

# Cablefax Daily™

Monday — April 18, 2016

What the Industry Reads First

Volume 27 / No. 073

## Climate Change: Cable Feels Heat from FCC, Silicon Valley

Between net neutrality rules that put cable under Title II, a set-top proposal that could radically alter the TV ecosystem and proposed privacy rules that place new restrictions on ISPs but spare Silicon Valley, the **FCC** hasn't won many friends among cable execs lately. So we thought we'd check in with the man at the center of this firestorm, **NCTA** pres/CEO *Michael Powell*, who increasingly faces regulatory hostility that many believe cable hasn't experienced since the early 1990s. For Powell, it's all about repetition and reason. "You have to keep pointing out the inconsistencies and the incoherence," he told **CFX**. "I mean, I want to be clear. I don't accuse the Commission of sitting down in a room and saying 'Hey, let's help **Google** today.' I don't think that's the right way to think about what's happening." Rather, Powell says it's a sense among Washington policymakers that cable's "just a gatekeeper, just a dumb pipe that ought to be regulated and onerously protected from abusing its gateway position. That's language we hear." The sentiment seems to bleed well beyond broadband these days, as the FCC's recent set-top proposal seeks to open cable's traditional video product to third-party box manufacturers and software entities, who under the current proposal would appear to be free to overlay their own ads or otherwise modify content. "The order is quite dismissive," Powell argued. "It says 'well, these problems have never happened before, so for some reason we should assume they'll never happen in the future.' Even Wall Street tells you that past performance is no indication of future behavior." Cable execs got a dose of déjà vu on Fri as the White House, which turned heads when it threw its support behind FCC chmn *Tom Wheeler's* net neutrality proposal in 2014, did the same thing in a blog supporting the new set-top proposal. That prompted Powell to pen his own blog on Fri accusing the Administration of "choosing to inject politics and inflammatory rhetoric into a regulatory proceeding by what is supposed to be an independent agency... Perhaps the strategists at the White House believe their intervention is good politics. But it is bad government, undermining the independence of the FCC and shattering any faith in impartiality and fundamental fairness." But while some of these actions would seem to pit cable against Silicon Valley firms, Powell told us that cable wants to work with them, perhaps evidenced by NCTA's efforts to bring Silicon Valley voices into INTX in May. "They bring lots of things to our space, and we bring lots of things to their space," he said. "So I don't buy the whole 'us versus them' dynamic... We don't want a show where we just talk to ourselves... I want to know more about what **YouTube** thinks about the na-

## STAND OUT AT INTX *with Cablefax*

Gain momentum heading into INTX and during the show. Opportunities include a comprehensive Cablefax Daily pre-show guide, Cablefax Daily show issues each morning, the anticipated Cablefax 100 Magazine and our annual Party buzz.

**Bonus Distribution Includes**

**INTX Attendee Bags  
WICT Signature Luncheon  
Cable Center Hall of Fame**

27796

**Creative Packages Available: [www.cablefax.com/advertise/INTX2016](http://www.cablefax.com/advertise/INTX2016)**

**intx**<sup>®</sup>  
the internet &  
television expo  
#intx2016

< A LITTLE

# DISRUPTION TION

NEVER HURT >

TV'S AN APP. YOUR VOICE IS THE REMOTE. SCREENS BEND.  
THE INTERNET TALKS. 1 GIG IS THE NEW NORMAL. Amid the chaos,  
there's opportunity like never before. Embrace yours at INTX: The  
Internet & Television Expo. It's where influential players are on the stage,  
on the floor and in the crowd. And where disruption means business.

Register today for INTX 2016!

MAY 16-18, 2016

BOSTON, MA

[intxshow.com/redefine](http://intxshow.com/redefine)

AMC  
NETWORKS

AMERICAN  
EXPRESS

Aol.

at&t

COMCAST  
NBCUNIVERSAL

ERICSSON

FOX  
NETWORKS

FULLSCREEN

HBO

Mashable

PlayStation.Vue

<re/code>

TIVO

verizon digital media services

CSG INTERNATIONAL Official Registration  
Sponsor of INTX 2016

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

ture of video. I'd love to sit down and talk with **Snapchat** about the ways they see using video for mobile experiences." [For the full Michael Powell interview, including his thoughts on the current Presidential primaries, go to [www.cablefax.com](http://www.cablefax.com)]

**House OKs Anti-Broadband Rates Bill:** Along party lines, the House voted Fri to approve commerce committee member **Adam Kinzinger** (R-IL)'s bill that would prohibit the **FCC** from regulating retail broadband rates. The bill now goes to the Senate. Democrats worry the bill is too broad and could weaken the FCC's ability to protect consumers under the enhanced net neutrality order. Two Democrat amendments were rejected, including one that would make sure the FCC can still review rate practices like data caps. Agency chmn **Tom Wheeler** repeatedly said the new Title II Open Internet rules won't regulate rates. That said, he acknowledged during a March hearing that the Commission should have the authority to regulate broadband rates. Kinzinger said the bill simply seeks to make sure the FCC will stay away from rate regulation. "We want to make sure the FCC doesn't have the power to regulate the rates charged for Internet access... All we're doing is taking back a little bit of power from the FCC and saying look, let's keep the Internet a free market," he said during floor debate. Democrat member **Anna Eshoo** (CA) said "this bill in its broadness is an attack on consumers and net neutrality rules." **ACA**, **NCTA** and **CTIA** were pleased. In a joint letter to House Speaker **Paul Ryan** (R-WI) and Minority Leader **Nancy Pelosi** (D-CA) Thurs, the groups said the bill "provides the certainty necessary for this investment to continue by alleviating the threat that the Federal Communications Commission will limit provider pricing flexibility or otherwise dictate the terms and conditions of our members' service offerings." Public interest groups like **Free Press** weren't impressed. The legislation is about "giving massive broadband providers the ability to gouge Internet users with impunity. And it comes at a time when American Internet users are paying far too much in markets where there are few if any choices for high-speed access, and when the digital divide is only getting wider," policy dir **Matt Wood** said.

**Ratings:** A combined 5.567mln total viewers watched the **CNN/NY1** Democratic Debate Thurs night according to **Nielsen** Fast National data. Among adults 25-54, 1.798mln watched. The debate ranks #7 among Democratic debates this cycle in total viewers and demo 25-54. In total viewers, CNN averaged 5.40mln and the local NYC cable news channel NY1 had 171k. Among adults 25-54, CNN registered 1.71mln and NY1 had 89k. -- **Time Warner Cable SportsNet** scored a 5.68 average HH rating and averaged 514,495 total viewers for **Kobe Bryant's** final Lakers game on Thurs, making it the highest average HH rating on the net since Dec 8, 2013 when it averaged a 6.74 HH rating from the game where Bryant returned to action from his injury. The game also aired in the LA market on **ESPN2**.

**Clyburn on the Road:** **FCC** commish **Mignon Clyburn** will be traveling quite a bit in the next few months with the launch of her "Connecting Communities: Bridging the Communications and Opportunities Divide" tour. Visiting communities throughout the country, Clyburn said she plans to hear about the opportunities and challenges of bringing affordable and robust communications services to residents. Her tour includes visits to health care facilities using broadband to improve patient care, meetings with startups and tours of tribal lands to understand their challenges. Following the tour, Clyburn will give a policy speech this fall to share observations and outline her policy proposals to expand broadband access.

**Going for Bold:** Move over, Characters Welcome. **USA** unveiled a new brand positioning and tagline Thurs: "We The Bold." "'We The Bold' reflects the kind of stories we want to tell—rich, captivating stories about unlikely heroes who defy the status quo, push boundaries and are willing to risk everything for what they believe in," **Chris McCumber**, **NBCU** Cable Ent pres, ent nets, said in a statement.

**Programming:** **AMC** renewed "Fear the Walking Dead" for a 3rd season Fri, following the season 2 debut on Sun. The 16-ep 3rd season will air in 2017. The net also booked the live aftershow "Talking Dead: Fear" for another season. The season 2 premiere scored 8.8mln viewers in live+3 ratings. The live "Talking Dead: Fear" aftershow delivered 2.8mln viewers.

**People:** **Viacom** tapped **Sarah Ioss** as svp, business development. She was previously svp, **Velocity Products Group** in **Viacom's** ad sales division. Ioss will dual report to **Ross Martin**, evp of marketing strategy & engagement, and **Kern Schireson**, evp of data strategy and consumer intelligence. She's been with Viacom for 12 years. The business development team recently closed a partnership with **Snapchat**, which extended **MTV** and **Comedy Central's** presence on Snapchat Discover, Live Stories, and gave Viacom the right to sell Snapchat's US owned and operated advertising inventory. Ioss will continue partnership development with **Twitter**, **Tumblr**, **Facebook**, and more.

**Cablefax Week in Review**

Company	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH:	DISH	44.63	2.72%	(21.95%)
ENTRAVISION:	EVC	7.19	0.84%	(6.74%)
GRAY TELEVISION:	GTN	11.96	2.75%	(26.63%)
MEDIA GENERAL:	MEG	16.93	1.99%	4.83%
NEXSTAR:	NXST	47.23	3.55%	(19.54%)
SINCLAIR:	SBGI	31.98	3.06%	(1.72%)
TEGNA:	TGNA	23.62	4.14%	(7.45%)

Company	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLE ONE:	CABO	453.58	2.85%	4.59%
CABLEVISION:	CVC	33.59	2.00%	5.30%
CHARTER:	CHTR	203.06	0.25%	10.96%
COMCAST:	CMCSA	61.97	0.60%	9.82%
GCI:	GNCMA	17.55	(2.23%)	7.73%
LIBERTY BROADBAND:	LBRDA	57.48	(0.48%)	11.29%
LIBERTY GLOBAL:	LBTYA	39.02	0.00%	(7.88%)
SHAW COMM:	SJR	18.03	(4.85%)	4.89%
SHENTEL:	SHEN	26.70	0.56%	(37.98%)
TIME WARNER CABLE:	TWC	205.44	0.48%	10.70%

Company	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	30.01	4.97%	10.49%
AMC NETWORKS:	AMCX	65.48	1.60%	(12.32%)
CBS:	CBS	53.89	(0.42%)	14.34%
CROWN:	CRWN	5.09	0.00%	(9.27%)
DISCOVERY:	DISCA	28.34	0.60%	6.22%
DISNEY:	DIS	98.59	2.25%	(6.18%)
GRUPO TELEVISIA:	TV	26.20	2.30%	(3.71%)
HSN:	HSNI	54.04	4.47%	6.65%
LIONSGATE:	LGF	20.20	0.00%	(37.64%)
MSG NETWORKS:	MSGN	16.77	1.88%	(19.38%)
SCRIPPS INT:	SNI	63.90	(1.96%)	15.74%
STARZ:	STRZA	25.33	1.56%	(24.39%)
TIME WARNER:	TWX	74.50	1.21%	15.20%
VIACOM:	VIA	41.67	0.68%	(5.27%)
WWE:	WWE	16.34	0.80%	(8.41%)

Company	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	1.86	0.54%	2.76%
AMDOCS:	DOX	58.70	1.08%	7.57%
AMPHENOL:	APH	58.74	0.63%	12.46%
APPLE:	AAPL	109.85	1.10%	4.36%
ARRIS GROUP:	ARRS	22.19	2.12%	(27.41%)
AVID TECH:	AVID	5.87	(1.84%)	(19.48%)
BLNDER TONGUE:	BDR	0.41	7.89%	2.50%
CISCO:	CSCO	27.90	0.76%	2.72%
COMMSCOPE:	COMM	26.91	(2.64%)	3.94%
CONCURRENT:	CCUR	6.24	2.30%	26.06%
CONVERGYS:	CVG	27.57	4.16%	10.77%
CSG SYSTEMS:	CSGS	45.30	(0.2%)	25.90%
EHOSTAR:	SATS	40.54	(0.27%)	3.66%
GOOGLE:	GOOG	759.00	2.69%	0.02%
HARMONIC:	HLIT	3.31	7.12%	(18.67%)
INTEL:	INTC	31.46	(0.54%)	(8.68%)
INTERACTIVE CORP:	IAC	47.43	1.26%	(21.02%)
LEVEL 3:	LVLT	53.76	3.72%	(1.1%)
MICROSOFT:	MSFT	55.65	2.26%	0.31%

Company	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
NETFLIX:	NFLX	111.51	7.42%	(2.51%)
NIELSEN:	NLSN	52.70	0.36%	13.09%
SEACHANGE:	SEAC	3.78	(1.05%)	(43.92%)
SONY:	SNE	26.66	2.26%	8.33%
SPRINT NEXTEL:	S	3.59	2.57%	(0.83%)
SYNACOR:	SYNC	1.44	1.41%	(17.71%)
TIVO:	TIVO	9.47	6.88%	9.73%
UNIVERSAL ELEC:	UEIC	65.98	6.11%	28.49%
VONAGE:	VG	4.64	2.65%	(19.16%)
YAHOO:	YHOO	36.51	1.22%	9.77%

Company	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	38.48	(0.05%)	11.83%
CENTURYLINK:	CTL	32.26	1.19%	28.22%
FRONTIER:	FTR	5.41	3.05%	15.85%
TDS:	TDS	30.01	3.48%	15.91%
VERIZON:	VZ	51.35	(1.59%)	11.10%

Index	Ticker	4/15 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW:	DJI	17897.46	1.82%	2.71%
NASDAQ:	IXIC	4938.22	1.80%	(1.38%)
S&P 500:	GSPC	2080.73	1.62%	1.80%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	0.41	7.89%
2. NETFLIX:	111.51	7.42%
3. HARMONIC:	3.31	7.12%
4. TIVO:	9.47	6.88%
5. UNIVERSAL ELEC:	65.98	6.11%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SHAW COMM:	18.03	(4.85%)
2. COMMSCOPE:	26.91	(2.64%)
3. GCI:	17.55	(2.23%)
4. SCRIPPS INT:	63.90	(1.96%)
5. AVID TECH:	5.87	(1.84%)

**Cablefax Industry Jobs**

**3 Tips to Finding and Hiring the Perfect Candidate**

**TIP 1 : Target Candidates!**

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

**TIP 2 : Be Selective!**

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

**TIP 3 : Stand Out!**

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

