

Cablefax Daily™

Tuesday — June 7, 2016

What the Industry Reads First

Volume 27 / No. 108

Unbundled Wisdom: Stream Market Highlights Multiscreen Maelstrom

Amid the TV ecosystem chaos, monetization across platforms is no longer just a growth strategy—it's now a survival strategy, suggested panelists Mon at the **Stream Market** conference in L.A. *Laura Martin*, managing partner at **Needham & Co**, told content companies that “if you do not have a mobile solution that is as robust as your desktop solution... you are asking for a kid to drop out of college and take your business from you.” She said that despite linear TV's resurgence among advertisers fleeing digital click fraud, dollars will continue to flow to mobile and app-based environments where usage is growing. “We used to talk about the fight for the living room,” she said. “You know what the fight is now? The fight for page one.” That's as in the first screen on a mobile phone or tablet where those go-to apps reside, she said, noting that consumers spend 80% of their time on their top 4 apps. “If you're not on page one, it's really hard to get traffic,” she said. Another tidbit: Martin said research suggests mobile ads are 5 times more effective when left in vertical format because people “don't want to turn the screen” to view a traditional horizontal ad. OTT remains risky, she said, noting that established brands like **HBO** and **Showtime** must now do their own marketing for standalone OTT apps rather than rely on help from distributors, which can more efficiently target customers most likely to subscribe. Meanwhile, skinnier bundles will prove “slower, more methodical and a lot more costly than people think,” she said. “We're going to continue to have more choice, but it's going to eat away at the economics of the ecosystem.” Still, *Ori Winitzer*, managing director of investment firm **LionTree**, said established brands have it easier than unestablished niche SVOD plays without brand recognition. “To me, it's very difficult to play in that space,” he said. However, most agreed it's an exciting time for both premium and indie content creators. “The world has changed, and consumers consume everything on multiple platforms and at light speed,” said *Chris Lenz*, svp, creative and production at **Viacom Velocity**. “The field has opened up, and it's really quite exciting.”

Altice Hires Content Officer: **Altice** didn't turn to **Cablevision** or **Suddenlink** to fill the role of chief content officer. Instead, it tapped *Michael Schreiber*, previously svp, content acquisition at **Comcast**. His appointment takes effect immediately, with Schreiber reporting to **Altice USA** co-pres, CFO *Charles Stewart*. He'll be responsible for programming-related developments, negotiations and agreements covering all content platforms.

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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

The news comes shortly after the *NY Post* reported that Cablevision programming chief *Tom Montemagno* is expected to leave once Altice's \$10bln acquisition is complete, which sources confirmed. It's not clear what, if anything, the move means for Suddenlink svp, chief programming officer *Kathy Payne*. "Michael is an industry leader with a proven record of success who shares Altice's commitment to providing customers with the best content and superior service," Altice CEO *Dexter Goei* said in the announcement. "We are thrilled to have Michael head our US programming and content team, and we are confident that his forward-thinking approach will ensure that we deliver compelling content to our customers across the devices of their choice."

Music Choice Sues: **Music Choice** filed a complaint in the US District Court for the Eastern District of TX against **Stingray Digital Group** claiming patent infringement. The suit alleged Stingray's digital music service infringes 4 Music Choice patents, including patents that cover Music Choice's onscreen technology that includes music/song-related visuals and facts. Music Choice is seeking an injunction barring Stingray from using patented Music Choice technology in its products and services and unspecified damages. A Stingray spokesman said the company has not yet seen the complaint or received any official document.

Comcast Trials Gigabit Speeds: **Comcast** is starting an advanced consumer trial on gigabit Internet service in Nashville. The city is the 2nd Comcast market to roll out DOCSIS 3.1, following the launch in Atlanta in March. Initial offering includes a promotional contract price of \$70 a month for 36 months and a no-contract package at \$139.95. The move came after the MSO's announcement in Feb to bring 1Gbps Internet speeds to residential and business customers using DOCSIS 3.1 technology. Other markets expected to get DOCSIS 3.1-enabled gigabit services include Chicago, Detroit and Miami. Late last year, Comcast installed its 1st DOCSIS 3.1 modem in Philly, followed by one installed in Atlanta a few days later.

Spectrum Reach CRO: **Charter** snagged **Tribune Media** chief revenue officer *Keith Bowen*, who will serve as CRO for Spectrum Reach, its ad sales and production services division. He will report to evp and pres of media sales, *David Kline*. "As we continue to strengthen our digital advertising solutions, providing our partners a broader suite of services and enhanced data-driven advertising capabilities to target their customers, Keith's ability to drive sales and accelerate growth will prove invaluable to this organization" Kline said in a statement. Bowen, who has been at Tribune for about 2 years, is an industry vet, having previously served as chief rev officer at **TV One** and **Radio One** and as svp, TBS and TNT sales.

Olympic TV: The Olympic Channel is getting closer to launch, announcing it has reached agreements with 27 International Sports Federations, including the International Gymnastic Federation and World Rugby, to collaborate on content for the upcoming channel. No launch date has been given yet for the **IOC's** OTT channel, but it's supposed to launch this year with a date to be announced in the coming weeks. Based in Madrid, Spain, the **Olympic Channel Services** team has more than 60 full-time employees. At launch, the Olympic Channel will be a digital platform, with on-demand content available across the web, mobile, tablet and other connected devices. Audiences will also be able to access content and engage through a variety of social media platforms as part of the Olympic Channel network. -- **NBCSN** will present 330 hours of Rio Olympic programming in Aug, more than any other linear net. Its lineup features more than 20 sports, including coverage of men's and women's basketball and soccer. Coverage begins Aug 3 with women's soccer, 2 days before the Opening Ceremony.

Cisco at ANGA COM: **Cisco** made several announcements at ANGA COM in Germany (EU's broadband, cable and satellite show) related to its cBR-8 converged broadband access platform and digital content manager. In collaboration with Cisco, **Teracom A/S**, the provider of digital terrestrial transmitted radio and TV in Denmark, has launched a new digital headend, which enhances its digital terrestrial television (DTT) services. Using Cisco's D9902 Digital Content Manager, Teracom is expected to broadcast more HD content and services by using the same applicable bandwidth, over the DTT network. In addition, Belgian cable op **VOO** completed its gigabit speed trials with the Cisco cBR-8 converged broadband access platform. Another op working with Cisco to complete a gigabit speed field trial using DOCSIS 3.1 technology is **Altice**. In less than a year, Altice has deployed the cBR-8 across its markets in France and is rapidly progressing with deployment of the cBR-8 across its US entities and all

BUSINESS & FINANCE

Altice International companies.

Programming: On Tues, at 7 pm ET, **OWN** will provide a special re-airing of *Muhammad Ali's* TV interview from "The Oprah Winfrey Show" in 2001.

The boxer discussed his thoughts on the film "Ali," a biography about his life.

NATAS Scholarships: The Foundation of the National Academy of Television Arts and Sciences announced four \$10K scholarships for college-bound high school students pursuing careers in TV. The foundation normally awards 3 scholarships, but in recognition of the industry contributions of **Univision** pres/CEO *Randy Falco*, it added a 4th honoring Hispanic and Latino students. The Randy Falco Scholarship is awarded alongside the Trustees' Scholarship and ones honoring broadcasting legends *Jim McKay* and *Mike Wallace*.

People: Congrats to former **A+E Nets** PR hand *Les Eisner*, who is now svp, corp comm at **Fox Broadcasting**.

-- *Nomi Ernst Leidner* was promoted to svp, development of **Viceland**.

-- **WWE** appointed *Julia Jensen* as vp of brand. She will report directly to WWE chief brand officer *Stephanie McMahon*. Jensen was most recently vp of global brands communications at **Mattel**. -- **Hulu** named *Reagan Feeney* vp of network partnerships. She will report to *Tim Connolly*, svp of strategic partnerships. Feeney, was previously vp of content & strategy at **AT&T's DirecTV**.

Cablefax Daily Stockwatch

Company	06/06 Close	1-Day Ch	Company	06/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	54.82	0.52	HARMONIC:	3.07	0.18
ENTRAVISION:	7.17	0.05	INTEL:	31.68	0.06
GRAY TELEVISION:	11.78	(0.04)	INTERACTIVE CORP:	55.24	(0.24)
MEDIA GENERAL:	17.97	0.05	LEVEL 3:	52.89	0.03
NEXSTAR:	53.00	0.50	MICROSOFT:	52.13	0.34
SINCLAIR:	32.02	0.06	NETFLIX:	100.74	1.15
TEGNA:	22.84	UNCH	NIELSEN:	54.30	0.60
MSOS					
CABLE ONE:	509.23	1.10	SEACHANGE:	3.53	0.11
CABLEVISION:	34.66	0.01	SONY:	28.80	0.85
CHARTER:	221.68	(3.27)	SPRINT NEXTEL:	3.84	0.06
COMCAST:	63.40	(0.16)	SYNACOR:	3.02	(0.04)
GCI:	14.51	(0.18)	TIVO:	9.79	(0.09)
LIBERTY BROADBAND:	58.98	(0.66)	UNIVERSAL ELEC:	64.48	0.29
LIBERTY GLOBAL:	39.29	0.37	VONAGE:	4.75	0.23
SHAW COMM:	19.48	0.20	YAHOO:	37.07	0.47
SHENTEL:	34.47	0.32	TELCOS		
PROGRAMMING					
21ST CENTURY FOX:	29.44	0.06	AT&T:	39.34	0.13
AMC NETWORKS:	63.64	0.10	CENTURYLINK:	27.15	(0.2)
CBS:	54.03	(0.36)	FRONTIER :	5.19	(0.04)
DISCOVERY:	28.88	0.49	TDS:	28.82	0.33
DISNEY:	98.78	0.03	VERIZON:	50.71	(0.21)
GRUPO TELEVISA:	25.88	(0.61)	MARKET INDICES		
HSN:	52.97	0.51	DOW:	17920.33	113.27
LIONSGATE:	22.97	(0.46)	NASDAQ:	4968.71	26.20
MSG NETWORKS:	17.78	0.13	S&P 500:	2109.41	10.28
SCRIPPS INT:	65.57	0.14			
STARZ:	27.90	0.25			
TIME WARNER:	76.01	0.17			
VIACOM:	49.78	0.61			
WWE:	17.80	0.12			
TECHNOLOGY					
ADDVANTAGE:	1.79	0.02			
AMDOCS:	57.56	(0.22)			
AMPHENOL:	59.41	0.15			
APPLE:	98.63	0.71			
ARRIS GROUP:	24.28	(0.32)			
AVID TECH:	6.28	0.30			
BLNDER TONGUE:	0.37	0.01			
CISCO:	29.10	(0.03)			
COMMSCOPE:	32.16	0.24			
CONCURRENT:	6.19	0.11			
CONVERGYS:	28.37	0.13			
CSG SYSTEMS:	42.50	0.02			
EHOSTAR:	40.97	0.19			
GOOGLE:	716.55	(5.79)			

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CFX TECH SPOTLIGHT by Joyce Wang

CFX Tech Spotlight, a once a month feature, profiles companies providing interesting, innovative and sometimes below-the-radar technology across the video and broadband.

Company: Beamr

Beamr was founded in 2009 by *Sharon Carmel* (current CEO), a serial entrepreneur, amid rapid expansion of Internet content. The company's technology enables the size of video files to be reduced in size by up to 50% without any shift to the perceptual quality. Beamr's content adaptive optimization solution ensures the optimum number of bits are applied at the optimization stage based on the needs of the video source. Backed by 19 granted and 30 pending patents, Beamr's technology operates in a closed loop ensuring that regardless of input source or video complexity, the resulting output is always safe (visually identical to the source) and fully complies with H.264 and HEVC standards, according to *Mark Donnigan*, vp of sales and marketing. To extend the company's solution into the ingest points of content distribution workflows, Beamr recently acquired Vanguard Video, a premier encoding SDK technology provider.



of dollars, according to Donnigan. Network function virtualization is one approach to provide the scalability needed. However, there is a realization that efficiencies must start at the ingest points of the network (the encoding stage) and this is where content adaptive technologies like Beamr's aim to provide reduced traffic without sacrificing quality. Service providers can also reduce the storage footprint of cloud DVR solutions where the individual copy mandate and data center replication of libraries is driving unusually high storage costs, Donnigan said. The second opportunity is the transition from legacy codecs such as MPEG2 to H.264 and HEVC. However, for many operators, HEVC may be too great a leap, which is why Beamr is investing in making its H.264 encoder the highest performing possible. There's also growing interest in low latency and high performing encoding SDKs, which are being built

into custom workflows, and forming the foundation for 3rd party commercial encoding solutions by companies like **AR-RIS** and **Imagine Communications**. The 3rd opportunity for Beamr is the chance for cable ops to compete with popular OTT streaming services on video quality without needing to deliver the high bitrates that many services are using. As operators convert their networks to IP, the data network is no longer separated from the video network, and the set-top box could just the same be an app on a connected TV as a dedicated box, Donnigan said.

Cable Customers

Beamr has been working in the cable industry for more than 2 years, and "we have active on-going evaluations in various stages across TVE, cDVR (cloud DVR) and other streaming and IP video workflows. Our market is focused on the US, though we have one International operator in evaluation today. We are deployed more widely with OTT and new media distributors," said Donnigan.

Near-term Opportunities

For a cable operator, the CAPEX of adding capacity to handle the increase in demand for OTT streaming services on their data network and to address UHD on their managed networks is in the hundreds of millions and over time billions

Competitors

The company's competitors fall into two categories, encoding vendors and the small number of companies with pre-filtering solutions.

Got tech news? Reach out to Cablefax Tech editor Joyce Wang at jwang@accessintel.com

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Cable Nets Put Up Contenders Against Summer Games

By Hillary Atkin

Beginning with the August 5 opening ceremonies, summer 2016 programming is certain to be dominated by the Rio Olympic Games. But that doesn't mean cable networks aren't going for the gold during the warmer months, which have become a hotly competitive season.

In a gutsy move, **Hallmark Channel** is pitting its "Kitten Summer Games" squarely against the opening ceremony. It's a first for the cabler, based upon the huge success it has seen counterprogramming the Super Bowl for the past three years with the "Kitten Bowl."

"This was trickier," admits **Crown Media Family Networks'** programming and network publicity evp *Michelle Vicary*.

"With the tremendous success we've had through this family event centering around pet adoption, we looked for another time. The next thing people rally around is the Olympics. We had wrestling, gymnastics, track and field and they switched out the stadiums for all the different sports."

"Kitten Summer Games" is just one of the many programs Hallmark is branding for summer under banners including June Weddings, Christmas in July, including an original



Credit: Copyright 2016 Crown Media United States, LLC/Photographer: Marcel Williams

In Hallmark Channel's 'Chesapeake Shores,' Meghan Ory plays a high-powered career woman who returns to her hometown, where she comes face-to-face with her high school sweetheart, played by Jesse Metcalfe.

holiday movie, "A Perfect Christmas" July 16, and new franchise Summer Nights, which runs July 30-Aug 20.

The franchise will launch original series premiere "Chesapeake Shores," starring *Jesse Metcalfe*, *Diane Ladd*, *Meghan Ory* and *Treat Williams* (Aug 14 premiere). "It's a really fascinating family drama from author *Sheryll Woods*," Vicary says, "based on how the family lives, loves, connects and relates—and sometimes doesn't." The net is using Summer Nights to showcase its summer programming before it moves into huge ratings winner Fall Harvest.

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On **Hallmark Movies & Mysteries**, *Jon Voight* toplines the highly anticipated “JL Ranch” on August 21, a project he not only stars in but executive produces. Seven original movies will air on the net from July 24-Oct 23.

Going back to “Jaws,” who can think of summer without thinking of sharks? **Discovery Networks** moves up “Shark Week,” its annual series of shark-themed TV programming to June 26 through July 3, reiterating its commitment to shark conservation, education and entertainment that makes waves.

‘With cutting edge technology and lead scientists and institutions, ‘Shark Week 2016’ will take viewers to untapped locations uncovering never-before-seen shark hunting behavior and exploring new ways for humans and sharks to co-exist,’ promises **Discovery Channel** evp docs and specials *John Hoffman*. “This year, Discovery’s week beneath the waves highlights how a croc-scented bull shark repellent could save human lives. We’re also thrilled to welcome *Philippe* and *Ashlan Cousteau*, who are on board to explore how sharks repopulated Bikini Atoll.”

Speaking of sharks, a **Syfy** cult favorite makes a return appearance July 31 with “Sharknado: The 4th Returns” with *Ian Ziering*, *Tara Reid* and *David Hasselhoff* reprising their roles. New cast additions include *Gary Busey*, *Cheryl Tiegs* and *Tommy Davidson*.

Syfy’s sister cabler **USA Network** premieres its new series “Queen of the South” June 23 and returning favorites “Suits” and “Mr. Robot,” both on July 13.

CMT’s summer line-up includes a mix of music specials, new and returning series and documentaries, plus an ambitious move into scripted with “Still the King” (June 12). It stars *Billy Ray Cyrus* as a scandal-ridden one-hit wonder who is kicked out of country music, only to emerge 20 years later as the second best *Elvis* impersonator in Laughlin, Nevada.



Billy Ray Cyrus stars in CMT’s new original comedy series “Still the King,” premieres June 12.

“‘Still the King’ is a great example of a series informed by our new creative filter,” says CMT pres *Brian Philips*. “It’s an offbeat comedy with an impressive ensemble cast, and it’s a mash-up of sin and redemption with plenty of heart.”

“CMT Crossroads” (June 24) features *Nick Jonas* and *Thomas Rhett*. Other episodes over the summer will spotlight a different set of stars playing together, swapping stories and sharing their common love of music.

“We’re poised to create moments that will spark pop culture conversation,” says Philips, who notes the buzz brewing for the June 8 “CMT Awards” live from Nashville.

The music scene is the setting for writer/director *Cameron Crowe*’s much-anticipated first television series “Roadies,” premiering on **Showtime** June 26. The one-hour ensemble comedy stars *Luke Wilson* and *Carla Gugino* and chronicles the rock world through the eyes of people who put on the shows for a fictional group, the Staton-House Band, while it’s on an arena tour of the U.S. The milieu promises viewers an insider’s view of the turbulent lives of a committed crew whose world revolves around music.


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Starz brings back comedy 'Survivor's Remorse' for a third season, with the first two episodes airing back-to-back on July 24.

On **AMC**, Robert Redford's eight-part docudrama "The American West" premieres June 11. It chronicles the aftermath of the Civil War through 1890, telling little-known stories about Western legends such as *Billy the Kid*, *Wyatt Earp*, *Jesse James*, *Crazy Horse* and *Sitting Bull*. The limited series also features interviews with actors like *Kiefer Sutherland*, *Ed Harris*, *James Caan* and *Tom Selleck* who have appeared in Westerns.

Starz moves its original programming from Saturday to Sunday nights in July, hoping to become more of the Monday morning watercooler conversation. Season 3 of the popular drug lord drama "Power" bows July 17 and the third run of Atlanta-set basketball comedy "Survivor's Remorse" hits July 24.

"People relate to "Survivor's Remorse" because we tell stories about the challenges of living a worthy life in modern times," says ep/showrunner *Mike O'Malley*. "Everyone comes from a family and those blood ties can sometimes be a net that catches you when you fall or a net that ensnares you in expectations that you cannot meet."

For those who couldn't get enough of *Cuba Gooding Jr.* as *O.J.*, *Sarah Paulson* as *Marcia Clark* and *John Travolta* as *Robert Shapiro*—or missed the impactful series altogether—**FX** is doing a marathon of all 10 episodes of "The People v. O.J. Simpson: American Crime Story" June 11.

"It was a critical and ratings triumph for FX but also showed the lasting value of linear and programmed TV as a real 'watercooler' event," says *Eric Schrier*, pres of original programming, **FX Networks** and **FX Productions**. "Watching it this way live [during the marathon] or binging on DVR will let people absolutely immerse themselves in this incredible story."

Another intense story, "The Strain" from horror-meister *Guillermo del Toro* and showrunner *Carlton Cuse* returns for its third season August 28. And *Denis Leary's* Season 2 of comedic "Sex&Drugs&Rock&Roll" bows June 30 on **FX**.

Even during summer, there's an endless fascination with serial killers. "Ripper Street," **BBC America's** popular

period drama/crime thriller launches its fourth season July 28. In another genre entirely, famed naturalist *David Attenborough* brings voice to "The Hunt" beginning July 3, a seven-part series examining predators and their prey across habitats on every continent of the planet.

Summer is all about picnics and barbecues, and **Cooking Channel** is laying out a spread with new series "Big Bad BBQ Brawl" June 7, "Follow Donal to Vietnam" July 3, "Food's Greatest Hits" July 11 and "Star Plates" August 30. **Food Network** debuts new series "Food Network Star Kids" August 22, plus new seasons of "Cake Wars," "Star Salvation," "Cooks vs. Cons" and "Giada in Italy."

A new female-driven entry in late night comes from **VH1** with "The Amber Rose Show" on June 17 at 11 p.m. On tap, candid conversations about pop culture, parenting, relationships, friendships, race and entrepreneurship.

Continuing to satirize the reality TV genre, VH1 premieres the second season of "Barely Famous" on June 29, with celebrity cameos from the likes of *Chris Martin*, *Chelsea Handler*, *Kate Hudson* and *Jessica Alba*. Also that night, "Dating Naked," hosted by *Rocsi Diaz*, is back for round three of 12 episodes examining stripped-down romance on the island of Bora Bora.

And back to the summer games, which run through August 21, **NBCUniversal** cable networks will share heartily in a piece of the pie with broadcast. **Bravo**, **CNBC**, **MSNBC** and **USA** will combine to televise 325.5 hours of Rio Olympics coverage and competition, everything from tennis to men's basketball, beach volleyball, rugby, soccer, volleyball, cycling, wrestling and water polo. Another huge chunk of airtime on **NBCSN**, **Golf Channel** and **NBC Universo** will be devoted to the Games.

"We're blessed that our parent company NBCUniversal has the unique ability to devote seven cable networks to our extensive Olympic coverage," says NBC Olympics ep *Jim Bell*. "This abundance of cable allows us to present nearly all 34 Olympic sports on TV, and to present the long-form coverage fans are accustomed to for sports such as basketball and soccer. Just 20 years ago, NBC was the lone network to broadcast the Atlanta Olympics, totaling 170 hours. Our cable coverage alone will exceed 700 for Rio."

With all the new series, season premieres and special events on tap, it's even more evident that summer will never go back to being a season of re-runs where programmers can take vacay and simply plan for fall. The hot months of June, July and August are now part of a year-round strategy in the industry.

Says Crown Media's Vicary, "We promote seasons that connect people to each other and to the brand—and speak to things that are happening in people's lives. Summer is an important part of that."