while CNN is up 57% (732K) and Fox is up 27% (1.4mln). Another winner: children's cable nets, with strength over the last 2 quarters, **Bernstein Research** analysts note. While the kids category was still down 3% vs 4Q15 in Bernstein's latest weekly analysis (which covered the quarter up until March 20), that's less slippage than recently. Analysts said unusually cold temps last year likely led to a temporary spike in viewership. **Nickelodeon** was 2nd behind Fox News in total day among total viewers, averaging 1.3mln for the Q (ahead of **Disney Channel's** 1.1mln). Disney Channel ranked as the #1 total day net in 1Q for the 20th consecutive quarter in kids 6-11 and for the 28th straight week in kids 9-14. **Disney Junior** enjoyed its 12th consecutive quarter as the #1 preschool net (536K viewers). The most-watched program of 1Q was the College Football Championship on **ESPN** (25.9mln viewers on Jan 11), with ESPN the #2 cable net for the Q in prime (averaging 2.1mln viewers). Three eps of **AMC's** "The Walking Dead" all ranked near the top of the heap, with the Feb 14 mid-season premiere averaging approx 20mln viewers (L+7).

March Madness: March Madness is the latest sporting event to be broadcast in virtual reality. **Turner Sports**, along with partners including **CBS**, **NCAA Corporate Champion Capital One** and **Facebook's Oculus** VR unit, will provide live game coverage of the Final Four Semifinals and National Championship in VR for the 1st time. It will be available in 3D and 2D, and the 10-degree live stream, produced in collaboration with VR tech firm **VOKE**, can be accessed through a new virtual reality version of the NCAA March Madness Live app in the Oculus Store. The offering aims to allow fans to stream

FROM THE NETWORK THAT STANDS WITH THOSE WHO TAKE A STAND

ANGRY planet

PART OF EARTH MONTH

ALL NEW EPISODE
FRIDAY 7 E/P

participant media

pivot

LEARN MORE

The FAXIES

Presented by Cablefax

WANTED

CAMPAIGNS THAT STAND OUT

WHO SHOULD JOIN THESE PAST WINNERS?

National Geographic Channel - Cause an Uproar

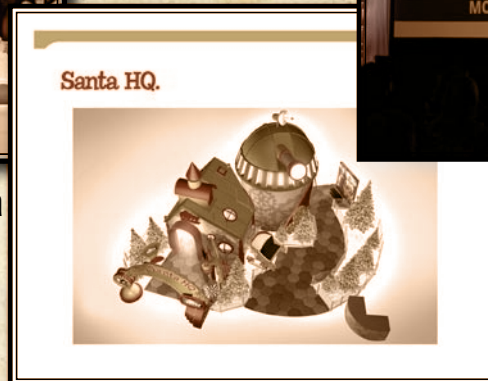
Comcast Cable - Emily's Oz



truTV - #HaveUFoundtruTV



Bravo and Oxygen Media Communications



HGTV - Santa HQ



Sling TV - Taking the Pain Out of Pay-TV

FINAL DEADLINE: MARCH 30

WWW.THEFAXIES.COM

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Sr. Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Cablefax/Screenster Editor: Kaylee Hultgren, 646.764.8267, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

the live game while using **Samsung** Gear VR powered by Oculus. March Madness Live's 2D stream is available on the desktop for the Final Four Semifinals and National Championship game, in addition to 360-degree highlights posted to the NCAA March Madness Facebook page. Meanwhile, this year's Final Four Semifinals and National Championship, to be televised on TBS, marks the 1st time in the event's 78-year history that the title game airs on cable. This year also marks the 6th year of the **CBS Sports**-Turner Sports partnership to provide live coverage of all 67 games from the NCAA Division I Men's Basketball Championship across **TBS**, **CBS**, **TNT** and **truTV**. Aside from the live game coverage, viewers can access a virtual scoreboard with live stats. And the full tournament bracket will be provided in the March Madness Live app.

O'Rielly on Netflix: As part of a speech Tues at the **American Action Forum**, which promotes center-right public policy, **FCC** Republican commish *Michael O'Rielly* said **Netflix** never violated the FCC's enhanced Open Internet rules. The speech followed Netflix's acknowledgement that it downgrades the video quality of its service delivered over certain wireless networks. "The company and net neutrality advocates have been vehement in stressing that the net neutrality rules only apply to ISPs, not standalone edge providers, such as Netflix. This is completely correct as all of the prohibitive practices, costs and obligations of those rules only apply to broadband providers. So there is no net neutrality violation to explore," O'Rielly said. That said, Netflix's confession requires FCC attention in 2 areas. First, a company can't knowingly make inaccurate statements before the FCC, O'Rielly said. "We need to closely examine filings that were made for potential violations in light of this new information. It appears that Netflix made accusations of wrongdoing by ISPs, all the while knowing that its own practices were one of the causes of consumer video downgrading," he said. In addition, the new net neutrality rules were designed to protect OTT video distributors like Netflix. O'Rielly said many rules were based on the representations made by companies like Netflix. And yet, Netflix, itself, was engaged in "highly suspect behavior. These revelations call into question the entire foundation and rationale of the net neutrality decision," he said.

Starz's Brand Campaign: **Starz** will launch a campaign on April 5 to transform the brand and to reposition and reprogram the **Encore** suite of channels. The campaign, "Starz: ObsessableSM," seeks to reflect the net's original programming with a new logo and graphic. Meanwhile, **Encore** linear channels and related on-demand services will be under the master Starz umbrella. Starz expects the effort to create marketing and sell-in opportunities for distributors.

Google Fiber Phone: In addition to entering the broadband market, **Google** wants a share of the home phone business. The company added Fiber Phone to its existing Google Fiber broadband and video services Tues, according to a blog post by Google Fiber product manager *John Shriver-Blake*. The offering costs \$10 a month for unlimited local and nationwide calling and will be launched in a few areas initially and will be rolled out to residential subs in all of the fiber cities.

Spectrum Auction: The **FCC's** spectrum incentive auction is set to start at 6pm Tues. The auction "will align the use of the public airwaves to meet America's 21st century spectrum needs," said agency chmn *Tom Wheeler* in a statement. "The Incentive Auction promises to free up more capacity to meet Americans' skyrocketing demand for wireless data while preserving the valuable service that broadcast TV stations provide to their communities," he said.

AT&T GigaPower: **AT&T** has expanded its GigaPower services in the L.A. metro area. The service offers speeds of up to 1Gbps. Following its Dec announcement of initial availability of GigaPower in the LA area, the company has made the offering available to single family homes, apartments and small businesses in parts of Eastvale, Irvine, Los Angeles, Orange County and surrounding communities. The telco said it plans to triple availability in the area by the end of the year.

Retrans Warning: **Media General** is warning **DISH** subs that the satellite providers' most recent contract extension expires at 3:59pm PT on Thurs. The 2 have agreed to 6 weeks of extensions, according to the broadcaster. Stations potentially impacted include Tampa **NBC** affil **WFLA** and Portland's **CBS** affil **KOIN**. **DISH** is telling customers that negotiations continue, and it's unclear why Media General is notifying customers at this time. "Negotiations regularly happen right up to the deadline and more often than not they are settled without issue," **DISH** said. **Nexstar** is in the process of purchasing Media General for \$4.6bln. **ACA** has asked the **FCC** to block the deal or impose strict conditions, including preventing "after-acquired" clauses that roll retrans deals from an acquired station into existing agreements and different rates.

Studio for VICE: **VICE Media** acquired production studio **Pulse Films**. The 2 first partnered in 2012 on film "Shut Up and Play the Hits." **VICE** just launched its 24-hour US cable net **VICELAND**, and a UK version is slated to launch next year.

Digital Economy Board: Several familiar names were appointed to the **Commerce Dept's** new Digital Economy Board

BUSINESS & FINANCE

of Advisors, whose purpose is to provide recommendations to advance economic growth in the digital age.

The appointees, who will serve 2-year terms, include: **Comcast** sr evp, chief diversity officer *David Cohen*, **AT&T** sr evp *James Cicconi*, **HSN, Inc** CEO and dir *Mindy Grossman*, **YouTube** CEO *Susan Wojcicki* and **Consumer Reports** pres/CEO *Marta Tellado*. The board will provide recommendations to the Secretary of Commerce through **NTIA**, which is responsible for advising the President on telecommunications and information policy issues.


People: Congrats to *Bill Durand*, who has retired as evp, chief counsel for the **New England Cable & Telecom Assn** after 31 years of service. --

Comcast promoted *Javier Garcia* to svp, gm for multicultural services and upped *Piers Lingle* to svp, customer experience. The company also promoted *Luci Rainey* to svp, consumer marketing and *Todd Goodbinder* to svp, **Comcast Business** SMB sales. -- **WWE** named *Pamela Murrin* as svp, data strategy. She joins from **Time Warner Cable**, where she was group vp of marketing analytics and insights.

On the Circuit: **NCTA** pres/CEO *Michael Powell* will keynote **Adaptive Spirit's** Annual Event (formerly **Ski-TAM**) when it kicks off Apr 7 in Vail. The event, which supports the US Paralympic Ski and Snowboard Team, features sessions to examine video products for consumers with disabilities as well as future advances in tech.

Cablefax Daily Stockwatch

Company	03/29 Close	1-Day Ch	Company	03/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	47.43	(0.1)	ECHOSTAR:	44.15	0.29
ENTRAVISION:	7.52	0.27	GOOGLE:	744.77	11.24
GRAY TELEVISION:	11.88	0.37	HARMONIC:	3.30	0.11
MEDIA GENERAL:	16.55	0.33	INTEL:	32.38	0.48
NEXSTAR:	44.99	1.32	INTERACTIVE CORP:	45.85	0.24
SINCLAIR:	31.63	1.03	LEVEL 3:	52.44	0.79
TEGNA:	23.98	0.48	MICROSOFT:	54.71	1.17
MSOS					
CABLE ONE:	436.03	0.85	NETFLIX:	104.13	2.92
CABLEVISION:	32.98	(0.03)	NIELSEN:	52.38	0.16
CHARTER:	203.03	4.91	SEACHANGE:	5.52	0.26
COMCAST:	60.75	0.66	SONY:	26.16	0.61
GCI:	18.39	0.59	SPRINT NEXTEL:	3.42	0.16
LIBERTY BROADBAND:	58.50	1.31	SYNACOR:	1.44	0.04
LIBERTY GLOBAL:	38.52	1.65	TIVO:	9.70	0.19
SHAW COMM:	19.14	(0.01)	UNIVERSAL ELEC:	63.58	0.52
SHENTEL:	26.96	1.47	VONAGE:	4.45	0.05
TIME WARNER CABLE:	205.28	2.11	YAHOO:	36.32	1.09
PROGRAMMING					
21ST CENTURY FOX:	27.83	(0.06)	TELCOS		
AMC NETWORKS:	65.40	1.00	AT&T:	39.45	0.38
CBS:	54.90	0.29	CENTURYLINK:	31.59	0.51
CROWN:	5.11	0.01	FRONTIER:	5.47	0.17
DISCOVERY:	28.24	0.01	TDS:	29.74	0.72
DISNEY:	98.16	0.07	VERIZON:	54.05	0.65
GRUPO TELEVISA:	28.15	0.57	MARKET INDICES		
HSN:	54.30	1.38	DOW:	17633.11	97.72
LIONSGATE:	21.66	0.10	NASDAQ:	4846.62	79.84
MSG NETWORKS:	17.23	0.45	S&P 500:	2055.01	17.96
SCRIPPS INT:	64.79	0.15			
STARZ:	26.89	0.58			
TIME WARNER:	72.21	(0.33)			
VIACOM:	44.41	(0.36)			
WWE:	18.34	0.45			
TECHNOLOGY					
ADDVANTAGE:	1.90	0.03			
AMDOCS:	59.93	0.30			
AMPHENOL:	57.79	0.57			
APPLE:	107.70	2.51			
ARRIS GROUP:	23.17	0.19			
AVID TECH:	6.50	0.34			
BLNDER TONGUE:	0.42	0.06			
CISCO:	28.10	0.20			
COMMSCOPE:	26.84	0.41			
CONCURRENT:	6.08	UNCH			
CONVERGYS:	27.69	0.71			
CSG SYSTEMS:	44.31	0.91			



the internet & television expo

< REDEFINE

THE FUTURE OF MEDIA

AND YOUR ROLE IN IT >

MAY 16-18, 2016

BOSTON, MA

INTXSHOW.COM

#intx2016