

Cablefax Daily™

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What the Industry Reads First

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Set-Top Showdown: Zombies, Minorities & FCC's Box Proposal

It isn't just MVPDs bemoaning the FCC's set-top box proposal. "It's telling that the loudest opposition is coming from content owners," said *Paul Glist*, an attorney working with the cable industry, at a **Practising Law Institute** forum Tues. Content creators' concerns got the spotlight Tues when "The Walking Dead" exec producer *Gale Ann Hurd* took to the editorial page of *USA Today* to blast FCC chmn Tom Wheeler's #UnlocktheBox plan. "The FCC should reject this new All-Vid proposal and help prevent piracy from becoming as prevalent in the living room as it is on laptop and mobile devices," she wrote. "If the Commission doesn't, I'm afraid that all of us who create, market and broadcast legitimate content will be like the zombies on my show: the walking dead." It's isn't just the big guns like **Disney** and **MPPAA** that are sounding the alarm. "It is the independent and minority voices that have also risen up," said Glist. The **National Urban League**, the **US Hispanic Leadership Institute** and the **LGBT Technology Partnership** are among groups voicing concerns that the FCC proposal would result in independent programmers losing control over how their content is presented, potentially resulting in diminished placement, exposure and revenue. As we move toward the April 22 comment deadline, it will be interesting to see if proponents of the set-top proposal can get some traction with other minority groups. **Public Knowledge** assoc counsel *Kate Forscey* told PLI attendees that they are out there. "We speak with a lot of independent and diverse programmers that are disenfranchised" by the current MVPD model and stand to benefit, she said. "One of the main problems is that the vast majority of independent programmers won't speak out because... they fear retribution" from MVPDs. She pointed to comments from **BET** founder/current **RLJ Ent** chmn *Bob Johnson*, who has said the plan would open up opportunities to minority programming. Minority indie programmers in favor of the proposal include *Eric Easter*, who is CEO of streaming video service **BLQBOX** and chmn of the **National Black Programming Consortium**. Glist said nothing in the FCC proposal protects the sanctity of content—making this issue more about content than boxes. "Where is it in the NPRM that copyright is protected? Where is it that no new ads can be overlaid or replaced? The answer is it's nowhere," he said. Glist said the FCC wants a naked stream of video that is homogenized, likening it to getting rid of the **Uber** and **Lyft** apps on a phone and just having one homogenized app for ride services. Of course, you can't talk about this plan without **Google** coming up. Glist said this would allow the company to get into TV metadata, and have

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TOP OPS AWARDS

WHO ARE CABLE'S BEST OPERATORS?

Nomination Deadline April 15, 2016 – Free to Enter!

The Top Ops Awards recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement.

Help us compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators.



Independent Operator Awards*

- Independent Operator of the Year
- Independent Customer Service Award
- Independent Financial Executive of the Year
- Independent Lifetime Achievement Award
- Independent Marketer of the Year
- Independent Project Launch of the Year
- Independent Financial Executive of the Year
- Independent System Executive of the Year
- Independent Technology Award
- Social Media Maverick Award

* In Conjunction with NCTC and ACA

MSO Awards Categories

- MSO of the Year
- Community Service Award System-Level
- Customer Care
- Financial Executive of the Year
- Leadership Award
- Lifetime Achievement Award
- Project Launch of the Year
- Regional Executive of the Year
- Sales Team of the Year
- Social Media Maverick Award
- Technology Award

The Top Ops winners will be honored in the July issue of Cablefax: The Magazine. The Independent Operator of the Year Award (IOY) is presented in conjunction with ACA and NCTC— and the IOY Award is presented at the July Independent Show.

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newly enhanced ads follow consumers on TV. But *Dave Kumar*, an attorney whose clients include **TiVo**, said it's "incredibly insulting" to other companies and public interest groups to think they would blindly follow a Google proposal. TiVo has been advocating for competition in the space for years. Kumar dismissed cable's call for an app-based approach, saying the apps offer no competitive user interface and a consumer would have to open 20 different apps to get the content they want. Plus, he said, apps get deauthorized from time to time. As for content concerns, Kumar argued that TiVo has been building competitive boxes for a decade, and there have been no issues with copyright or privacy. **The Future of TV Coalition**, whose members include **Comcast, DISH, Arris, TV One** and **NCTA**, will attempt to show the lack of necessity of the FCC plan by offering live demos to members of the media today of video device technologies already in the market. The goal is to show how a wide variety of devices let viewers access pay TV programming and streaming video on the same device, including options that don't require a set-top box.

March Madness: CBS and Time Warner's Turner locked in rights to jointly televise the **NCAA** Division I Men's Basketball Championship for another 8 years. The pair paid a total rights fee of \$8.8bln for the contract, which expires in 2032. As with the current and previous contract, more than 90% of the revenue generated from the contract extension will be used to benefit college athletes through programs, services or direct distribution to member conferences and schools. The new deal allows Turner and CBS Sports to provide live coverage of all Division I Men's Basketball Championship games across platforms within their respective portfolios, including the ones to be created over the life of the agreement. Under the new agreement, all opening-, first- and second-round games will continue to be shown across **TBS, CBS, TNT** and **truTV** with Turner and CBS splitting coverage of the regional semifinals and regional finals each year. Live coverage of the Final Four national semifinals and national championship will continue to alternate between CBS and Turner each year, with CBS broadcasting the games in 2017 and TBS televising them in 2018. Over the last 6 years, the nets said TV coverage across CBS, TBS, TNT and truTV averaged more than 10.2mln viewers. Digitally, NCAA March Madness Live, the authenticated platform, has more than doubled the number of its live video streams and live hours of consumption since 2011. Despite the stats, the championship this year saw its viewership fall around 37% versus the 2015 final game.

Good Night, AJAM: Al Jazeera America was set to go off the air Tues, with a special live news cast from 6-9pm ET that includes highlights of the net's 2.5 years on air. It's been a long goodbye, with the announcement coming in Jan that operations would cease by the end of April. The decision to shutter came down to economics—the money just hasn't been there since the net's Aug 2013 launch. The 3-hour highlight show will re-air at 9pm before the channel goes dark. Al Jazeera intends to expand its existing international digital services to broaden its multi-platform presence into the US later this year. "We are signing off but, somewhat counter-intuitively, I believe we succeeded. People believe passionately in what we did," CEO *Al Anstey* told **CNN**.

State of Video: The **FCC** Media Bureau released the agenda for its 2nd workshop on the state of the video marketplace. The day-long workshop, to be held Apr 25, will include a panel on challenges faced by smaller MVPDs that affect indie programming. Panelists include **Shentel's Chris Kyle**, **Atlantic Broadband's Heather McCallion** and **NCTC** evp, programming **Judy Meyka**. Another panel will look at challenges faced by independent programmers seeking carriage on video platforms, with **Ride TV** CEO *Michael Fletcher*, **RFD-TV** pres *Patrick Gottsch*, **The Africa Channel's Brian Netwon** and **BLQBOX** CEO *Eric Easter* among presenters.

Verizon in Bean Town: **Verizon** is bringing FiOS broadband to Boston with a more than \$300mln investment over 6 years under an agreement with the city. The service will initially deploy in Dorchester, West Roxbury and the Dudley Square neighborhood of Roxbury in 2016, followed by Hyde Park, Mattapan and other areas of Roxbury and Jamaica Plain. The city has agreed to an expedited permitting process to encourage the build-out. It will also start the cable franchise licensing process to allow the rollout of FiOS video service.

AT&T Eyes 4K MLB: **AT&T** is looking to score a home run with its lineup of **MLB Network** programming televised live in 4K UltraHD. Starting Fri and throughout the regular MLB season, **DirectTV** 4K subs can view a MLB Network Showcase game between the **LA Dodgers** and **San Francisco Giants** in 4K. It's the 1st-ever live 4K telecast of a MLB game in the US. The offering allows DirecTV subs with the Ultimate package or higher and compatible 4K equipment to watch up to 25 premiere MLB matchups.

BUSINESS & FINANCE

Ratings: Starz's "Outlander" Season 2 premiere on April 9 produced 1.46m live+SD viewers, more than doubling the Season 1 premiere ep (721K). Meanwhile, the net's "The Girlfriend Experience" series debuted Sun with nearly 1.5m live+SD viewers for the night, the most for a new series on Starz since "Outlander" premiered in Aug 2014, despite having the full limited series available for on demand and online bingeing.

Programming: Travel Channel debuts the 7th season of "Mysteries at the Museum" on Sept 12. The 13 1-hour eps follow history explorer *Don Wildman* as he continues to reveal tales about the country's rich past. -- **Time Warner Cable Sports-Net** is set to provide comprehensive coverage of *Kobe Bryant's* final L.A. Lakers game of his career Tues night. Starting at 5pm PT, the net will premiere a new ep of its "Backstage: Lakers" show, followed by a 2-hour special edition of "Access SportsNet: Lakers." Titled "Countdown to Kobe's Final Game," the special features Bryant's farewell ceremony. Immediately following the game, which will be televised live, the net will cover Bryant's final press conference, with player interviews, key highlights, analysis and postgame festivities.

People: NAMIC promoted *James Jones* to svp, education and diversity solutions. The group also elevated *Sandra Girado* to vp, events and partner relations.

Cablefax Daily Stockwatch

Company	04/12 Close	1-Day Ch	Company	04/12 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	43.74	0.34	ECHOSTAR:	40.41	0.08
ENTRAVISION:	7.09	(0.02)	GOOGLE:	743.09	6.99
GRAY TELEVISION:	11.64	0.04	HARMONIC:	3.23	0.03
MEDIA GENERAL:	16.71	0.05	INTEL:	31.86	0.19
NEXSTAR:	46.19	0.32	INTERACTIVE CORP:	46.51	(0.04)
SINCLAIR:	31.43	0.47	LEVEL 3:	52.52	0.77
TEGNA:	22.69	(0.04)	MICROSOFT:	54.65	0.34
MSOS					
CABLE ONE:	444.77	(2.68)	NETFLIX:	106.98	4.30
CABLEVISION:	33.00	0.08	NIELSEN:	52.90	0.24
CHARTER:	200.25	(0.13)	SEACHANGE:	3.89	UNCH
COMCAST:	61.72	0.28	SONY:	27.97	0.99
GCI:	17.40	(0.02)	SPRINT NEXTEL:	3.49	0.06
LIBERTY BROADBAND:	57.56	0.11	SYNACOR:	1.43	0.01
LIBERTY GLOBAL:	38.76	(0.07)	TIVO:	8.98	0.10
SHAW COMM:	19.24	0.32	UNIVERSAL ELEC:	63.57	1.38
SHENTEL:	26.10	0.02	VONAGE:	4.59	0.01
TIME WARNER CABLE:	202.67	0.13	YAHOO:	36.66	0.18
PROGRAMMING					
21ST CENTURY FOX:	29.29	0.76	TELCOS		
AMC NETWORKS:	64.58	0.87	AT&T:	38.67	0.28
CBS:	53.58	0.06	CENTURYLINK:	32.00	(0.08)
CROWN:	5.10	UNCH	FRONTIER:	5.34	0.10
DISCOVERY:	28.38	0.03	TDS:	29.01	0.11
DISNEY:	97.35	1.08	VERIZON:	51.95	0.34
GRUPO TELEVISA:	26.22	0.26	MARKET INDICES		
HSN:	52.25	0.53	DOW:	17721.25	164.84
LIONSGATE:	19.80	(0.1)	NASDAQ:	4872.09	38.69
MSG NETWORKS:	16.52	0.06	S&P 500:	2061.72	19.73
SCRIPPS INT:	64.51	(0.31)			
STARZ:	24.58	(0.01)			
TIME WARNER:	73.77	0.50			
VIACOM:	41.97	0.53			
WWE:	16.16	0.50			
TECHNOLOGY					
ADDVANTAGE:	1.87	0.03			
AMDOCS:	57.65	(0.07)			
AMPHENOL:	58.28	(0.15)			
APPLE:	110.44	1.42			
ARRIS GROUP:	21.33	(0.29)			
AVID TECH:	5.99	0.08			
BLNDER TONGUE:	0.40	(0.01)			
CISCO:	27.64	0.02			
COMMSCOPE:	27.04	(0.4)			
CONCURRENT:	6.12	0.01			
CONVERGYS:	26.78	0.33			
CSG SYSTEMS:	44.76	(0.16)			



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