

Cablefax Daily™

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What the Industry Reads First

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Set-top Thursday: Cable Proposes Alternative Approach

Cable, still fighting the FCC's proposed set-top plan, has devised an alternative that would see all large MVPDs develop and deploy video apps built on open HTML5 web standards. MVPD reps met with agency officials this week to present the approach. According an ex parte filing posted Thurs, execs told the agency that this approach would allow consumers to get their MVPD services on 3rd party devices by using the HTML5-based app, and that it has already attracted widespread support from MVPDs and an international development community. The execs include **NCTA** head Michael Powell; NCTA evp *James Assey*; *Bob Quinn*, svp of federal regulatory at **AT&T**; *Kathy Zachem*, svp of regulatory affairs at **Comcast**; as well as execs from **Revolt TV**, **Vme TV** and **TV One**. FCC Commissioners *Jessica Rosenworcel*, *Mignon Clyburn*, and *Michael O'Rielly* and staff members participated in the meeting. Such an approach could further encourage competition for independent device makers "within the context of a market transformation already underway and in a manner that fully protects and respects the rights of content owners." For content creators, they benefit from the approach because it would assure that 3rd party device makers would respect customer privacy and other consumer protections, advertising rights and protections, branding and copyrights, the execs said. For consumers, they would continue to receive the benefits of continuous innovation and variety in myriad devices and in MVPD networks and service "because this apps-based approach would allow rapid updates by third-party device manufacturers and by MVPDs without the need for either to seek permission from the other," they said. The FCC sees the move as positive. "Chairman Wheeler is heartened that the industry has adopted the primary goal of our proposal, to promote greater competition and choice for consumers, and agree it is achievable," a spokeswoman said. "We all agree that third-party access to pay-tv content, integrated search and the protection of copyright, content security, consumer privacy and minority programmers are critical. There is a lot more work to do." She added that the agency looks forward to seeing additional details so it can decide whether the proposal fully meets all the goals of its proceeding and the statute. "We will continue to work with all stakeholders to develop rules that allow innovation to flourish and ensure con-

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sumers have real options for accessing the pay-tv programming they purchase,” she said. Wheeler has made it clear that he’s determined to move the proceeding forward, and at INTX he urged all stakeholders to come together to find a solution. The Commission is still gathering input on its proposal that seeks to open up the set-top market for 3rd parties. That proposal would let 3rd party device makers and developers create their own user interfaces that pay-TV subs could use to access programming. Meanwhile, legislative efforts to fight the Commission’s proposal continued. The **Senate Appropriations Committee** approved an FCC fiscal 2017 funding bill that includes a provision requiring the FCC to conduct a study on the impact of the set-top proposal before moving forward. The bill would grant \$341mln for the FCC. It also reaffirms congressional intent on grandfathered joint sales agreements. The passage disappointed **Public Knowledge**. “This attack is a rider which attempts to stymie the Commission’s ongoing proceeding to ‘Unlock the Box.’ The rider hitched onto this bill would further forestall a truly competitive video marketplace, for which consumers and creators yearn and which the FCC now stands poised to deliver,” the group’s government affairs associate counsel *Kate Forscey* said in a statement. The **House Appropriations Committee** passed its version of the bill last week that also includes the set-top provision.

Viacom Drama: It’s been an eventful day at **Viacom**. Controlling shareholder *Sumner Redstone*’s privately held firm **National Amusements** announced Thurs that it removed CEO *Philippe Dauman*, *George Abrams*, lead independent director *Fred Salerno* and *William Schwartz* from Viacom’s board. Viacom couldn’t be immediately reached for comment. The directors then reportedly said the action is invalid and have filed suit challenging the removal. They also said the board plans to stay in place until a court decision is made. Viacom stocks were up nearly 3% Thurs pm.

Senate Readies Hearing on Customer Service: The Senate Permanent Subcommittee on Investigations announced the witnesses for its June 23 hearing to review billing and customer service practices in the cable and satellite TV industry. The witnesses are *Tom Karinshak*, svp of customer services at **Comcast**; *John Keib*, former evp and COO of residential services at **Time Warner Cable**; *Kathleen “Kip” Mayo*, evp of customer operations at **Charter**; *Rasesh Patel*, svp of product management at **AT&T’s DirecTV**; and *Kathleen Schneider*, svp of operations at **DISH**.

Political Advertising: TV broadcasters are expected to pull in more than \$3.3bln in political advertising revenue by the end of 2016, a 15% increase from the 2012 election cycle, **SNL Kagan** said. The research firm noted that while local TV has scored on average 2/3 of all political ad dollars in prior years digital, cable and radio is cutting into TV’s share. In this election year, TV markets in North Carolina, Iowa, Ohio and Pennsylvania will likely see a surge in political ad dollars as politicians and PACs use audience targeting to sway voters, the company said. And because of close Senate races, Florida, Illinois, New Hampshire, Nevada and Wisconsin are expected to be among the largest beneficiaries. Meanwhile, tightly contest races and potential for more battleground states than prior election years have already resulted in an increase in political advertising.

4K Update: **beIN Media Group** has integrated **Technicolor’s** 4K UltraHD technology into its broadcast platform for the Middle East and North Africa. The 4K rollout is the 1st in the MENA region, according to beIN. The integration will allow viewers to access 4K broadcasting of 7 matches of the UEFA EURO 2016 football tournament. beIN will broadcast the matches on a dedicated channel called “beIN 4K.”

Privacy/Security: Around one quarter of US broadband HHs are concerned about their privacy and security when using connected CE devices, according to a **Parks Associates** whitepaper. It noted that video service providers, looking to offer personalized experience to viewers, are expanding their video data analytics efforts. That could potentially risk consumer privacy and integrity of consumer data. “Operators are facing new operating and security risks due to an increasingly connected ecosystem, especially as the breadth and depth of the data collected are growing... Securing video analytics data must be a constant priority, not a periodic responsibility, to maintain consumer confidence and ensure the integrity of today’s connected home,” said research analyst *Glenn Hower*, citing several high-profile hacking incidents, including breaches at **Vizio**

BUSINESS & FINANCE

and Cox.

Revolt's Social Media Offer: Revolt is partnering with social media analytics company **Crimson Hexagon** for 3rd party data, which aims to give agencies and advertisers mass social exposure. The offering will target MultillennialZ (what Revolt has dubbed its diverse audience of Millennials and Gen-Z'ers), and provide a new way to measure the impact of TV dollars spent. Advertisers will be provided with feedback regarding how customers, influential posters and the most prolific authors are relating to their messaging.

Programming: **Discovery Channel** premieres reality series "American Tarzan" on July 6, featuring 7 challengers taking on nature's most brutal obstacle course. -- **Travel Channel** premieres "Top Secret Swimming Holes" on Sun at 10pm ET. -- **UP** ordered new original series "Date My Dad," which premieres in late spring 2017. The 10-ep family dramedy features a single dad raising 3 teenage daughters. -- **Discovery Channel** debuts "Hello World!" on July 9. The 6-part series explores the wonders of the natural world through top musicians.

People: **Starz** upped *Brad Martens* to svp, broadcast engineering, and *Jason Wyrick* to svp, digital platforms.

Cablefax Daily Stockwatch

Company	06/16 Close	1-Day Ch	Company	06/16 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DISH:	53.01	0.37	HARMONIC:	2.83	0.09			
ENTRAVISION:	6.84	(0.07)	INTEL:	31.69	0.08			
GRAY TELEVISION:	11.49	(0.11)	INTERACTIVE CORP:	53.75	(0.28)			
MEDIA GENERAL:	17.86	(0.21)	LEVEL 3:	51.24	0.20			
NEXSTAR:	49.93	(1.22)	MICROSOFT:	50.39	0.70			
SINCLAIR:	30.83	(0.31)	NETFLIX:	95.44	1.15			
TEGNA:	22.28	(0.17)	NIELSEN:	53.89	(0.24)			
MSOS								
CABLE ONE:	500.87	6.05	SEACHANGE:	3.39	0.01			
CABLEVISION:	34.87	0.01	SONY:	27.84	(0.16)			
CHARTER:	221.48	0.29	SPRINT NEXTEL:	3.71	(0.08)			
COMCAST:	63.10	0.75	SYNACOR:	3.37	0.09			
GCI:	15.08	0.16	TIVO:	10.03	0.06			
LIBERTY BROADBAND:	58.90	0.44	UNIVERSAL ELEC:	68.56	(0.62)			
LIBERTY GLOBAL:	35.04	(0.31)	VONAGE:	5.45	0.04			
SHAW COMM:	18.78	0.02	YAHOO:	37.39	0.07			
SHENTEL:	35.82	1.16	TELCOS					
PROGRAMMING								
21ST CENTURY FOX:	29.13	0.17	AT&T:	40.49	0.20			
AMC NETWORKS:	59.91	(0.09)	CENTURYLINK:	27.24	0.01			
CBS:	54.48	1.28	FRONTIER:	5.04	0.18			
DISCOVERY:	25.55	0.01	TDS:	27.94	0.24			
DISNEY:	98.38	0.11	VERIZON:	53.46	0.62			
GRUPO TELEVISIA:	24.75	0.28	MARKET INDICES					
HSN:	48.40	(0.79)	DOW:	17733.10	92.93			
LIONSGATE:	21.40	(0.33)	NASDAQ:	4844.92	9.98			
MSG NETWORKS:	17.11	0.11	S&P 500:	2077.99	6.49			
SCRIPPS INT:	64.48	0.28						
STARZ:	25.42	(0.57)						
TIME WARNER:	73.42	0.54						
VIACOM:	49.32	2.31						
WWE:	18.55	0.74						
TECHNOLOGY								
ADVANTAGE:	1.84	0.02						
AMDOCS:	56.98	0.39						
AMPHENOL:	58.31	(0.2)						
APPLE:	97.55	0.41						
ARRIS GROUP:	23.06	0.22						
AVID TECH:	5.85	(0.04)						
BLNDER TONGUE:	0.43	0.03						
CISCO:	28.87	0.22						
COMMSCOPE:	32.34	0.68						
CONCURRENT:	5.62	(0.31)						
CONVERGYS:	26.61	(0.02)						
CSG SYSTEMS:	41.28	(0.02)						
EHOSTAR:	39.05	(0.02)						
GOOGLE:	710.36	(8.56)						

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PROGRAMMER'S PAGE

Rich Kids' EJ Goes to NYC

EJ Johnson, son of *Magic Johnson* and star of "Rich Kids of Beverly Hills" on E!, has landed his own show. The net premieres spinoff series "EJNYC" on June 19 at 11pm EST (the regular night for all-new episodes post-premiere will be Wed nights at 9pm EST). The 6-part series follows the outspoken Johnson as he pursues his career and love life in the Big Apple. EJ might have a famous father, but the spinoff is anything but a celebrity kid show. It was EJ's over-the-top personality and fashionably fabulous lifestyle that caught the network's attention. "EJ is such a unique, authentic, breakout character. He stands out from the crowd and is unabashedly his own soul. He also has an interesting back story growing up with a famous father. He has incredibly strong relationships with his mother and sister, but also a whole other set of friends in NYC, where his focus is his fashion career," *Jeff Olde*, evp of programming and development at E! told us. The show will also feature EJ's sister *Elisa*, rapper *LL Cool J's* daughter *Samaria Smith*, and Persian real estate development heir *Sanaz Panahi*. "We wanted to reveal what it is like to live with EJ in his world. It is a pretty special, glamorous place. But like everyone his age, EJ is still focusing on figuring out what his life will be, he just gets to look damn good while doing it," said Olde. A recurring theme in *Rich Kids* is EJ wanting to find his own identify and making a name for himself in the fashion world. "Exactly what that looks like and where he goes with it is a big part of the show as he tries to identify which lane best suits his talents," Olde said, arguing that E! shows seeks out characters who "honestly deal with the very human and relatable issues they confront with family, friendships, relationships and work. EJ comes from a famous family and lives a very jet-set lifestyle that is great fun to watch, but he is also trying to find his place in the world as he makes his own name for himself." - *Joyce Wang*

Reviews: "Greenleaf," premiere, Tuesday, 10pm, **OWN**. Take "Dallas," mix in old-time religion, add a dash of *Oprah*, and you have the soapy, yet entertaining "Greenleaf." Running a TN megachurch is a family affair for the Greenleafs. And speaking of affairs, number-one son Jacob (*Lamman Rucker*) is having one. More sex: good-guy son-in-law Kevin (*Tye White*) is attracted to men. Oh, no. Then there's sage but ultra-cool Aunt Mavis (*Oprah*), who's sure her brother Mac (*Gregory Alan Williams*) is a criminal. Meanwhile the feds want to look at the church's finances. But ethereal Bishop James (*Keith David*) won't allow such Earthly activities. What's he hiding? As we said, it's entertaining. Plus, much of the cast, particularly Pastor Gigi (*Merle Dandridge*) and daughter Sophia (*Desiree Ross*), is gorgeous and beautifully dressed. -- "Mind of a Giant," Sunday, 9pm, **Nat Geo Wild**. We know elephants have great memories, but experts are discovering even more about them. As African elephants are being killed for their tusks every 15 minutes, they are adapting, living where they hadn't previously. Fascinating at times, this mini doc delves into these incredible creatures' elephantine brainpower. -- "13" premiere, Thursday, 10pm, **BBC America**. This limited series about a girl missing for 13 years sucks you in quickly. The tension subsides at times, but builds to a good climax. - *Seth Arenstein*

Basic Cable Rankings (6/06/16-6/12/16)			
Mon-Sun Prime			
1	FOXN	0.9	2124
2	HGTV	0.7	1555
2	UDN	0.7	926
4	USA	0.6	1315
5	TNT	0.5	1286
5	DSNY	0.5	1262
5	DISC	0.5	1222
5	TBSC	0.5	1218
5	MSNB	0.5	1197
5	HIST	0.5	1169
5	CNN	0.5	1154
5	ID	0.5	1000
13	ADSM	0.4	977
13	FOOD	0.4	956
13	ESPN	0.4	910
13	FX	0.4	886
13	FS1	0.4	807
13	HALL	0.4	797
13	DSE	0.4	81
20	AMC	0.3	785
20	TLC	0.3	769
20	NAN	0.3	757
20	A&E	0.3	671
20	APL	0.3	667
20	LIFE	0.3	651
20	BRAV	0.3	624
20	SPK	0.3	610
20	DSJR	0.3	590
20	NKJR	0.3	570
20	HMM	0.3	558
20	LMN	0.3	519
32	VH1	0.2	569
32	FRFM	0.2	561
32	TVLD	0.2	542
32	SYFY	0.2	522
32	WETV	0.2	518
32	EN	0.2	504
32	CMT	0.2	486
32	CMDY	0.2	478
32	GSN	0.2	461
32	TRAV	0.2	455
32	INSP	0.2	454
32	MTV	0.2	426
32	NGC	0.2	420

*Nielsen data, supplied by ABC/Disney, is based on coverage area of individual networks

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VIDEO SERIES

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