

Cablefax Daily™

Wednesday — May 25, 2016

What the Industry Reads First

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Verizon CEO: Potential Yahoo Deal Helps Gain Scale

With reports pegging **Verizon** as the front-runner to purchase **Yahoo**, both companies' execs attended the **JP Morgan** Technology, Media and Telecom conference Tues. And while they were cautious with comments on the bidding process, both signaled continued interest in pursuing a deal. "We can't talk about Yahoo. But that's a possibility to gain greater scale," McAdam said. Verizon's reported bid for Yahoo aims to further beef up the telco's digital platform following its \$4.4bln **AOL** acquisition. And getting Yahoo assets could be especially helpful as Verizon expands its mobile video offering such as the **go90** service. "If you believe that mobile is going to be the viewing choice for the millennials as they go through the Internet and video, then having those platforms that would help drive traffic on the network are critical," McAdam said, predicting that mobile video traffic will grow 50% YOY. Verizon has partnered with content companies like **DreamWorks**, **NBA** and **NFL** to provide premium video content to go90. It also recently purchased a stake in **AwesomenessTV** and teamed with **Hearst** to jointly acquire **Complex Media**, a video-focused firm that caters to young male audiences. Is the telco interested in entering the content business? "We're not doing that. I don't think we need to do that," McAdam said. Content isn't exactly Verizon's strong suit, he said. At Yahoo, management is focused on a potential sale of the company, according to CFO **Ken Goldman**. Calling the auction "a very robust process," he said "this clearly composes the majority of our time. It is our collective goal that we find a way that wherever this ends up that ultimately Yahoo will do better with the benefit of wherever it goes than staying independent." Without commenting on how long the sale process might be, Goldman said the auction process is "well along the way" and "is going very, very well." Back to Verizon. Commenting on cable's frustration (voiced at **INTX** last week) with regulatory interventions, McAdam said "welcome to the pool. We've been swimming in this pool for a long, long time and, look, our view is when you overregulate an industry, there's so many unintended consequences that it's usually worse than better. But if you're going to regulate, then our view is you got to have a level playing field." In April, the **FCC** voted to approve a business broadband proposal that could potentially regulate rates for cable's special access service. "I don't think that's the kind of regulation that should only be **AT&T** and Verizon and **CenturyLink** and **Frontier** and the traditional telcos," McAdam said. "If you're a broadband provider then you need to be over those, you need to be governed by those rules." When it comes to the telco's ongoing contract dispute with its wireline workers, McAdam said "we won't be

Cablefax's Marketing Forum

Tuesday, June 14 • 10:30am - 2:30pm • NYC

Join us for intensive mid-day event exploring strategies to reach consumers as they increasingly avoid traditional advertising & marketing messages, and rely more heavily on social media and word-of-mouth.

Tackling Ad Blocking. Leveraging Live Video. Reaching Consumers.

Register at: www.cablefax.com/forum

Questions: Alex Virden at avirden@accessintel.com

28101

FINALISTS ANNOUNCED!

Congratulations Winners! (Pre-Announced)

Marketer of the Year

- ▶ Susanne McAvoy, Hallmark Channel and Hallmark Movies & Mysteries

PR Executive of the Year

- ▶ Rita Cooper Lee, WGN America

The FAXIES Awards Finalists:

Marketing Team of the Year

- ▶ **Boingo Wireless** - Boingo Broadband
- ▶ **Crown Media Family Networks**
- ▶ **VH1**

PR Team of the Year

- ▶ **Bravo & Oxygen Media**
- ▶ **Pop TV**
- ▶ **Showtime Networks Inc.**

Acquisition and Upgrade Marketing

- ▶ **Boingo Wireless** - Launch Campaign
- ▶ **Burrell Communications** - XFINITY Like-Minded
- ▶ **DigitasLBi** - XFINITY High-Value Variable Magalog
- ▶ **Mediacom Communications Corporation** - Xstream Launch

Advertising Campaign for a Network

- ▶ **Big Ten Network (BTN)** - College Sports!
- ▶ **CNN** - Election Coverage Promos
- ▶ **Starz** - Obsessable

Advertising Campaign for a Single Program

- ▶ **A+E Television Networks** - Critics' Choice Television Awards
- ▶ **A+E Television Networks** - Married at First Sight
- ▶ **Big Ten Network (BTN)** - Animated Basketball Coaches Spots
- ▶ **HBO** - Game of Thrones Season 5
- ▶ **Pop TV** - Big Brother After Dark
- ▶ **Pop TV** - Sing It On
- ▶ **TLC** - Leah Remini: It's All Relative

Affiliate and Partnership Marketing

- ▶ **Burrell Communications** - NBC The Wonderful World of XFINITY
- ▶ **Discovery Channel** - 2015 Shark Week Affiliate Promotions
- ▶ **HBO** - Sesame Street
- ▶ **International Media Distribution** - 2015 Mediaset Italia/Verizon FiOS Special Offer
- ▶ **NBCUniversal** - 2015 Local Market MVPD NASCAR Activations
- ▶ **NBCUniversal** - 2015 Your Super Solution Promotion
- ▶ **Turner Entertainment Networks** - CONAN Clueless Gamer for Fallout 4

Brand Image and Positioning Campaign

- ▶ **AMC** - Life Imitates
- ▶ **BET Networks** - BET Studios - BET Experience
- ▶ **Big Ten Network (BTN)** - College Sports!
- ▶ **Grupo Gallegos** - XFINITY Language Choice
- ▶ **Mediacom Business** - Gigabit+ Fiber Solutions
- ▶ **Sprout** - Brand Refresh
- ▶ **Time Warner Cable** - Product Engagement Retail Materials

Community Relations

- ▶ **Animal Planet** - Road to Puppy Bowl Xfinity Partnership Events
- ▶ **Cablevision Systems Corporation** - Optimum Community
- ▶ **UP tv** - Uplift Someone
- ▶ **Vyve Broadband** - Create our Christmas Card Art Contest

Corporate Social Responsibility/Green Campaign

- ▶ **Cox Communications** - Capitol School Build-A-Bike--Build-A-Student
- ▶ **ION Television** - Everyday Heroes
- ▶ **Sony Pictures Television** - Picture This
- ▶ **TLC** - Give A Little
- ▶ **TLC** - Say Yes to the Prom

Games Marketing

- ▶ **BET Networks** - Who Mitch-Napped Kevin Hart Game Sweepstakes
- ▶ **Hallmark Channel** - Unmask the Magic Sweepstakes & Digital Experience
- ▶ **HISTORY** - The Curse of Oak Island Season 3
- ▶ **truTV** - Impractical Jokers FAN-Tastic Countdown Presented by GEICO

Integrated Marketing Campaign

- ▶ **HBO** - Game of Thrones Season 5
- ▶ **HISTORY** - The Curse of Oak Island Season 3
- ▶ **NBCUniversal** - TV Everywhere
- ▶ **Pivot** - It's Your Town
- ▶ **TLC** - Leah Remini: It's All Relative
- ▶ **Turner Entertainment Networks** - AT&T and CONAN 360 Virtual Reality at Comic Con

Marketing Campaign

- ▶ **BET Networks** - Zoe Ever After Marketing Campaign
- ▶ **Big Ten Network (BTN)** - Fall Football Coaches Campaign
- ▶ **Hallmark Channel** - Countdown to Christmas 2015
- ▶ **OWN: Oprah Winfrey Network** - Belief
- ▶ **Mediacom Business** - National Flight Academy

Marketing of a Continuing Series

- ▶ **A+E Television Networks** - Bates Motel Season 3
- ▶ **AMC** - Better Call Saul Season 2 Promo: "Yo Soy Saul"
- ▶ **HBO** - Game of Thrones Season 5
- ▶ **Pivot** - Please Like Me
- ▶ **TLC** - My Big Fat Fabulous Life
- ▶ **truTV** - Impractical Jokers #LivePunishment Special

Marketing of a New Series or Show

- ▶ **A+E Television Networks** - The Returned
- ▶ **Hallmark Channel** - Good Witch Season 1

The FAXIES Awards Finalists

- ▶ **HBO** - Vinyl
- ▶ **Oxygen Media** - The Prancing Elites Project Season 1
- ▶ **Pop TV** - Sing It On
- ▶ **Syfy** - The Expanse

Marketing of a Special or Documentary/Documentary Series

- ▶ **A+E Television Networks** - Critics' Choice Television Awards
- ▶ **Burrell Communications** - NBC The Wonderful World of XFINITY
- ▶ **HBO Latino** - Yandel
- ▶ **Investigation Discovery** - A Crime to Remember S3
- ▶ **VH1** - The Breaks

Media Event

- ▶ **A+E Television Networks** - Damien Comic-Con
- ▶ **National Geographic Channels** - Jackson Hole Wildlife Film Festival
- ▶ **Pop TV** - Winter TCA 2016-Pop's First Birthday Party

Media Relations Campaign

- ▶ **Animal Planet** - Puppy Bowl XII
- ▶ **Lifetime** - UnREAL
- ▶ **National Geographic Channel** - Breakthrough
- ▶ **OWN: Oprah Winfrey Network** - Belief
- ▶ **Showtime Networks Inc.** - BIL-LIONS PR Campaign

Multicultural Marketing

- ▶ **Burrell Communications** - NBC The Wonderful World of XFINITY
- ▶ **ESPN Deportes & ESPN International** - Virtual Reality Press Mailer
- ▶ **Gravity Media** - Relationship Campaign: Asian
- ▶ **Grupo Gallegos** - XFINITY Language Choice
- ▶ **HBO Multicultural Marketing** - Bessie 81 Theater Tour

Non-Profit Partnerships

- ▶ **HBO Multicultural Marketing** - Every Story Every One Partnership
- ▶ **HISTORY & DAV (Disabled American Veterans) Partnership**
- ▶ **National Geographic Channel** - Feeding America
- ▶ **TLC** - Give A Little

PR Stunt

- ▶ **A+E Television Networks** - Bates Motel SXSW
- ▶ **HISTORY** - Vikings San Diego Comic Con 2015
- ▶ **Syfy** - #ThankyouKarellen Stunt
- ▶ **VH1** - Dating Naked Interactive Billboard

Press Kit

- ▶ **National Geographic Channel** - The Story of God
- ▶ **Pop TV** - Schitt's Creek Season 2
- ▶ **Syfy** - The Magicians
- ▶ **WGN America** - Underground

Programming Stunt

- ▶ **Investigation Discovery** - A Very Kenda Christmas
- ▶ **ION Television** - Bond-a-Thon
- ▶ **ION Television** - Wicked Week
- ▶ **Logo** - The Golden Girls 30th Anniversary "30 Isn't a Drag" with RuPaul's Drag Race
- ▶ **Pop TV** - #StillAwesome Campaign
- ▶ **truTV** - Impractical Jokers #LivePunishment Special

Public Affairs Campaign

- ▶ **Lifetime** - Broad Focus
- ▶ **Pivot** - Ollie the Pangolin

Shoestring Marketing

- ▶ **BET Networks** - BET Thanks You Campaign
- ▶ **Big Ten Network (BTN)** - #BTNWinningShotContest
- ▶ **Boingo Wireless** - 29 Dive In Movie Campaign
- ▶ **Logo** - Aspen Gay Ski Week

Social Media During a Program

- ▶ **Burrell Communications** - NBC The Wonderful World of XFINITY
- ▶ **Turner Classic Movies** - Summer of Darkness and Into the Darkness: Investigating Film Noir
- ▶ **WE tv** - Gif in a JIF

Social Media Marketing

- ▶ **BET Networks** - BET Celebration of Hollywood

- ▶ **BET Networks** - Zoe Ever After Beauty Bar YouTube Channel
- ▶ **Cox Communications** - Meta Millennials
- ▶ **Logo** - Aspen Gay Ski Week
- ▶ **National Geographic Channel** - He Named Me Malala
- ▶ **truTV** - Impractical Jokers #LivePunishment Special
- ▶ **VH1** - Candidly Nicole: Candid Moments

Sweepstakes Marketing

- ▶ **Comcast Cable** - The XFINITY 1989 Lip Sync Sessions
- ▶ **Hallmark Channel** - Unmask the Magic Sweepstakes & Digital Experience
- ▶ **Investigation Discovery** - A Very Kenda Christmas
- ▶ **Mediacom Communications Corporation** - Xtream Sweepstakes
- ▶ **WE tv** - #LAHairDO Contest
- ▶ **WE tv** - THE ULTIMATE #BRAXSTAN CONTEST

Tchotchke

- ▶ **BET Networks** - The Game: Custom Jerseys (BET Studios)
- ▶ **Big Ten Network (BTN)** - BTNmoji Keyboard
- ▶ **Logo** - Aspen Gay Ski Week
- ▶ **Oxygen Media** - Fall/Scatter Premium
- ▶ **WE tv** - Lie Detector

Trade Show Marketing/PR

- ▶ **HBO** - Game of Thrones at SDCC
- ▶ **Mediacom Business** - Iowa Events Center Gigabit Cafe
- ▶ **SCTE** - Cable's Power Innovators

Virtual Reality/Augmented Reality Marketing

- ▶ **Bright Spot Creative** - Virtual Ride Along
- ▶ **Comcast Cable** - NASCAR VR Experience
- ▶ **HBO** - SXSWesteros
- ▶ **Nat Geo WILD** - Wild Yellowstone
- ▶ **Turner Entertainment Networks** - AT&T and CONAN 360 Virtual Reality at Comic Con
- ▶ **Viacom Velocity International, VIMN** - MTV EMA

Congratulations to all the finalists! We are looking forward to a fun filled June 14 breakfast, including team photos, and networking with friends and colleagues. Tables will be positioned on a first come basis.

Reserve your table today at www.TheFAXIES.com

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driving similar numbers in second quarter that we would in first from an installation perspective. So the overall impact just depends on how we come out of the contract because we will get some concessions and then how long it goes.”

In the Courts: Following reports that the **DOJ** is looking into **Comcast's** practices in spot cable ad sales (**CFX**, 11/25), **Viamedia** filed an antitrust lawsuit against the MSO. The firm claims Comcast now controls and excludes competing 3rd party sales reps from interconnects in 15 of the 25 most populous DMAs, including Chicago and Detroit. In its complaint, Viamedia said Comcast and Comcast Spotlight's conduct prompted overbuilders **WOW!** and **RCN** to terminate some or all of their business with Viamedia and that the company has tried to recruit various Viamedia execs to join Comcast “and thereby obtain confidential proprietary information of Viamedia.” The company is seeking treble damages, therefore at least \$225mln. Comcast said it's reviewing the suit and doesn't generally comment on pending litigation, but it did say the ad market is robustly competitive. “Local cable advertising competes with local broadcast TV, radio, newspapers, outdoor display, and the rapidly growing digital marketplace,” read its statement. “All multichannel-video providers—or MVPDs—account for only about 7% of local advertising sales. In the top 50 DMAs, nearly half of the interconnects, including those in the country's two largest markets, New York and Los Angeles, for local cable advertising are not run by Comcast.”

Playoffs Dominate Ratings: **TNT** was the #1 cable net in prime last week (2.8mln viewers), followed closely by **ESPN** 2.6mln. Both are the benefactors of **NBA** playoffs coverage, with Mon's OK City-Golden State game the most-watched cable program of the week, averaging 8.7mln viewers. Nestled in between the Thunder-Warriors series was **HBO's** “Game of Thrones,” which was the 3rd most-watched cable program of the week (7.9mln). **AMC's** “Fear the Walking Dead” (4.4mln viewers) was the next most-watched drama, coming in behind ESPN's Toronto-Cleveland coverage. Third place in prime went to **Fox News**, which continues to be on a tear with election coverage. “The O'Reilly Factor” was the news net's best performer last week, with the most-watched ep averaging 3.1mln viewers. Viewers were less excited about NHL Conference Finals than basketball, with the best performer **NBCSN's** coverage of Tampa Bay-Pittsburgh on Sun (1.9mln viewers).

Set-Top Saga: The **FCC** got an earful from both sides on its #UnlocktheBox set-top NPRM, with reply comments due Mon. **Comcast** declared that the “complex, costly and backward-looking technology mandate envisioned” by the notice threatens innovation and strips consumers of privacy protections. Several programmers also weighed in, including **AMC Nets**, which said the proposed rules could force it to violate contract with content owners. “Under the Commission's proposed scheme, a 3rd-party device manufacturer could repackage and present this content in a manner that could force AMCN to violate the terms of its licensing agreement,” it said, adding that the rules could also interfere with how it funds content through advertising. **Writers Guild of America, West** however said the proposed rules strike “a balance between promoting competition and protecting content.” **TiVo** urged the FCC to ignore objectors' complaints, arguing that the proposal doesn't allow 3rd parties to appropriate MVPD content but simply lets consumers choose to use a 3rd party navigation device. “If TiVo or any other third-party navigation device maker were to distribute or publicly perform the copyrighted work in an unlawful fashion, it would be found liable under copyright law,” it said. **CCIA** threw water on the apps argument, saying that apps aren't as widely available on 3rd-party devices as opponents claim, nor do they provide the same functionality as set-tops.

NBCU Nets Going for Gold: **Bravo**, **CNBC**, **MSNBC** and **USA** will offer 325.5 hours of Rio Olympics programming this Aug. Bravo will be the home for tennis again, with 94.5 hours of coverage Aug 6-14. USA sat out the 2012 Games but is back big time for Rio with 110.5 hours of programming. The net's coverage includes women's soccer on Aug 3 (2 days before the Opening Ceremony. **CNBC's** coverage will take place from 5-8pm ET on weekdays. **MSNBC** will carry roughly 78 hours, including men's basketball and water polo. Ten of the net's 15 days of coverage take place between noon-5pm.

IoT Inspection: The **House Commerce** cmte has created a bipartisan working group to examine the Internet of Things, with goals including identification of issues affecting deployment and the examination of the possible role of the federal govt. At the end of the 114th Congress, members will release a report summarizing the group's activity.

Binge On Expansion: **T-Mobile** expanded its Binge On partners last week to include **Univision**, **Univision Noticias**, and **TIDAL**, a streaming net owned by Jay Z. The program now has some 80 streaming content providers. The move was praised by the **Rainbow PUSH Coalition**. “T-Mobile's Binge On program draws relevant attention to the importance of zero-rating and other free data practices that offer direct access to popular online content, while helping consumers balance the expense and penalties associated with normal and heavy data use,” the group said in a statement Mon.

BUSINESS & FINANCE

Happy 30th C-SPAN2: June 2 marks the 30th anniversary of C-SPAN2, now available in more than 95mln homes. The folks at C-SPAN are marking the milestone with a dedicated website featuring video of the first day of televised Senate floor coverage (www.c-span.org/senate30years). There are plenty of folks you'll recognize—*Strom Thurmond, Bob Dole, Robert Byrd, Al Gore*. Some fun numbers, courtesy of C-SPAN: 5 senators serving in '86 are still in the Senate; 8 on camera that first day either had been or would become presidential candidates and C-SPAN has televised 33,120 live hours of Senate debate.

Programming: VH1 hopes to re-invent late night with the "Amber Rose Show," debuting June 17, 11pm. *Amber Rose*, better known to her 18mln+ social media followers as Muva Rose, is a feminist, author, actor, entrepreneur. -- **INSP's** feature-length theatrical motion picture "Savannah Sunrise" makes its TV debut June 26, 8pm ET. It's the latest from **INSP Films**, the production company created by the net last year.

People: *Pamela Wolfe*, most recently chief people officer for **Eleventh Hour Ent**, was hired as evp, HR for **Starz**. -- A couple prominent promotions at **Univision News**, with *Maria Martinez-Guzmán* named vp, exec producer of news gathering. *Gabriela Tristán* was tapped as vp, exec producer, news production. -- *Kristi Wasmer* was upped to svp, retail sales for **Nickelodeon** consumer products.

Cablefax Daily Stockwatch

Company	05/24 Close	1-Day Ch	Company	05/24 Close	1-Day Ch			
BROADCASTERS/DBS/MMDs								
DISH:	46.71	0.56	HARMONIC:	2.70	0.13			
ENTRAVISION:	7.08	0.23	INTEL:	31.06	0.83			
GRAY TELEVISION:	11.75	0.54	INTERACTIVE CORP:	55.19	0.95			
MEDIA GENERAL:	17.46	0.33	LEVEL 3:	53.05	1.06			
NEXSTAR:	51.45	1.22	MICROSOFT:	51.59	1.56			
SINCLAIR:	30.52	0.52	NETFLIX:	97.89	3.00			
TEGNA:	22.58	0.21	NIELSEN:	53.01	0.79			
MSOS								
CABLE ONE:	484.07	(2.25)	SEACHANGE:	3.32	0.04			
CABLEVISION:	34.61	0.03	SONY:	27.84	1.57			
CHARTER:	228.38	3.38	SPRINT NEXTEL:	3.51	(0.06)			
COMCAST:	62.44	0.63	SYNACOR:	3.08	0.26			
GCI:	15.27	0.07	TIVO:	9.99	0.01			
LIBERTY BROADBAND:	58.97	1.10	UNIVERSAL ELEC:	64.43	2.03			
LIBERTY GLOBAL:	36.30	0.40	VONAGE:	4.33	0.09			
SHAW COMM:	18.98	0.37	YAHOO:	37.53	0.87			
SHENTEL:	30.47	0.88	TELCOS					
PROGRAMMING								
21ST CENTURY FOX:	28.57	0.38	AT&T:	38.50	0.18			
AMC NETWORKS:	62.33	(2.22)	CENTURYLINK:	27.20	0.29			
CBS:	53.37	0.93	FRONTIER:	5.09	0.20			
DISCOVERY:	26.53	0.29	TDS:	27.67	0.19			
DISNEY:	99.51	0.33	VERIZON:	49.58	0.44			
GRUPO TELEVISIA:	26.90	0.31	MARKET INDICES					
HSN:	50.10	1.08	DOW:	17706.05	213.12			
LIONSGATE:	19.72	0.13	NASDAQ:	4861.06	95.27			
MSG NETWORKS:	16.82	0.07	S&P 500:	2076.06	28.02			
SCRIPPS INT:	63.04	1.25	TECHNOLOGY					
STARZ:	26.49	0.26	ADVANTAGE:	1.68	UNCH			
TIME WARNER:	73.13	1.06	AMDOCS:	57.23	0.85			
VIACOM:	44.88	1.54	AMPHENOL:	57.62	1.25			
WWE:	17.12	0.48	APPLE:	97.90	1.47			
TECHNOLOGY								
ADDVANTAGE:	1.68	UNCH	ARRIS GROUP:	23.22	0.54			
AMDOCS:	57.23	0.85	AVID TECH:	5.77	0.06			
AMPHENOL:	57.62	1.25	BLNDER TONGUE:	0.35	(0.02)			
APPLE:	97.90	1.47	CISCO:	28.47	0.53			
ARRIS GROUP:	23.22	0.54	COMMSCOPE:	30.56	0.74			
AVID TECH:	5.77	0.06	CONCURRENT:	6.38	0.14			
BLNDER TONGUE:	0.35	(0.02)	CONVERGYS:	27.99	0.84			
CISCO:	28.47	0.53	CSG SYSTEMS:	42.44	0.97			
COMMSCOPE:	30.56	0.74	EHOSTAR:	40.39	0.47			
CONCURRENT:	6.38	0.14	GOOGLE:	720.09	15.85			
CONVERGYS:	27.99	0.84						
CSG SYSTEMS:	42.44	0.97						
EHOSTAR:	40.39	0.47						
GOOGLE:	720.09	15.85						

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