

# Cablefax Daily™

Friday — July 8, 2016

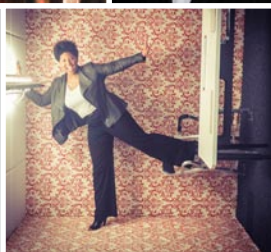
What the Industry Reads First

Volume 27 / No. 130

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## Wheeler Under Fire: Sen Thune Accuses FCC Chmn of Partisanship

Sen Commerce chmn *John Thune* (R-SD) lit into FCC chmn *Tom Wheeler* from the floor of the Senate Thurs, criticizing press leaks and accusing him of partisanship. At issue, was a March *Politico* story that said Democrat *Mignon Clyburn* had reached a compromise for a cap on the Lifeline program with the Commission's 2 Republican commissioners—after the story hit, the deal fell apart. It's not the first time Thune has pressed Wheeler on the issue, having sent letters in the spring in which he asked the chmn if he personally authorized the disclosure of non-public info: "Even though chmn Wheeler claims he has the legal authority to leak whatever nonpublic information he wants, whenever he wants, he has nevertheless refused to answer this simple question about whether he indeed authorized the leak on the morning of March 31." Thune said that leaves 2 possibilities—either he did authorize it, but isn't confident in his "roundabout interpretation of the rules and fears admitting violating them" or he "simply does not respect the legitimate role of Congressional oversight and believes he is unaccountable to the American people." There is currently an inspector general investigation into the leak, which Wheeler has said he intends to cooperate with fully. In responding to Thune in May, Wheeler wrote that is a matter of public record that GOP commish *Ajit Pai* and his staff disclosed info about FCC deliberations before and after the March Lifeline vote. He also said the "FCC may choose to release nonpublic information when we think it will promote the discussion and understanding of important policy issues, but do no harm to our internal decision making." Thurs' Senate floor show was just the latest attack on the chmn, with him facing criticism for his #UnlocktheBox set-top plan and broadband privacy proposal. Reply comments were due in the latter this week. The usual gang, including **NCTA** and **ACA**, rebuffed the proposed rules and urged an FTC framework. A group of Democratic senators offered their support of Wheeler's plan. "These rules must be extended to broadband. In 2016, broadband access is no longer a luxury; it is now as essential as phone service," said a letter signed by Senators *Ed Markey* (D-MA), *Al Franken* (D-MN), *Elizabeth Warren* (D-MA), *Richard Blumenthal* (D-CT), *Bernie Sanders* (D-VT) and others.

**Dolans Buy Back Newsday:** Altice let go of most of the **Newsday Media Group**, retaining a 25% interest while an entity led by *Patrick Dolan* has acquired the rest of the unit, which includes daily newspaper *Newsday* and its mobile/digital products. Dolan, pres of **News 12 Networks**, becomes pres, majority owner of Newday Media Group. Former **Cablevi-**

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**sion** chmn *Chuck Dolan* will hold a small financial interest in the group and serve on its board. Cablevision customers will continue to receive access to Newsday.com and Newsday apps as part of the agreement.

**New CMO for Starz:** *Alison Hoffman* received her 2nd big promotion at **Starz** in less than 2 years, with the evp, marketing elevated to the newly created role of CMO. One of her big initiatives in recent months has been the rebrand of the **Encore** channels under the Starz master brand. “We’re really excited about the response. We feel like a bigger, more powerful brand. The consumer base, the trades, everyone seems to understand it. It seems to make sense to people,” she said, adding that it’s also a vehicle to showcase past season of Starz eps and drive viewers to the Starz flagship channel. Starz also launched the catchy new tagline “Obsessable” with agency **Troika**. Hoffman said it was born out of an off-site meeting with marketing and research. “We were trying to find that nugget when we think of the best of our programming—the originals, the big movies, even some of the genres and thematic we have to offer—what is it that we feel is the best representation of how we connect with our audience. We said it sort of goes to social media. When we’ve really done something right, our audience hashtags ‘obsessed,’” she explained. “We said that really is the idea. Even though we have a great diversity of audiences, that seems to underpin their most passionate relationship with the brand.” Under Hoffman’s watch, Starz launched its OTT app in April. She didn’t provide any viewership stats at this time but was upbeat. “Direct response campaigns for installing an app is a really different marketing challenge. We feel it’s going very well, but we’re also really learning on a day-to-day basis,” she said. “As a marketing team, we’re flexing really different muscles by adding that to our portfolio. The other thing interesting is how we organize our teams. You’re not just integrating your messaging in an outward facing way, you have to integrate and collaborate differently internally.”

**4K Fighting: AT&T/DirectTV** keep offering up 4K content. The latest example is this Sat’s UFC 200, which will be available exclusively to DirecTV customers with compatible 4K equipment. Additionally, AT&T-owned **Audience Network** is partnering with UFC to showcase its original MMA drama series “Kingdom.”

**FuboTV:** Sports-focused virtual MVPD **fuboTV** has reached 70K subs, the service reported this week. As of June 30 it had a total of 71,170 subs, adding 23,778 in just 2Q alone, a 50% increase compared to last year’s 2Q and a quadruple increase YOY. To what does fuboTV attribute this massive growth? Soccer is one of the service’s key properties, and the Copa America Centenario wrapped up late last month. But there were other factors. “Copa America was certainly a driver in the second quarter, however not the sole contributor,” fuboTV co-founder and CMO *Alberto Horihuela* said. “We saw a great deal of interest around other non-soccer programming such as the Giro d’Italia and MotoGP. We are effective by continuing to maximize the visibility and marketing opportunities for our broadcast programming partners.” More on Cablefax.com.

**Apps:** **HGTV** and **Food Network** are collaborating with **Amazon** to let viewers purchase products while watching digital home and lifestyle programs through exclusive apps for Amazon’s Fire TV and Fire TV stick devices. Viewers can download the free shopping-enabled apps through Aug. Featured “Watch & Shop” apps include HGTV Home Improvement (sponsored by **3M**) and HGTV Gardening (sponsored by **Scotts Miracle-Gro**). -- **Disney Junior’s** animated series “The Lion Guard” released its 1st-ever interactive “appisode.” Viewers can interact with the story and explore the Pride Lands.

**SVOD Usage:** When it comes to cancelling an SVOD service, the main reasons for doing so are too many ads (27%), the cost (25%), lack of good content (20%) and technical problems (17%)—specifically buffering (49%) and delayed start (24%), according to the **IBM** Cloud Video report “Everybody Wants to Rule the Streaming World.” About 2/3 of 1,000 US consumers surveyed said they subscribe to SVODs. Regarding password sharing, 27% admitted to it, but 42% said they did so with family members. And 48% said they didn’t share at all. For more stats, see Cablefax.com.

**Programming:** **Spike** greenlit “That Awkward Game Show,” which will have parents and their adult children compete to win a large cash prize by identifying each other’s uncomfortable and embarrassing secrets. It’s set to debut this fall. -- “Hey Duggee,” **Nick Jr.’s** new animated preschool series, premieres on July 11. Produced by **BBC Worldwide**, each episode teaches preschoolers responsibility, teamwork and decision making skills. -- **truTV** grants **Hulu** SVOD rights to the first 5 seasons of the series “Billy on the Street.” Seasons 1-4 will be available starting July 10.

**People:** **Univision** appointed *Isaac Lee* to the newly created position of chief news, entertainment & digital officer

# BUSINESS & FINANCE

where he will continue to report to *Randy Falco*, pres/CEO of UCI. Lee will continue to oversee **Fusion Media Group** and be responsible for UCI's news, entertainment and digital content and their music efforts. Lee previously was chief news and digital director. -- **Nickelodeon** promotes *Matthew Perreault* to svp, preschool brand creative, where he will oversee the development of the **Nick Jr.** brand and promotional strategy across numerous platforms. -- **Discovery Channel US** tapped *Andrew O'Connell* as vp, development and production. He joins Mon from ITV and will be based in the UK, working closely with the UK production community tasked with generating content for the US network. He'll also partner with the Discovery Intl development and production team. -- **NCTC** and **ACA's** Independent Show is just around the corner (July 24-27, Orlando). Speakers include Sen Commerce member *Deb Fischer* (R-NE) and FCC commish *Mignon Clyburn*.

**On the Circuit:** **WICT**, **NAMIC**, the **Rocky Mountain Cable Assn** and **Adaptive Spirit** will provide a networking opportunity at a membership mixer on Jul 14 at the Denver Broncos' training facility in Englewood, CO. The event consists of various sessions to learn more about each organization and network with local professionals. Register at [RockyMountainCableAssociation.com](http://RockyMountainCableAssociation.com).

## Cablefax Daily Stockwatch

Company	07/07 Close	1-Day Ch	Company	07/07 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
DISH:	51.26	(0.07)	INTEL:	33.20	0.23			
ENTRAVISION:	6.92	0.09	INTERACTIVE CORP:	56.11	(0.18)			
GRAY TELEVISION:	11.00	0.35	LEVEL 3:	51.21	0.10			
MEDIA GENERAL:	17.13	0.24	MICROSOFT:	51.38	UNCH			
NEXSTAR:	48.76	1.91	NETFLIX:	95.10	0.50			
SINCLAIR:	29.91	0.49	NIELSEN:	52.25	0.07			
TEGNA:	23.40	0.44	SEACHANGE:	3.33	0.03			
<b>MSOS</b>								
CABLE ONE:	542.60	22.53	SONY:	30.08	(0.01)			
CHARTER:	234.87	2.09	SPRINT NEXTEL:	4.54	0.09			
COMCAST:	66.26	1.16	SYNACOR:	3.03	0.02			
GCI:	16.04	0.07	TIVO:	10.09	0.01			
LIBERTY BROADBAND:	60.11	0.39	UNIVERSAL ELEC:	72.35	0.10			
LIBERTY GLOBAL:	28.23	0.57	VONAGE:	5.69	(0.1)			
SHAW COMM:	18.89	(0.11)	YAHOO:	37.52	0.01			
SHENTEL:	39.38	0.06	<b>TELCOS</b>					
<b>PROGRAMMING</b>								
21ST CENTURY FOX:	26.93	0.19	AT&T:	42.30	(0.8)			
AMC NETWORKS:	58.77	0.68	CENTURYLINK:	29.38	(0.12)			
CBS:	56.11	1.02	FRONTIER:	4.91	0.03			
DISCOVERY:	25.41	0.31	TDS:	29.11	(0.12)			
DISNEY:	98.41	0.67	VERIZON:	55.38	(0.88)			
GRUPO TELEVISA:	24.70	(0.36)	<b>MARKET INDICES</b>					
HSN:	49.76	0.41	DOW:	17895.88	(22.74)			
LIONSGATE:	18.84	0.15	NASDAQ:	4876.81	17.65			
MSG NETWORKS:	15.26	0.22	S&P 500:	2097.90	(1.83)			
SCRIPPS INT:	63.25	0.99	<b>TECHNOLOGY</b>					
STARZ:	29.57	0.35	ADVANTAGE:	1.80	0.01			
TIME WARNER:	76.11	1.57	AMDOCS:	57.71	(0.28)			
VIACOM:	47.77	1.95	AMPHENOL:	56.11	0.07			
WWE:	19.18	0.27	APPLE:	95.94	0.41			
<b>MARKET INDICES</b>								
DOW: 17895.88 (22.74)								
NASDAQ: 4876.81 (17.65)								
S&P 500: 2097.90 (1.83)								
<b>TECHNOLOGY</b>								
ADDVANTAGE:	1.80	0.01	ARRIS GROUP:	23.42	0.62			
AMDOCS:	57.71	(0.28)	AVID TECH:	5.91	0.05			
AMPHENOL:	56.11	0.07	BLNDER TONGUE:	0.48	(0.02)			
APPLE:	95.94	0.41	CISCO:	28.74	0.02			
ARRIS GROUP:	23.42	0.62	COMMSCOPE:	31.14	0.43			
AVID TECH:	5.91	0.05	CONCURRENT:	5.16	(0.2)			
BLNDER TONGUE:	0.48	(0.02)	CONVERGYS:	25.07	0.03			
CISCO:	28.74	0.02	CSG SYSTEMS:	39.54	(0.24)			
COMMSCOPE:	31.14	0.43	EHOSTAR:	38.69	UNCH			
CONCURRENT:	5.16	(0.2)	GOOGLE:	695.36	(2.41)			
CONVERGYS:	25.07	0.03	HARMONIC:	2.78	0.02			
CSG SYSTEMS:	39.54	(0.24)						
EHOSTAR:	38.69	UNCH						
GOOGLE:	695.36	(2.41)						
HARMONIC:	2.78	0.02						



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# PROGRAMMER'S PAGE

## An Autism Story

When writer/producer *Peter Bowker* set out to tell the story of a family whose 5-year-old has been diagnosed with autism, he had an interesting frame of reference having previously been a teacher for a dozen years. "I was thinking about what it's like to be on the other side of that desk. I've been in the role of being the person saying to parents, 'he might not do this' or 'you might try this...'" It was interesting for me imagining being in the shoes of parents receiving it," Bowker told us ahead of "The A-Word's" premiere on **SundanceTV** Wed at 10pm. The 6-ep drama first aired in the UK to positive reviews and has been picked up for a 2nd season. It is actually reimagining of Israeli series called "Yellow Peppers." While the show tackles a serious topic, at its heart, it's about a family and themes everyone can relate to. "I am well aware that there are parents who are having a far more difficult time of it than the parents portrayed in this drama, but I wanted to find a way in for an audience who might be a bit afraid of the subject. I wanted it to be quite user friendly in that way because then we can ask the bigger questions of when we have something that's difficult to talk about, how do we talk about it." A key role for the series is that of the child, Joe, played by *Max Vento*, who lives in a world of routine set to his choice of punk music. Open auditions were held, with children both on the autism spectrum and not. "It became quite clear, quite quickly that we probably weren't going to cast a child with autism because at the age of 6, if you're already having a problem processing emotional states, then to impersonate someone else who has problems seemed a big ask. It would cause too much distress," Bowker said. "Later on in the series, we have a 15-year-old boy who has autism playing a 15-year-old boy who has autism. I think that's slightly different." As far as Vento, Bowker praised him and the rest of the cast. Vento was the right child for the role because of his "sense of other—a distance between him and the world." — *Amy Maclean*

**Reviews:** "The Night Of," premiere, Sunday, 9pm, **HBO**. This was to have been a vehicle for *James Gandolfini*. Later *Robert De Niro* was signed, but exited. *John Turturro* eventually was cast to play an attorney defending a Pakistani student (*Riz Ahmed*) accused of murdering a young woman in NYC. The student, a good guy, was at the woman's house the night of the murder, but it's unclear that he did it. The 8-part limited series based on *Peter Moffat's* "Criminal Justice" for the **BBC** is anything but limited. It's a potboiler, as layer upon layer of the complex story are examined. Gandolfini is credited as an exec producer; we'd guess he'd be justifiably proud of the series. -- "The Secret She Kept," Sunday, 7pm ET, **TV One**. Props to TV One for making a film about mental illness, specifically how a family attempts to hide the mental illness of a gorgeous, successful woman. In addition, it's running it during National Minority Mental Health Awareness Month. While it's a relatively simply produced film, the story is strong and sensitively told. -- "Roadies," Sunday, 10pm, **Showtime**. We were unkind to this series in our June 27 review. This week's very good episode, featuring *Rainn Wilson* as an egomaniacal blogger (is there another kind?), may bring us back to this new series. — *Seth Arenstein*

Basic Cable Rankings (6/27/16-7/23/16) Mon-Sun Prime			
1	FOXN	0.9	2183
2	DISC	0.7	1591
3	HGTV	0.6	1503
3	USA	0.6	1454
5	TBSC	0.5	1208
5	TNT	0.5	1203
5	DSNY	0.5	1121
5	HIST	0.5	1058
9	ADSM	0.4	963
9	FOOD	0.4	918
9	FX	0.4	893
9	ESPN	0.4	873
9	MSNB	0.4	867
9	NAN	0.4	838
9	ID	0.4	835
9	HMM	0.4	625
9	DSE	0.4	85
18	CNN	0.3	722
18	A&E	0.3	710
18	AMC	0.3	708
18	APL	0.3	680
18	HALL	0.3	671
18	TLC	0.3	666
18	SYFY	0.3	615
18	BRAV	0.3	608
18	SPK	0.3	599
18	OWN	0.3	598
18	LIFE	0.3	592
18	CMDY	0.3	579
18	VH1	0.3	570
18	NKJR	0.3	561
18	DSJR	0.3	553
33	FRFM	0.2	576
33	WETV	0.2	525
33	TVLD	0.2	500
33	LMN	0.2	500
33	EN	0.2	476
33	MTV	0.2	461
33	INSP	0.2	458
33	GSN	0.2	454
33	BET	0.2	448
33	TRAV	0.2	435
33	NBCS	0.2	381
33	NGC	0.2	378

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



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