5 Pages Today

Cablefax Daily

Friday — April 15, 2016

What the Industry Reads First

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Internet for Everyone: Cox Expands Broadband Program with HUD

Cox, a pioneer with its low-cost Internet offering for low-income families, is broadening its efforts to narrow the digital divide. The MSO is expanding its support of HUD's ConnectHome initiative by extending its Connect2Compete offering to any HUD-assisted household with school-age children in its 18-state service footprint. Cox is the 1st ISP within the ConnectHome program to extend such an offering throughout its entire nationwide footprint. It has been working with HUD on the program in 4 communities since July (Meriden, CT; Macon, GA; Baton Rouge, LA; and New Orleans, LA). Cox pres Pat Esser was joined by HUD Secretary Julián Castro in Phoenix Thurs to make the announcement. For Cox, this commitment goes back to the company's roots, Esser said. "Our company was founded by Gov James M. Cox. The governor actually founded the company over 100 years ago in Ohio, but the neat thing about how it connects to today is that the governor in the 1800s was a school teacher," he said. "To this day, in our company youth and education are still part of our core values. That's why we remain so persistent in our efforts to connect youth to technology in our schools and in our communities and in the students' homes." Cox's Connect2Compete service is \$9.95/month for eligible families and features speeds of up to 10Mbps and free installation. With Cox's expansion, the HUD initiative can now help up to 430K school-age children, according to HUD Secretary Julian Castro. "We feel this work is critical right now at a time when more than 90% of college applications are submitted online, and when less than half of the poorest households in America have an Internet subscription in their home." Castro said in a briefing with reporters alongside Esser Thurs. Cox has connected more than 160K people to the Internet through its Connect2 Compete offering. With the expansion, potentially 250K K-12 students in 122K HUD-assisted homes in Cox's service area could be helped. With the recent wrangling over Lifeline and its expansion into broadband, it's important to note that this isn't related to the subsidy program. "This is a relationship that we've build with HUD and other organizations like EveryoneOn and Boys and Girls Clubs of America that we've been doing for years," Esser said. "It's a public-private voluntary partnership, and there's no subsidy being paid to Cox or vice versa. It's just 2 organizations that have a common mission." Cox isn't alone in its efforts to bridge the broadband gap, with other companies such as Comcast and Time Warner Cable offering similar low-cost broadband options to families with school-age children. Charter has pledged to introduce a similar offering within 6 months of the close of its proposed Time Warner Cable and **Bright House** acquisitions.

<u>FCC Friction</u>: NCTA's getting a bit testy with the FCC these days. It has after all been slammed with month after month of bad news—from a set-top proposal that it says will stifle innovation to what could be the first-ever privacy rules for ISPs. "Another month, another FCC initiative to regulate companies that build networks for the benefit of those that don't," began an NCTA blog post Wed. The cable association was at the FCC in recent days, urging it not to put a special access item on the agenda that would regulate the rates of facilities-based entrants (CFX, 4/14).



Cablefax

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

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.

Contact Mary-Lou French at mfrench@accessintel.com with any questions.
For sponsorship opportunities, contact Rich Hauptner at rhauptner@accessintel.com.

^{*} In Conjunction with NCTC and ACA

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Should be fun to have FCC chmn *Tom Wheeler* at **INTX** next month... Meanwhile, the heat is rising with initial comments due next Fri on the FCC's set-top proposal that's aimed at opening the space up to more competition. On Thurs, non-partisan think tank **The Phoenix Center** released a white paper that looked at where municipally owned video providers fall in the set-top space. Based on an examination of set-top fees for government-networks, the paper found the public entities averaged \$7.65/month, slightly higher than the average for private providers. Instead of the prices being charged by private providers for set-tops being "unjust" and "unjustifiable," author/chief Phoenix Center economist *George Ford* argues that public and private firms set prices just to cover the full costs of the boxes and its maintenance. "You can't make money charging high prices for something consumers don't want," he wrote.

Not Down with OTT: A new **Parks Associates** study found that at the end of 2015, approx 20% of US broadband homes had canceled at least 1 OTT video service in the past 12 months. That's up from 18% in 2Q15. The release comes ahead of an **NAB** session next week titled "Adoption, Churn and the Risky Lives of OTT Video Services." OTT leader **Netflix** (52% of all US broadband HHs had the service at the end of last year) had the lowest churn rate (5% of broadband HHs canceled in the past 12 month), according to Parks. That figure represents 9% of Netflix's current sub base. Five percent of US broadband HHs indicated that they had unsubscribed from **Amazon Prime Video** in 2015, a figure that represents 19% of those identifying as current subs. **Hulu** saw 7% cancellations, a figure representing roughly half of its sub base.

Arris/Weather Partner on OTT: With help from Arris, Weather Channel launched its OTT streaming service dubbed "Local Now" on DISH's Sling TV across platforms. The service aims to offer subs personalized weather, news, traffic and sports info based on their location. It's free for all Sling TV "Best of Live TV" subs and available in 207 markets throughout the country. Arris' support includes design, integration, test validation, deployment, customized HTML software development and managed services. Local Now is the 1st to implement the ActiveVideo CloudTV platform's CPE virtualization technology within the Arris sales portfolio. It also integrates Anevia's ViaMotion+ packaging software and Arris transcoders.

<u>In the Courts</u>: Comcast filed a motion this week asking a federal MA court to throw out **WHDH**'s lawsuit claiming that the company illegally ended the station's affiliation with **NBC**. The station filed suit last month after **NBCU** said it would move the NBC affiliation to Comcast-owned **NECN** in Jan 2017. "A finite contractual affiliation is exactly what WHDH agreed to and now, in fairness, must live by," Comcast said.

<u>DRM Launch</u>: iStreamPlanet, a Turner company that provides live streaming and OTT services, announced the launch of its new Atlas DRM cloud service. It's a one-stop, all-inclusive product that takes in all media content, encodes it to ensure security and then distributes it out via all platforms and devices for live streaming and on-demand content. iStreamPlanet's pitch is that Atlas DRM eliminates the need to either have an outside vendor handle encoding or have a lot of security equipment in-house. Turner will be the 1st client for product launch (May 1).

<u>Programming:</u> Hulu acquired the exclusive rights to AwesomenessTV's upcoming 10-ep horror series "Freakish." It will premiere on Hulu later this year. -- TNT greenlit a 10-ep order of "Tales from the Crypt" for a horror block slated to launch next year. -- Spike booked a new original scripted series, "The Mist," from TWC-Dimension Television. Based on the *Stephen King* novella, the ten 1-hour ep series will go into production this summer and debut in 2017. In Feb, the net ordered a production pilot for the series, which features the story about a mist that seeps into a small town and creates havoc.



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BUSINESS & FINANCE

Upfronts: TV One announced at its upfront Thurs that it will debut 26 original movies (1 per week for 14 weeks in summer '17), its first scripted drama and 7 new series in '17. Highlights of the new series include "Sneaker Pawn," a reality show about 17-yearold Chase Reed's sneaker business in NYC; "Family Bond," a docu-series about a family-owned bail bonding company and their clients; "The Dating Games," where friends and family compete against each other with hidden cameras as voyeurs of real dates; and 4 shows centered around crime and justice, including an investigative series about homicides connected to technology and social media, dubbed "#Murder." In other TV One news, the network has acquired the TV rights to Fox's hit drama "Empire," with episodes of the series coming to the network this spring after the Season 2 finale premieres on Fox.

People: Scripps Nets Interactive upped Derek Chang to head of intl lifestyle channels. Chang, now managing director, Asia-Pacific, will continue to report to Intl pres Jim Samples and will relocate to London in July. The ex-DirecTV exec will continue to manage Asia-Pacific operations.

Honors: NAMIC announced Univision anchor María Elena Salinas as the 2016 Mickey Leland Humanitarian Achievement Award winner. She'll be honored at the NAMIC Annual Awards Breakfast during INTX (May 18, 7:30am).

Ca	blefax	Daily
Company	04/14	1-Day
	Close	Ch
BROADCASTERS/DBS		
DISH:	44.42	(0.26)
ENTRAVISION:	7.25	(0.05)
GRAY TELEVISION:	11.92	(0.34)
MEDIA GENERAL:		
NEXSTAR:	47.52	(0.04)
SINCLAIR:		
TEGNA:	23.51	(0.28)
MSOS		
CABLE ONE:		
CABLEVISION:		
CHARTER:		
COMCAST:		
GCI:		
LIBERTY BROADBAND		
LIBERTY GLOBAL:		
SHAW COMM:		
SHENTEL:	26.60	(0.08)
TIME WARNER CABLE	: 203.89	(1.24)
PROGRAMMING		
21ST CENTURY FOX:		
AMC NETWORKS:	65.97	(0.41)
CBS:		
CROWN:		
DISCOVERY:		
DISNEY:	98.63	(0.85)
GRUPO TELEVISA:	26.38	(0.01)
HSN:		
LIONSGATE:	20.73	0.43
MSG NETWORKS:	16.93	0.07
SCRIPPS INT:		
STARZ:		
TIME WARNER:		
VIACOM:		
WWE:	16.21	(0.07)
TEOLINGI GOV		
TECHNOLOGY		
ADDVANTAGE:		
AMDOCS:		
AMPHENOL:		
APPLE:		
ARRIS GROUP:		
AVID TECH:		
CISCO:	28.25	0.02
COMMSCOPE:	27.61	(U./)
CONCURRENT:		
CONVERGYS:		
CSG SYSTEMS:		
ECHOSTAR:	40./3	(0.45)

/ Stockwatcn					
Company	04/14	1-Day			
	Close	Ch			
GOOGLE:	753.20	1.48			
HARMONIC:	3.30	0.01			
INTEL:					
INTERACTIVE CORP:					
LEVEL 3:					
MICROSOFT:	55.36	0.01			
NETFLIX:	110.42	0.77			
NIELSEN:	52.96	(0.23)			
SEACHANGE:	3.77	(0.22)			
SONY:					
SPRINT NEXTEL:	3.50	0.08			
SYNACOR:	1.42	0.02			
TIVO:					
UNIVERSAL ELEC:	64.87	(0.64)			
VONAGE:	4.60	(0.01)			
YAHOO:	37.17	(0.14)			
TELCOS					
AT&T:	38.42	0.17			
CENTURYLINK:	32.09	(0.1)			
FRONTIER:	5.38	0.02			
TDS:					
VERIZON:	51.36	0.07			
MARKET INDICES					
DOM:	17926 43	18 15			
NASDAQ:					
S&P 500:		` ,			





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Basic Cable Rankings

PROGRAMMER'S PAGE

Managing Adaptations...

With AMC's "The Night Manager" (premieres Tues, April 19 10/9c), the novel of the same name from John le Carré—known for writing the 1974 book turned film "Tinker Tailor Soldier Spy," among other critically well regarded works—has been adapted to television for the 1st time in 20 years. It's a post Cold War story that touches on arms dealing, intelligence and high-reaching corruption within corporations and governments. But it's an updated version of Le Carré's 1993 work in a number of ways. One of the most "thrilling" changes, according to executive producer Stephen Garrett, was converting a male character in the book to a female in the TV series. "When le Carré wrote the novel, it was still a very male preserve, the world of spies. And the character that Olivia Colman plays, Burr, was actually written as a man. We felt that for a modern audience, and also to properly reflect the world as it is, we needed a woman in a powerful position in this story," he said. The producers suggested the change to le Carré in order to get his stamp of approval, and he embraced the idea. Indeed, the adaption was "thorough," explained executive producer and director Susanne Bier. "What I aimed at was to keep the core of the novel, keep the sort of spirit of le Carré, but in order to do that, I don't think you necessarily work it literally," she said. "You have to somehow treat it quite freely in order to eventually achieve the true spirit of the novel." Le Carré's son and executive producer Simon Cornwell said his father was closely involved in the process. "We were looking for something which in lots of ways as an adaptation was quite radical. We moved the time. We moved the place, and we changed one of the three or four leading characters in the story from a man to a woman." The novel takes place in South America, while the series is set in the Middle East and England. "Those are quite radical," Cornwell said. "Those are quite brave choices." – Kaylee Hultgren

Reviews: "Confirmation," Saturday, 8pm, HBO. Has it really been 25 years since law professor Anita Hill nearly derailed the confirmation hearings of now SCOTUS Justice Clarence Thomas? More important, the hearings put the issue of sexual harassment in the workplace under a spotlight it needed badly. Why re-tell this divisive story, which saw the august U.S. Senate discuss material unfit for polite company? Once scenes depicting the hearing begin, there's no doubt the incident is as compelling and uncomfortable today as it was in 1991. The story remains relevant on many levels. And while Kerry Washington and Wendell Pierce as Hill and Thomas, respectively, turn in admirable performances, it's the perspective of senators and their aides that add a lot to the story. -- "Dice," Sunday, 9:30pm, Showtime. What? Another comic thinks a semi-reality series about his life offstage is good viewing? Larry David, Louis C.K. and Marc Maron raised the bar high. At least in his first episodes, it's too high for Andrew Dice Clay. That's not to say this week's ep, featuring Adrien Brody, lacks some good moments. The most impressive of them is seeing Brody transform himself. -- Note: Speaking of transformations, props to Paul Sparks, goofy Mickey Doyle on HBO's "Boardwalk Empire," now the dashing, bully boss David on Starz's "The Girlfriend Experience." Well played. - Seth Arenstein

	Basic Cable Hankings						
	(4/04/16-4/10/16)						
	Mon-Sun Prime						
	1	TBSC	1.1	2624			
	2	FOXN	8.0	1944			
	3	USA	0.7	1638			
	4	HGTV	0.6	1507			
	4	ESPN	0.6	1336			
	4	DSE	0.6	128			
	7	TNT	0.5	1263			
	7 7	DSNY	0.5	1217			
	7	DISC	0.5	1152			
	7	HIST	0.5	1117			
	7	FX	0.5	1105			
	7	AMC	0.5	1093			
	13	ADSM	0.4	1077			
	13	FOOD	0.4	931			
	13	CNN	0.4	896			
	13	MSNB	0.4	861			
	13	ID	0.4	855			
	18	LIFE	0.3	812			
	18	TLC	0.3	784			
	18	HALL	0.3	780			
	18	A&E	0.3	752			
	18	BRAV	0.3	744			
	18	NAN	0.3	743			
	18	SPK	0.3	710			
	18	DSJR	0.3	641			
	18	MTV	0.3	624			
	18	VH1	0.3	613			
	18	NGC	0.3	579			
	18	NKJR	0.3	557			
	18	LMN	0.3	512			
	18	NBAT	0.3	362			
	32	TVLD	0.2	549			
	32	FRFM	0.2	543			
	32	APL	0.2	531			
	32	SYFY	0.2	513			
	32	BET	0.2	482			
	32	CMDY	0.2	450			
	32	TRAV	0.2	446			
	32	GSN	0.2	437			
	32	OWN	0.2	423			
	32	TRU	0.2	419			
Į	32	WETV	0.2	415			
	32	EN	0.2	375			
	32	INSP	0.2	353			
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*Nielsen data, supplied by ABC/Disney, is based on coverage area of individual networks

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