

# Cablefax Daily™

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What the Industry Reads First

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## Tech Trends: The Future of IP Video, 4K, 5G

Cisco's June '16 Virtual Networking Index predicts that by 2020 IP video will represent 82% of all traffic, which is up from 70% of traffic in 2015. So naturally, Cisco CTO of engineering and chief architect *Dave Ward* is laser focused on managing the SDI (Serial Digital Interface) to IP transition. "As we have them move to 4K video and beyond and moving directly from capture devices and into IP media data centers, we're talking about massive amounts of bandwidth... And we're talking about a massive industry conversion from a full mesh spider web of SDI cables in video router data centers today to IP data centers specially built for media," he said at a Cisco breakfast Tues in NYC where execs discussed the hottest tech trends of the moment. Both the IP transition and the transition to virtualized services are moving faster than any other segment of the industry today, he said. Another topic on the rise is over-the-top video—and that means the industry's adoption of 5G, he said. "5G is fully being built, tuned... for video delivery." What else should the industry keep an eye on? "There have been massive advancements even in wireline and distribution to homes with not only DOCSIS 3.1 but now Full Duplex DOCSIS," which is bringing upstream and downstream symmetric bandwidth to homes in the US at high speeds, Ward said. And if you're a content provider? You need the technology as soon as possible, according to **NBC Sports** CIO *Nate Balogh*. "What's happening now every day is the demands on our creative team, our production teams, are growing every day for more technology—more bandwidth, more ability to do less at the remote site and do more virtually... and that puts a lot of stress and pressure on us to have the infrastructure and service capability that can meet that demand." And the Olympics in Rio will be a global stage for that tech. It's "a showcase event for NBC Sports as well as **NBCUniversal** as well as **Comcast**," Balogh said. Foresight and planning are key. What ends up being 17 or 18 days of broadcast is "a multiyear planning effort." NBCU is offering more than 6000 hours of programming for Rio, an unprecedented amount of content. And from a tech perspective, it's got to be simple. "The number 1 way to do it is to design a simple, technical workflow," Balogh said. According to Cisco svp/gm of service provider video software and solutions *Conrad Clemson*, "when we're looking forward at things that are going to change everything, it's cloud, it's 4K, it's the speed of innovation and how we're changing that around to business results, and then the analytics and science around it." He noted that a hot trend is the explosion of devices. But not just mobile, he said. "We're finding it's not about mobile

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devices anymore. We've sort of moved past that... what we're really seeing explode right now is connected devices." Another game changer is voice. "What I tell our operators is if you don't have a plan to launch voice, you're too late already... That's becoming a norm as a human interface, and as we integrate that into the television service, it's really cool what you can do to that." Whether an OTT player or a content provider, "it opens a new communication mechanism between a subscriber and a pay TV operator that now provides the potential to change that relationship," he said.

**2Q Ratings:** Sorry, **NBA** playoffs. The most-watched cable program for 2Q belongs to the season finale of **AMC's** "The Walking Dead," which delivered 19.4mln total viewers in Live+7, according to **Nielsen** data. Game 7 between Oklahoma City and Golden State on **TNT** was runner-up with 16.2mln viewers, while the **NCAA** National Championship Basketball game on **TBS** took the #3 spot (14.1mln). **HBO's** "Game of Thrones" was another big ratings winner, with 5 eps ranking among the most-watched cable programs for 2Q (a number that could rise once L+7 is factored in). NBA action did help **TNT** to the #1 spot in prime delivery, 2.1mln viewers. It was followed closely by **Fox News** (2.0mln), which is celebrating its highest-rated year so far in total viewership for total day and primetime. **TBS** and **USA** were neck-and-neck, at 1.59mln and 1.58mln, respectively, followed by **HGTV** (1.55mln) and **ESPN** (1.54mln). **Nick** edged out Fox News in total day, 1.2mln vs 1.15mln, though they both shared a 0.5 rating for the P2+ demo. While Fox News is well ahead of the competition, **MSNBC** and **CNN** found things to brag about. **MSNBC's** "Morning Joe" delivered its biggest total viewer audience for the 6-9am timeslot in network history, averaging 608K total viewers. While **CNN** had the lead over **MSNBC** in Mon-Sun prime viewing, **MSNBC** was ahead in total viewers for Mon-Fri in prime, 1.102mn vs 1.068mln. On the other hand, **CNN** is #1 in cable news on weekend beating out both Fox News and **MSNBC** in prime and total day for 25-54s. **CNN** is also narrowing the gap with Fox News, finishing 9% behind it in 25-54s for prime (324K vs 358K). Fox still is way out front, with it actually ranking as the #1 channel in basic cable in for the first half of 2016 in prime (2.2mln viewers) and total day (1.3mln). **More Quarterly Shout-Outs:** **HGTV** enjoyed its second highest rated Q2 and third highest rated quarter ever. -- With a 54% jump among P25-54 in prime, **Great American Country** celebrated its best quarter since 2008, led by "Big Time RV" and "Lakefront Bargain Hunt." -- **Fox Business** says it's the fastest-growing channel in cable news this year, with prime ratings up 133% to 93K. -- **UP** had its best quarter ever in 18-34s (+78% vs 2Q15), helped by new series "Growing Up McGhee." What's more, the net said it had its youngest quarter ever with the new media age of 48 a full 9 years younger than 2Q15.

**Video Description:** Comments were due this week in an **FCC** proceeding looking to increase the number of hours of required video-described programming and that would up the number of networks required to offer such programming. **NCTA** pushed for existing voluntary stakeholder efforts vs **FCC** mandates. Currently, the top 5 nonbroadcast networks and top 4 broadcast nets must provide 50 hours of video described programming. The **FCC** proposal would up the number of nonbroadcast nets to 10 and adds a no "backsliding" rule so that once a net has been deemed to be in the top 5 (or 10), it has to continue providing the descriptions—even if it is no longer one of the highest-rated networks. **NCTA** argued that the **FCC** lacks authority to make such changes. It also argues against expanding the video description rules to **VOD**. **ACA** doesn't think new regs are needed, but if the **FCC** does adopt some rules, the group asked it to align compliance deadlines with existing deadlines for small MVPDs to offer audibly accessible navigation devices. Meanwhile, the **American Foundation for the Blind** complimented **Comcast's** accessibility efforts but complained that "we have no meaningful assurance from other companies that Comcast will have any appreciable competitors in the accessibility space any time soon." The Foundation also asked the **FCC** to change the nomenclature from "video description" to simply "description."

**ATSC 3.0:** Broadcasters, consumer electronics vendors, broadcast transmission equipment manufacturers and the public safety community are eager to move forward and dedicate additional resources to **ATSC 3.0/Next Generation TV**, said **NAB**, the **America's Public Television Stations**, the **AWARN Alliance** and the **Consumer Technology Association** in their joint reply comments filed with the **FCC**. The groups previously asked the agency to move forward with a **NPRM** that will allow broadcasters to make more use of their spectrum through voluntary use of the **ATSC 3.0** standard. **ACA**, in its initial comments filed in May, urged the **FCC** to delay moving forward with an **NPRM** in the proceeding, saying that "the Commission is nowhere near ready to issue rules." **ACA** also warned that the transition to **ATSC 3.0** will likely mean additional costs for small cable ops and their subs. **NCTA** has similar concerns for its members. **NAB**, however, noted that because MVPDs will not be required to carry Next Generation TV signals, and can fulfill their must-carry obligations by carrying a simulcast **ATSC 1.0** signal, the Commission need not consider what burdens forced carriage of Next Generation TV would

# BUSINESS & FINANCE

impose on MVPDs. But NAB agrees with NCTA that the FCC need not address a potential sunset of ATSC 1.0 signals. Instead, as NCTA suggests, “the Commission should conduct a further proceeding at the appropriate time to establish how to determine when to allow broadcasters to cease providing an ATSC 1.0 signal.”

**Women in Tech:** The deadline to nominate women for The Women in Technology, presented in partnership with **SCTE**, **WICT** and **Cablefax**, is July 8. The annual award, which recognizes leading women tech professionals, is celebrating its 21th anniversary this year. Click [here](#) for more info.

**Rio By the Numbers:** NBCU will present 6755 hours of programming from the Rio Olympics in August. That’s 1220 more hours than London in 2012 and about 40x the amount of coverage for the 1996 Games in Atlanta, the last time the Summer Games were in a US friendly time zone. It will have 2084 hours of Olympic linear content across 11 networks. This marks NBCU’s 15th Olympic Games and 9th consecutive—the most of any US media company. NBCU will have 83 hours of 4K Ultra HD coverage available on a 1-day delay basis. Telemundo and **NBC Universo** will present 273.5 hours of coverage, 100 more hours than London. NBCU will launch 2 specialty channels for distribution partners—one for basketball, the other for soccer. They’ll show 779 hours of content, solely on each of their respective sports.

## Cablefax Daily Stockwatch

Company	06/28 Close	1-Day Ch	Company	06/28 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
DISH:	50.33	0.73	INTEL:	31.19	0.47			
ENTRAVISION:	6.25	0.12	INTERACTIVE CORP:	53.34	1.06			
GRAY TELEVISION:	10.55	(0.09)	LEVEL 3:	49.10	1.67			
MEDIA GENERAL:	16.80	(0.01)	MICROSOFT:	49.44	1.01			
NEXSTAR:	45.37	0.08	NETFLIX:	87.97	2.64			
SINCLAIR:	28.96	0.74	NIELSEN:	51.03	0.86			
TEGNA:	22.01	0.24	SEACHANGE:	3.24	0.01			
<b>MSOS</b>								
CABLE ONE:	489.27	7.73	SONY:	28.12	1.04			
CHARTER:	218.38	2.10	SPRINT NEXTEL:	4.33	0.14			
COMCAST:	63.07	0.61	SYNACOR:	3.18	0.28			
GCI:	15.01	(0.24)	TIVO:	9.83	0.04			
LIBERTY BROADBAND:	56.88	0.64	UNIVERSAL ELEC:	69.91	2.74			
LIBERTY GLOBAL:	29.47	2.48	VONAGE:	5.81	0.34			
SHAW COMM:	19.13	0.17	YAHOO:	36.04	0.82			
SHENTEL:	36.51	0.40	<b>TELCOS</b>					
<b>PROGRAMMING</b>								
21ST CENTURY FOX:	26.65	0.28	AT&T:	42.02	(0.01)			
AMC NETWORKS:	56.04	0.80	CENTURYLINK:	27.84	1.02			
CBS:	52.07	1.18	FRONTIER:	4.74	0.14			
DISCOVERY:	23.91	0.18	TDS:	28.37	0.80			
DISNEY:	96.05	1.67	VERIZON:	54.82	0.08			
GRUPO TELEVISA:	24.57	0.66	<b>MARKET INDICES</b>					
HSN:	47.01	0.32	DOW:	17409.72	269.48			
LIONSGATE:	20.11	0.29	NASDAQ:	4691.87	97.42			
MSG NETWORKS:	15.31	0.06	S&P 500:	2036.09	35.55			
SCRIPPS INT:	60.16	0.75	<b>TECHNOLOGY</b>					
STARZ:	27.52	(0.44)	ADDVANTAGE:	1.79	0.01			
TIME WARNER:	70.15	0.94	AMDOCS:	55.59	0.96			
VIACOM:	44.83	1.23	AMPHENOL:	55.84	0.32			
WWE:	17.75	0.01	APPLE:	93.59	1.55			
<b>TECHNOLOGY</b>								
ARRIS GROUP:	20.37	0.07	ARRIS GROUP:	20.37	0.07			
AVID TECH:	5.71	0.16	AVID TECH:	5.71	0.16			
BLNDER TONGUE:	0.45	0.01	BLNDER TONGUE:	0.45	0.01			
CISCO:	27.79	0.48	CISCO:	27.79	0.48			
COMMSCOPE:	29.01	0.49	COMMSCOPE:	29.01	0.49			
CONCURRENT:	5.19	(0.01)	CONCURRENT:	5.19	(0.01)			
CONVERGYS:	24.56	0.22	CONVERGYS:	24.56	0.22			
CSG SYSTEMS:	39.18	0.53	CSG SYSTEMS:	39.18	0.53			
ECHOSTAR:	37.86	0.61	ECHOSTAR:	37.86	0.61			
GOOGLE:	680.04	11.78	GOOGLE:	680.04	11.78			
HARMONIC:	2.79	0.14	HARMONIC:	2.79	0.14			

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