

Cablefax Daily™

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What the Industry Reads First

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Cisco Forecast: IP Traffic to Triple by 2020, Cord Cutting to Accelerate

Thanks to the rapid growth of online video, Internet of Things and machine-to-machine (M2M) services, global IP traffic is expected to nearly triple over the next 5 years, according to Cisco's latest Visual Networking Index (VNI) released Tues. Over the next 5 years, global IP networks will report 10bln new devices and connections, increasing from 16.3bln in 2015 to 26.3bln by 2020. According to the VNI, Internet video will account for 79% of global internet traffic by 2020, up from 63% in 2015. The world will reach 3 trillion Internet video minutes per month by 2020. HD and Ultra HD Internet video is expected to comprise 82% of Internet video traffic by 2020, up from 53% in 2015. Applications such as video surveillance, smart meters, digital health monitors and other M2M services are creating new network requirements and incremental traffic increases. Globally, the VNI forecasts that M2M connections will grow nearly three-fold from 4.9bln in 2015 to 12.2bln by 2020, representing nearly half of total connected devices. The connected health consumer segment is expected to have the fastest growth (five-fold) of M2M connections from 2015 (144mln) to 2020 (729mln), followed by connected home, which will grow to 5.8 bln connections from 2.4 bln in 2015. Ops are accommodating the demand by making their networks more efficient, intelligent and secure, Cisco's senior analyst *Shruti Jain* told us. On the WiFi side, "we see a growth in operator deployed hotspots and home spots globally, as well as enhancements in WiFi technology from 802.11 to more efficient 802.11ac," she said. On the wireline side, "we see near doubling of average speeds over the forecast period from 24.7 Mbps to 44.7 Mbps with lower latencies." The performance improvements are driven largely by the deployment of fiber and upgrades by the cable industry to DOCSIS 3.1, according to Jain. For optimized video delivery, there has been an effort towards content delivery networks, which allows ops to position popular video content closer to end users for better network efficiency and better customer experience, she said. With the growth and advances in wireless technologies, end users increasingly expect a seamless hand-off between networks and a consistent experience across all devices and network types. Jain said this expectation could lead to cable partnering with wireless carriers through MVNO deals and ops partnering with content and application providers for offering optimal content experience. Meanwhile, the VNI found growth in linear TV services across all platforms is much lower relative to mobile video, especially in regions such as North America and Western EU. Online video, which was growing faster until last year, is now growing almost at par with linear video



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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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services. Supporting this trend is the growth of residential Internet users, which are expected to increase at a compound annual growth rate (CAGR) of nearly 3.2%, followed by consumer mobile users at 2.8%. On the other hand, TV HHs are expected to see a CAGR rate of 1.8%. Cisco found that while Internet device such as digital media adapters only represent 9% of all Internet connected set-tops, by 2020 they will represent 32% of global Internet set-top traffic. That suggests less reliance on set-tops managed by service providers, Cisco said. From a traffic perspective, Cisco expects that on average a household that is still on linear TV will generate much less traffic than a HH that has “cut the cord” and is relying on Internet video. A cord-cutting HH will generate 102 GB per month in 2016, compared to 49 GB per month for an average HH. That’s because linear TV generates much less traffic than Internet video, which is unicast to each Internet video device.

Investor Conferece: Verizon has no problem with cable ops launching wireless services using their MVNO agreements with Verizon, CFO *Fran Shammo* said during a **Bank of America Merrill Lynch** investor conference Tues. The telco entered a spectrum deal with **Comcast, Time Warner Cable, Bright House and Cox** a few years ago, which allowed the MSOs to launch mobile services using Verizon assets. Execs from Comcast and **Charter**, which recently completed its acquisition of TWC, expressed their interests in mobile services. As for Verizon, Shammo said “we went into the MVNO with open eyes when we acquired the spectrum. I would do that agreement again today... From Verizon Wireless’s perspective, I am perfectly fine with the MVNO.” Verizon is looking to differentiate itself with things like mobile streaming service go90. In addition, the potential capabilities of 5G would “put some cable companies on their back heels... We are not standing still. We are moving forward,” Shammo said. Verizon is trialing 5G and looking to deploy the latest wireless technology next year. Shammo also downplayed the potential WiFi competition as emerging services like connected cars, smart cities and electronic healthcare offerings will use wireless networks, Shammo said. From a technical standpoint, WiFi is unmanaged and when WiFi gets clogged, “quality of service goes significantly down,” Shammo said.

Set-Top Saga: Add the **US Small Business Administration** to the list of groups weighing in on the FCC’s set-top plan. On Mon, the Admin’s Office of Advocacy asked the agency to exempt small MVPDs from any such new rules. “Because of their relatively low revenues and market share, small MVPDs will face significantly steeper compliance burdens than larger MVPDs under the proposed rules,” the office said. “Stakeholders, including technology companies that support the rule, have expressed concerns that the proposed rules will have a negative impact on the ability of small MVPDs to enter, compete, and maintain their existing presence in the video market—all of which is ultimately harmful to consumers.” That’s what we said, **ACA** chief Matt Polka added. OK, not exactly, but he did express gratitude that the Office joined a “chorus of U.S. senators and representatives, technology companies, and organizations” concerned about unintended consequences. Last week, **NCTA** held a demo of applications-based delivery of video programming and MVPD services at its HQ for Commissioner *Jessica Rosenworcel* and staffers. The demonstrations included apps-delivered programming on **Roku, Nvidia, Samsung** and **Apple TV, DirecTV** service on television sets, and retail devices offering pirated content, according to an FCC filing. Also last week, 15 state attorneys general wrote the FCC asking that it require manufacturers of 3rd-party boxes to publish consumer-facing statements of compliance with privacy obligations that apply to MVPDs. “As chief consumer protection officials, we urge the FCC—should it proceed with the proposed set-top box rule—to mandate that MVPDs provide data access only to 3rd-party set-top box manufacturers that not only comply with the privacy statutes that apply to cable and satellite companies, but have made public promises about these certifications to consumers,” they wrote.

Roots Ratings: **History’s** 4-night remake of “Roots” ended up with 14.4mln linear viewers tuning in over the course of all premiere week telecasts. The net said the entire series has so far reached 50.6mln viewers across all linear telecasts during the week ending June 5, based on the most current **Nielsen** data. And **A+E Nets** is anticipating strong viewership when non-linear viewership becomes available. On a L+3 basis, the May 30 premiere ep was watched by 6.9mln total viewers, 2.9mln adults 25-54 and 2.5mln adults 18-49 on the 4-network simulcast.

Viacom Drama: Viacom shares closed down almost 2% Tues, the same day a MA courtroom held a hearing in a lawsuit over *Sumner Redstone’s* removal of Viacom CEO *Philippe Dauman* and board member *George Abrams* from a trust that will control the 93-year-old’s majority ownership of Viacom and **CBS** when he dies or is deemed incapacitated. The judge is expected to rule by month’s end on whether to expedite the case, *The Boston Globe* said. In a blog post Tues, **BTIG’s Rich Greenfield** wrote that it remains unclear if all 9 non-Redstone members of

BUSINESS & FINANCE

Viacom's board will be terminated ahead of the court's ruling on the legality of recent changes, but that he believes they all deserve to be fired and will be. Greenfield takes issue with Dauman's 2015 compensation package making him the 3rd-highest paid CEO in America (according to the *NY Times*) despite Viacom's poor stock price performance. His take is that Viacom and CBS need to recombine. "We believe time is of the essence to merge CBS and Viacom, as new smaller, skinnier bundles are set to emerge later this year/early next year," the analyst wrote.

The FCC's New Comment System:

It's almost here! The **FCC** plans to fully transition to the new filing system in late June. The cloud-based system will have an improved layout and greater reliability, even during popular dockets (looking at you Open Internet), according to the FCC. FCC.gov is currently offering tutorials on the new system. The launch comes on the heels of complaints from groups such as Protecting Internet Freedom that more than 2200 public comments in the broadband privacy proceeding went unposted for more than 2 weeks.

On the Hill: The **House Communications** subcommittee will hold a hearing on the **FCC's** proposed privacy rules on June 14. You can get a sense of how the majority feels by the hearing's title: "FCC Overreach."

People: **WGN America** upped *Jon Wax* to evp, original programming.

Cablefax Daily Stockwatch

Company	06/07 Close	1-Day Ch	Company	06/07 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DISH:	56.06	1.24	HARMONIC:	3.00	(0.07)			
ENTRAVISION:	7.16	(0.01)	INTEL:	31.88	0.20			
GRAY TELEVISION:	11.62	(0.16)	INTERACTIVE CORP:	54.81	(0.43)			
MEDIA GENERAL:	17.91	(0.06)	LEVEL 3:	53.33	0.44			
NEXSTAR:	52.46	(0.54)	MICROSOFT:	52.10	(0.03)			
SINCLAIR:	32.30	0.28	NETFLIX:	99.89	(0.85)			
TEGNA:	22.65	(0.19)	NIELSEN:	53.90	(0.4)			
MSOS								
CABLE ONE:	508.98	(0.25)	SEACHANGE:	3.52	(0.01)			
CABLEVISION:	34.63	(0.03)	SONY:	28.89	0.09			
CHARTER:	220.80	(0.88)	SPRINT NEXTEL:	3.91	0.07			
COMCAST:	63.25	(0.15)	SYNACOR:	3.47	0.45			
GCI:	14.87	0.36	TIVO:	9.77	(0.02)			
LIBERTY BROADBAND:	59.56	0.58	UNIVERSAL ELEC:	65.08	0.60			
LIBERTY GLOBAL:	39.48	0.19	VONAGE:	4.79	0.04			
SHAW COMM:	19.57	0.09	YAHOO:	36.73	(0.34)			
SHENTEL:	35.59	1.12	TELCOS					
PROGRAMMING								
21ST CENTURY FOX:	29.30	(0.14)	AT&T:	39.79	0.45			
AMC NETWORKS:	63.30	(0.34)	CENTURYLINK:	27.29	0.14			
CBS:	53.51	(0.52)	FRONTIER:	5.21	0.02			
DISCOVERY:	27.85	(1.03)	TDS:	28.95	0.13			
DISNEY:	98.35	(0.43)	VERIZON:	51.75	1.04			
GRUPO TELEVISIA:	26.20	0.32	MARKET INDICES					
HSN:	53.39	0.42	DOW:	17938.28	17.95			
LIONSGATE:	23.10	0.13	NASDAQ:	4961.75	(6.96)			
MSG NETWORKS:	17.63	(0.15)	S&P 500:	2112.13	2.72			
SCRIPPS INT:	64.84	(0.73)						
STARZ:	27.89	(0.01)						
TIME WARNER:	75.19	(0.82)						
VIACOM:	48.83	(0.95)						
WWE:	17.96	0.16						
TECHNOLOGY								
ADVANTAGE:	1.79	UNCH						
AMDOCS:	57.50	(0.06)						
AMPHENOL:	59.68	0.27						
APPLE:	99.03	0.40						
ARRIS GROUP:	24.22	(0.06)						
AVID TECH:	6.16	(0.12)						
BLNDER TONGUE:	0.36	(0.01)						
CISCO:	29.07	(0.03)						
COMMSCOPE:	32.16	UNCH						
CONCURRENT:	6.24	0.05						
CONVERGYS:	28.31	(0.06)						
CSG SYSTEMS:	42.93	0.43						
EHOSTAR:	41.09	0.12						
GOOGLE:	716.65	0.10						



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