

Cablefax Daily™

Monday — March 7, 2016

What the Industry Reads First

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Q&A: Comcast's Peter Nush Talks X1 & Customer Experience

As the Multiscreen Summit on Tues in NYC approaches, Cablefax caught up with Peter Nush, Comcast's vp, product management for the X1 Entertainment Operating System, to get his take on how the consumer experience around all of these screens and devices is evolving. He'll be on hand to share more insight March 8 with other experts in NYC. **What are the big challenges you face as consumers keep demanding new features and cross-device functionality?** As consumers' expectations and needs evolve, we remain focused on developing features and functionality that will truly revolutionize our customers' experience—like the X1 talking guide, the industry's first voice-enabled television user interface, and our voice remote, which allows customers to set recordings, get recommendations and navigate tens of thousands of shows and movies on the X1 platform with their voice. While we're often faced with having to say no to some good ideas in the process, at the end of the day it's about prioritizing the great ideas to provide our customers with the best entertainment experiences across devices. **Multiple screens and devices have turned this industry on its head, but what is Comcast's key strategy for staying relevant amid such massive change?** People love to watch TV, and we're focused on providing our customers with the opportunity to enjoy what they want, when they want, on the TV or their favorite devices. Our X1 platform offers customers the ability to access all of their TV and video choices as part of one seamless experience. With the X1 platform, we have the ability to rapidly innovate and deliver updates across screens in real-time, which enables us to make the multiscreen experience better and deliver the right product to our customers at the right time. Innovations like Kids Zone, the Spanish Guide and the sports app are examples of how we've leveraged the flexibility of X1 to introduce features that personalize the entertainment experience and address specific needs of specific audiences. Communicating with and paying attention to customers is paramount. If you listen to what they need, you'll end up in the right places. **Content across screens often gets framed as a millennial or Gen-Z phenomenon, but what's the secret to effectively communicating the benefits of Xfinity/X1 across all demographics?** Among our customers, we're seeing that new screens aren't just generational. We've

The FAXIES

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CALL FOR ENTRIES

Entry Deadline: March 23

Best PR & Marketing for Cable & Broadband

The FAXIES Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing.

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27410



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
■ **Alison 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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got Baby Boomers watching TV on tablets, and 4-year olds picking their own TV shows to watch on set-top boxes with Kids Zone. It is less about age and a lot more about lifestyle and personal approach to television entertainment. By leveraging our cloud infrastructure, we can rethink how we create and deliver our products and services and be much more surgical around offering the right product to the right customer. Customized offerings like Stream, Internet Plus, and Xfinity on Campus were all designed with particular audiences in mind. As people go through different life stages, we know they may want different types of services, and we are looking to build relationships with customers earlier in the life cycle. **What Xfinity/X1 features that are coming over the next 1-3 years will excite us the most—and why?** As the marketplace evolves, we'll continue to experiment with offerings that provide more choice on more devices, appeal to new audiences, and address multiple segments of the market. We're also looking toward delivering next-generation, enhanced entertainment experiences for all content including movies, events, sports and news, and will maintain our focus on providing the best possible customer experience.

U-verse-Univision Blackout: AT&T U-verse customers lost Univision local stations as well as UniMas, Galavision, Univision Deportes and Univision (national) just after midnight Fri. The Spanish-language programmer had strong words after the telco failed to reach a renewal agreement. "AT&T is redlining our audience by refusing to recognize the value of the Univision networks and the consumers we serve. AT&T's discriminatory behavior is preventing Hispanic America from receiving content and information in language and in culture, which is especially vital during this election year," read a Univision statement. "These disputes can be confusing for consumers, but in our case it's simple: we must receive fair compensation, on par with English language broadcasters." AT&T threw the blame back at Univision. On social media, U-verse reps told angry subs that it was Univision who chose to suspend the channels and that it could put them back on with-in moments of the programmer granting permission. "We intend to resolve this matter quickly and appreciate our U-verse customers' patience while we work to return these services as soon as possible. As the largest television provider, we are fighting for our customers to keep the increasing costs charged by programmers to a reasonable amount. Numerous recent and diverse programming deals we have signed prove this can be accomplished," AT&T said in a statement. Also included in the blackout are **Tinovelas, FOROtv, De Película** and **De Película Classica Ritmoson, Telehit** and **Bandamax** (Fusion is not included).

Debate Ratings: Plenty of people are talking about *Donald Trump's* hands and "Little Marco" Fri. That all translates to good numbers for **Fox News**. Thurs' GOP Presidential primary debate scored 16.9mln viewers for the net, making it the highest-rated debate of 2016, according to early **Nielsen** ratings. The debate, tele-cast live from Detroit, ranks as the 4th highest primary debate in history. On the digital side, the live stream scored 2.4mln video starts and peaked at nearly 1.5mln concurrent streams, according to **Omniture** and **Akamai**. That makes the most-watched primary event ever, via live stream.

Upfronts: TV Land announced an overall deal with "Younger" creator *Darren Star*, who is currently developing another project for the network. "Teachers" was greenlit for a second season, and two pilots were announced: "The First Wives Club," an adaptation of the film about three divorced women who get revenge on their husbands who left them for younger women, and an untitled series based on the life of *Kyle Richards*. Over at **CMT**, the amount of original programming, events and docs will be doubled. The net is launching annual music event "Concert of the Summer" and is making moves in scripted with 2 series. "Million Dollar Quartet" (Nov premiere) is a coming-of-age story set in the music- and racially-charged 1950s Memphis. And the comedy "Still the King" (premieres June 12, 9p) follows a washed-up, one-hit-wonder who discovers he has a daughter.

People: Charter tapped *Rob Klippel* to be svp, advanced advertising products and strategy. He joined Charter after 12 years with **Comcast**, most recently as vp of advanced platforms. -- **AMC** and **SundanceTV** announced entertainment PR vet *Maya Brooks* joined the consumer PR team supporting both nets as vp of publicity and talent relations. Brooks started her career at **Turner**. -- *Stephanie Todd*, formerly sr dir, planning and programming, was promoted to vp, programming at **HLN**. She will report to *Ken Jautz*, evp of **CNN**.

Cablefax Week in Review

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	49.93	6.92%	(12.68%)
ENTRAVISION:	EVC	7.92	3.80%	2.72%
GRAY TELEVISION:	GTN	12.50	6.38%	(23.31%)
MEDIA GENERAL:	MEG	16.80	2.13%	4.02%
NEXSTAR:	NXST	47.59	8.70%	(18.93%)
SINCLAIR:	SBGI	32.40	7.14%	(0.43%)
TEGNA:	TGNA	24.87	2.43%	(2.55%)

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLE ONE:	CABO	442.18	4.65%	1.96%
CABLEVISION:	CVC	33.28	2.37%	4.33%
CHARTER:	CHTR	184.78	1.97%	0.97%
COMCAST:	CMCSA	59.74	3.16%	5.87%
GCI:	GNCMA	18.64	(0.53%)	14.43%
LIBERTY BROADBAND:	LBRDA	52.32	4.31%	1.30%
LIBERTY GLOBAL:	LBTYA	37.35	0.65%	(11.83%)
SHAW COMM:	SJR	17.59	1.85%	2.33%
SHENTEL:	SHEN	24.66	7.73%	(42.72%)
TIME WARNER CABLE:	TWC	195.33	1.47%	5.25%

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	27.80	2.66%	2.36%
AMC NETWORKS:	AMCX	66.60	0.80%	(10.82%)
CBS:	CBS	51.40	6.42%	9.06%
CROWN:	CRWN	4.66	1.08%	(16.93%)
DISCOVERY:	DISCA	27.60	10.05%	3.45%
DISNEY:	DIS	98.48	3.33%	(6.28%)
GRUPO TELEVISIA:	TV	27.83	9.09%	2.28%
HSN:	HSNI	54.00	1.07%	6.57%
LIONSGATE:	LGF	23.28	12.79%	(28.13%)
MSG NETWORKS:	MSGN	17.22	4.05%	(17.21%)
SCRIPPS INT:	SNI	62.92	5.91%	13.96%
STARZ:	STRZA	28.21	18.18%	(15.79%)
TIME WARNER:	TWX	68.81	3.23%	6.40%
VIACOM:	VIA	43.50	7.25%	(1.11%)
WWE:	WWE	17.59	4.58%	(1.4%)

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADDVANTAGE:	AEY	1.71	3.64%	(5.52%)
AMDOCS:	DOX	56.58	(1.67%)	3.68%
AMPHENOL:	APH	56.20	6.16%	7.60%
APPLE:	AAPL	103.01	6.29%	(2.14%)
ARRIS GROUP:	ARRS	24.07	1.69%	(21.26%)
AVID TECH:	AVID	7.43	(0.67%)	1.92%
BLNDER TONGUE:	BDR	0.45	(4.26%)	12.50%
CISCO:	CSCO	26.80	1.48%	(1.33%)
COMMSCOPE:	COMM	27.43	9.46%	5.95%
CONCURRENT:	CCUR	5.95	4.94%	20.20%
CONVERGYS:	CVG	26.67	3.69%	7.15%
CSG SYSTEMS:	CSGS	38.47	(0.29%)	6.92%
ECHOSTAR:	SATS	45.18	0.92%	15.52%
GOOGLE:	GOOG	710.89	0.83%	(6.32%)
HARMONIC:	HLIT	3.25	6.56%	(20.15%)
INTEL:	INTC	30.63	2.79%	(11.09%)
INTERACTIVE CORP:	IAC	47.74	7.60%	(20.5%)
LEVEL 3:	LVT	50.81	3.72%	(6.53%)
MICROSOFT:	MSFT	52.03	1.42%	(6.22%)

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
NETFLIX:	NFLX	101.58	7.16%	(11.19%)
NIELSEN:	NLSN	51.73	3.98%	11.01%
SEACHANGE:	SEAC	5.75	2.68%	(14.69%)
SONY:	SNE	22.93	6.45%	(6.83%)
SPRINT NEXTEL:	S	3.82	14.71%	5.52%
TIVO:	TIVO	8.15	(1.69%)	(5.56%)
UNIVERSAL ELEC:	UEIC	56.91	7.99%	10.83%
VONAGE:	VG	5.33	2.90%	(7.14%)
YAHOO:	YHOO	33.86	7.94%	1.80%

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
TELCOs				
AT&T:	T	37.93	2.15%	10.23%
CENTURYLINK:	CTL	31.59	4.71%	25.56%
FRONTIER:	FTR	5.56	2.39%	19.06%
TDS:	TDS	27.57	4.51%	6.49%
VERIZON:	VZ	51.81	1.55%	12.09%

Company	Ticker	3/04 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	17006.77	2.20%	(2.4%)
NASDAQ:	IXIC	4717.02	2.76%	(5.8%)
S&P 500:	GSPC	1999.99	2.67%	(2.15%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. STARZ:	28.21	18.18%
2. SPRINT NEXTEL:	3.82	14.71%
3. LIONSGATE:	23.28	12.79%
4. DISCOVERY:	27.60	10.05%
5. COMMSCOPE:	27.43	9.46%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	0.45	(4.26%)
2. TIVO:	8.15	(1.69%)
3. AMDOCS:	56.58	(1.67%)
4. AVID TECH:	7.43	(0.67%)
5. GCI:	18.64	(0.53%)

Cablefax Multiscreen Summit

Tuesday, March 8, 2016 | New York City

Don't wait any longer to register!
www.CFXMultiscreenSummit.com

CUT THROUGH THE CHAOS. GAIN MINDSHARE.

All it takes is a single day to learn from the experts, share information and leave refreshed, excited and pumped to take on the TV challenge. You'll gain valuable insights that will help you clarify your strategy, improve your messaging to consumers and ultimately snare success from the jaws of confusion. This is your moment. Are you ready?