

# Cablefax Daily™

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What the Industry Reads First

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## Upfront Formats: Some Going Bigger, Some Going Smaller

The focus throughout upfront season will always be wooing advertisers to brands, but the format with which cable nets are courting buyers is malleable—and currently undergoing some changes. Take **Disney Media Sales**, which opted to forgo a big event for advertisers in NYC and instead hold 2 for select clients: 1 for key East Coast and Midwest buyers and 1 for West Coasters. Disney Media Sales & Marketing evp *Rita Ferro* said taking advertisers out of the office was a strategic choice and proved an advantage. “The benefit of having them with us, away from the office, is that they really focused on opening the dialogue and having a conversations with us.” Those in attendance were “the ones that invest in us, with deeper partnerships,” she said, and the multi-day affair included an entire day of insights, pertaining to audience, marketplace expertise, trends in family co-viewing, and more. The focus was on “taking a good look at what really works on the different platforms and how we bring together the whole partnership.” **Discovery Communications** is also taking a more targeted approach. Rather than doing a single, splashy affair, the company is holding separate events for agencies and then clients, according to ad sales pres *Joe Abruzzese*. “We were able to get collectively a lot more attention than doing one big presentation... We feel that we’re able to have more targeted conversations going agency to agency. If we’re talking to an agency who represents an automotive client then we can tailor that presentation to include a network like **Velocity**,” he said. But not all networks are scaling things down. Some are doing the opposite. **NBCU**, for instance, is combining its entire portfolio of broadcast and cable networks in one upfront for the first time ever on May 16. “Our event will reflect the way we go to market as a unified portfolio which makes it easier for our clients to do business with us all together,” said ad sales, client partnerships chmn *Linda Yaccarino* in a statement. “There isn’t going to be an upfront event as big and bold as this one.” **Scripps Networks** also finds a benefit to larger events. It’s done a full road tour to 7 cities for the past 10 years. “Clients and agencies find it convenient when we come to their cities,” said national ad sales pres *Jon Steinlauf*. “In many cities, it has become a regional happening when we bring our show into town. This year our Atlanta event was attended by clients and agency execs from 7 different states.” A main attraction at the events is talent. Wed night in LA, for instance, attendees were able to hobnob

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with “The Property Brothers” *Jonathan and Drew Scott* and **Food Network’s** *Guy Fieri*. Scripps’ tour is also about supporting regional sales offices. “The upfront tour is part of an overarching commitment we have to support clients and agencies across the country with our strong regional sales offices that are now supplementing the larger events with many customized presentations.” Meanwhile, when it comes to newfronts, don’t discount digital companies’ desire to make a big splash as well. **Hulu**, for instance, is a headliner during the two-week period of presentations at the start of May—and it plans to leverage the newfronts “to make sure our message is seen by as many people as possible,” Hulu head of sales *Peter Naylor* told AdWeek. For some, bigger is clearly better.

**Cablevision/Hulu Launch:** **Cablevision** became the 1st MSO to offer **Hulu** at the set-top level. The MSO has started to distribute Hulu to its Optimum TV subs, nearly a year after the deal was announced. Using **ActiveVideo’s** CloudTV StreamCast technology, Cablevision launched the SVOD streaming service as a channel via the Optimum TV interactive program guide, using ActiveVideo’s cloud technology. The channel is available on all current-generation set-tops. ActiveVideo is now a joint venture between Charter and Arris. The Hulu service starts at \$7.99 a month. Existing Hulu subs can sign in to their account, while new Hulu subs can get a free trial offer before subscribing. The deal followed Cablevision’s agreement to offer **HBO Now**, the net’s standalone \$14.99 per month OTT service, last year. Hulu’s other MSO partners include **Armstrong, Atlantic Broadband, Mediacom, Midcontinent Communications** and **WOW!**

**Franken on VR:** Sen *Al Franken* (D-MN) is requesting information on **Facebook’s Oculus** Rift virtual reality technology, including the company’s collection, storage, and sharing of users’ personal data, he wrote in a letter to *Brendan Iribe*, Oculus VR CEO. The creation of an immersive VR experience is “an exciting development, but it remains important to understand the extent to which Oculus may be collecting Americans’ personal information, including sensitive location data, and sharing that information with third parties,” the lawmaker said. Among the list of Franken’s questions are: “Oculus has stated that it automatically collects users’ physical movements and dimensions. Is this collection necessary for Oculus to provide services? Are there any other purposes for which Oculus collects this information?”

**Upfronts:** At its 1st upfront with the new name, **Freeform** announced its entrance into late night programming, a live festival called “Freeform Fest,” and new short-form content on digital platforms. Freeform Fest is a live event in summer ’17 combining fans and talent as they pay tribute to TV, music, art, comedy, fashion, film and digital media through fan interaction and performances. The net is also growing its digital offering to include audience choice of how they consume content, whether through bingeing, streaming, or customizing playlists. In terms of programming, the late-night content is a talk show in development dubbed “Later Bitches” from “The Daily Show” producers *Jennifer Flanz* and *Elise Terrell*. The half-hour comedic show is hosted by a group of dynamic ladies talking pop culture, celebrities and lifestyle topics—all over cocktails. Also in development is “Freeform Presents: Snapshot,” 2 1-hour docs on major pop culture moments. New scripted series include “Rising,” a drama set in a low-income Latino neighborhood and told through the eyes of an 18-year-old girl; “Nine Years Under,” which follows a law school grad who takes a job at a funeral home after his mother passes; “Hunted,” executive produced by *Mila Kunis* and featuring a woman who escapes prison to prove she didn’t murder her husband; and many others, including 4 comedies, 2 original movies and 6 short-form projects.

**X1 Upgrades:** **Comcast** completed its latest round of upgrades to X1. The MSO made it easier to find On Demand-only shows and networks by adding them to search functionality on X1. It also made Auto Extend available for recording of more live events, including NFL, MLB, NHL, NBA, MLS NASCAR and NCAA Men’s Football and Basketball. Other upgrades include Simplified Activation Verification, which allows customers to enter the last 4 digits of the account’s primary phone number to set up their new X1 set-top box.

**CSG/Sony Deal:** **CSG International** scored a deal with **Sony Pictures Home Entertainment** to support the company’s new Ultra service, which allows users to buy and stream 4K movies and TV shows on Sony Android BRAVIA 4K TVs. As part of the deal, CSG Ascendon digital services platform will enable Ultra users to access a broad catalog of 4K UltraHD video content, including High Dynamic Range content.

**ViewLift Gets Funding:** **ViewLift**, which enables OTT video delivery, closed an \$8mIn funding round from *Robert*

# BUSINESS & FINANCE

and *Walter McCormack*-led **Weekapug Partners** and *Robert Hisaoka*, who joined existing investors including **Ted Leonsis, Clark Ventures, New Enterprise Associates** and **Revolution Ventures**.

**FourthWall/Collective Deal:** Viewing data provider **FourthWall Media** is partnering with ad tech firm **Collective** to expand Collective's use of TV viewing data across the digital marketing product portfolio. Under the agreement, Collective is licensing FourthWall's census-level set-top box data and TVMatch product, which identifies customized TV audience segments via a list of demographic and purchase intent attributes. In addition, Collective is licensing FourthWall's second-by-second set-top box data to support the VISTO enterprise advertising hub and Audience Engine digital advertising products.

**People:** **BBC North America** upped *Sergei Kuharsky* to *svp*, strategy and business development, reporting directly to *Ann Sarnoff*, pres of BBC Worldwide North America. He joined BBC from **Scripps Networks**, where he was gm for **Food Network** for 8 years. -- **C-SPAN** promoted 3 long-time execs: *Richard Weinstein* was upped to *vp* of digital media; *Ben O'Connell*, stepping into the role that Weinstein has held, was promoted to managing editor; *Robert X Browning* was named exec dir of the C-SPAN Archives.

## Cablefax Daily Stockwatch

Company	04/07 Close	1-Day Ch	Company	04/07 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	43.61	(1.18)	ECHOSTAR:	40.76	(1.24)
ENTRAVISION:	7.10	(0.14)	GOOGLE:	740.28	(5.41)
GRAY TELEVISION:	11.75	(0.16)	HARMONIC:	3.06	(0.11)
MEDIA GENERAL:	16.60	(0.03)	INTEL:	31.55	(0.53)
NEXSTAR:	45.96	(0.11)	INTERACTIVE CORP:	45.78	(0.59)
SINCLAIR:	31.37	(0.16)	LEVEL 3:	51.25	(0.81)
TEGNA:	22.47	(0.49)	MICROSOFT:	54.46	(0.66)
<b>MSOS</b>					
CABLE ONE:	438.51	0.10	NETFLIX:	104.45	(0.38)
CABLEVISION:	32.76	(0.18)	NIELSEN:	52.29	(0.33)
CHARTER:	203.91	(1.06)	SEACHANGE:	5.56	UNCH
COMCAST:	61.40	(0.8)	SONY:	25.30	(0.54)
GCI:	17.59	(0.33)	SPRINT NEXTEL:	3.51	(0.08)
LIBERTY BROADBAND:	57.60	(1.21)	SYNACOR:	1.40	0.03
LIBERTY GLOBAL:	37.98	(0.47)	TIVO:	8.97	(0.16)
SHAW COMM:	18.79	(0.19)	UNIVERSAL ELEC:	62.14	(0.7)
SHENTEL:	25.99	(0.54)	VONAGE:	4.60	UNCH
TIME WARNER CABLE:	204.68	(1.44)	YAHOO:	36.17	(0.49)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	28.55	(0.33)	<b>TELCOS</b>		
AMC NETWORKS:	64.02	(2.62)	AT&T:	38.59	(0.05)
CBS:	53.58	(1.27)	CENTURYLINK:	31.87	(0.62)
CROWN:	5.09	(0.02)	FRONTIER:	5.34	(0.02)
DISCOVERY:	27.91	(1.02)	TDS:	28.96	(0.53)
DISNEY:	96.16	(1.32)	VERIZON:	52.00	(1.52)
GRUPO TELEVISA:	25.99	(0.56)	<b>MARKET INDICES</b>		
HSN:	51.60	(1.27)	DOW:	17541.96	(174.09)
LIONSGATE:	20.21	(0.37)	NASDAQ:	4848.37	(72.35)
MSG NETWORKS:	16.39	(0.62)	S&P 500:	2041.91	(24.75)
SCRIPPS INT:	65.13	(2.03)			
STARZ:	24.59	(0.37)			
TIME WARNER:	72.91	(1.06)			
VIACOM:	41.64	(1.31)			
WWE:	16.00	(0.45)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	1.82	(0.03)			
AMDOCS:	57.90	(1.15)			
AMPHENOL:	57.78	(0.62)			
APPLE:	108.54	(2.42)			
ARRIS GROUP:	21.53	(0.47)			
AVID TECH:	5.99	(0.29)			
BLNDER TONGUE:	0.39	UNCH			
CISCO:	27.60	(0.4)			
COMMSCOPE:	27.15	(0.73)			
CONCURRENT:	6.12	(0.11)			
CONVERGYS:	26.48	(0.3)			
CSG SYSTEMS:	45.64	(0.06)			



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# PROGRAMMER'S PAGE

## Starz Offers the Girlfriend Experience

It is not a job every woman can do. **Starz** premieres "The Girlfriend Experience" on April 10 at 8pm EST, offering a provocative look into the world of high-end call girls who offer the so called "girlfriend experience." While the half-hour, 13-ep series is based on the 2009 movie of the same name, the TV program, written and produced by *Lodge Kerrigan* and *Amy Seimetz*, is vastly different from the movie, they told us. The series follows *Christine Reade*, a law school student and a new intern at a prestigious law firm in Chicago. While working hard to establish her law career, she quickly shifts her focus to the world of transactional relationships that she was introduced to by a classmate, offering emotional and sexual relationship at a high price. Instead of telling the audience how they should feel, "what we were trying to achieve is to be extremely non-judgmental about her world and be as objective as possible in the filming process so that the audience can project how they feel morally about this," Seimetz said. Sometimes creators try to define prostitution for the viewers and the approach in this series is to eliminate the moral judgment, she said. Meanwhile, "we are really interested in creating a character that's not necessarily likable or identifiable," Lodge said. To him, Reade is a lot of things. "She's intelligent, complicated, manipulative, ambitious... It's a fascinating character." Seimetz added that "I found some people really like her because she's so unapologetic while others find it hard to like her. It's all part of that non-judgmental approach... It's about observing somebody." The series doesn't have tons of conversations. Instead, many scenes feature Reade being alone in her apartment. "We wanted to show Christine's character through behavior rather than just through discussions of her emotions or feelings. And she makes decisions that really compartmentalize her life," according to Lodge. And the reason that Christine is often alone is "she's extremely isolated... She doesn't like to spend time with people unless something can be accomplished," said Seimetz. — *Joyce Wang*

**Reviews:** "86," Monday, 9pm, **Golf Channel**. We're hardly going out on a limb predicting this weekend's Masters may not measure up to one held 30 years ago, when a supposedly hibernating, 46-year-old Golden Bear awoke on the final day of Augusta. *Jack Nicklaus's* charge down the back 9, wearing a yellow shirt for a special friend, was "perfect," as *Bob Costas* says. A key to this excellent film is that we hear a lot from *Nicklaus*, but also from a slew of ordinary folk who'll never forget that day. *John Cusack's* narration is a plus, too. -- "Outlander," season II premiere, Saturday, 9pm, **Starz**. Best to crack that history text and bone up on the Jacobite rebellion and the battle of Culloden before watching this deliciously naughty series. Dust off your French skills, too. For those who prefer to lean back and watch, with *Claire (Caitriona Balfe)* and *Jaime (Sam Heughan)* in Paris at the court of King Louis XV, you'll be more than satisfied with the fashions and furnishings. -- "Nothing Left Unsaid: *Gloria Vanderbilt* and *Anderson Cooper*," Saturday, 9pm, **HBO**. A self-indulgent, yet gorgeously made (*Liz Garbus*) doc about the mother-son celebrity duo. Cooper coaxes great stories from his mother. -- Noteworthy: **FX** re-runs the terrific 6-part "The People v. O.J. Simpson" as a marathon (Sat, 2pm). — *Seth Arenstein*

Basic Cable Rankings (3/28/16-4/03/16)			
Mon-Sun Prime			
1	TBSC	1.0	2365
2	AMC	0.8	1909
2	FOXN	0.8	1843
4	HGTV	0.7	1681
5	USA	0.6	1533
5	DSNY	0.6	1349
7	TNT	0.5	1296
7	HIST	0.5	1282
7	DISC	0.5	1254
7	CNN	0.5	1244
7	ESPN	0.5	1215
7	FX	0.5	1096
7	DSE	0.5	110
14	ADSM	0.4	1029
14	MSNB	0.4	965
14	FOOD	0.4	943
14	ID	0.4	872
18	A&E	0.3	781
18	LIFE	0.3	780
18	HALL	0.3	778
18	NAN	0.3	768
18	TLC	0.3	760
18	SPK	0.3	701
18	BRAV	0.3	697
18	TVLD	0.3	662
18	DSJR	0.3	627
18	VH1	0.3	586
18	NGC	0.3	580
18	NKJR	0.3	569
18	HMM	0.3	439
31	APL	0.2	545
31	SYFY	0.2	534
31	FRFM	0.2	507
31	OWN	0.2	489
31	TRU	0.2	478
31	TRAV	0.2	476
31	MTV	0.2	474
31	ESP2	0.2	468
31	CMDY	0.2	467
31	BET	0.2	461
31	GSN	0.2	441
31	LMN	0.2	438
31	WETV	0.2	432
31	INSP	0.2	399

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

# Cablefax

## TOP OPS

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