

Cablefax Daily™

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What the Industry Reads First

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Ready to Rock: New Cable Shows are Dancing to the Groove

HBO may have scratched “Vinyl,” but the number of shows featuring music themes and/or artists has never been greater. From **Showtime’s** new *Cameron Crowe*-helmed “Roadies,” **FX’s** *Denis Leary* project “Sex&Drugs&Rock&Roll” and new **CMT** pickup “Nashville” to programs that highlight music artists in unexpected roles to the influx of music docs, the volume decidedly goes to 11 these days. “Hello World!” a **Discovery** 6-part series produced by **RadicalMedia** that looks at the natural world through the eyes of artists including *Christina Aguilera, Ellie Goulding, Joan Jett, Dave Matthews, Steven Tyler* and *Usher*, just premiered Saturday. Artists were selected to “represent different kinds of music, different eras of music and different personalities,” *Dave Sirulnick*, former **MTV** exec and current partner at **RadicalMedia**, told **CFX**. “The episodes are based around the voice—the viewer is not seeing them perform—but with this group of musicians after four seconds of hearing their voices, you know exactly who they are. There is no one else in the world who sounds like *Steven Tyler*, or *Usher*.” Why the music invasion on television? “Artists see the world differently than we do and we are all inspired by that,” *Sirulnick* said. **RadicalMedia’s** roster also includes recent **Netflix** *Nina Simone* treatment “What Happened, Miss Simone?” and “*Keith Richards: Under the Influence*.” “Musicians are creative artists, and there’s a component of the artists we want to tap into as viewers.” Networks are tapping into the trend as it dovetails with their audience. This past weekend, **Travel Channel** debuted the one-hour special “Island Fever,” featuring *Police* drummer *Stewart Copeland* sharing the best of Bali. *Courtney White*, **Travel’s** svp programming, noted that “musicians are some of the world’s most well-traveled people. **Travel Channel** is rolling out several new shows featuring those who spend a big part of their lives on the road—and musicians definitely fit that bill.” Upcoming from the network is *Queen Latifah’s* “The Best Place to Be,” which will take viewers to the artist’s favorite cities around the world and share her top picks for places to eat, drink, shop and sightsee, *White* said. Television appearances no doubt amp up a music artist’s profile. *Usher’s* song “Stronger” accompanies a segment about the resiliency of a sea turtle and red fox, *Goulding’s* “Something in the Way You Move” provides the backdrop to a segment on the drastic ways animals try to attract mates, and *Tyler’s* country tune “Red, White & You” offers a soundtrack to animals’ summer habits. They also are a boon for the networks as they look to lure new viewers, according to *Sirulnick*. Will fans of the artists who wouldn’t normally tune into **Discovery** check out “Hello World”? “Absolutely,” he argued. “I would do that. If I like what an artist stands for in the world and there’s a new way to connect with them, I would absolutely tune in.” - *Cathy Applefeld Olson*

Broadband Privacy Hearing: Ahead of Tues’ **Sen Commerce** hearing on the **FCC’s** broadband privacy proceeding, **NCTA, CTIA** and 6 other tech and telecom trades sent a letter to committee leadership to detail their problems with the plan. “It is clear that the **FCC’s** proposed rules are both inconsistent with consumer expectations and clash with the important policies that have successfully guided the internet economy for almost two decades under both Democratic and Republican administrations,” they wrote. They cited the administration’s Consumer Privacy Bill of Rights and Cybersecurity

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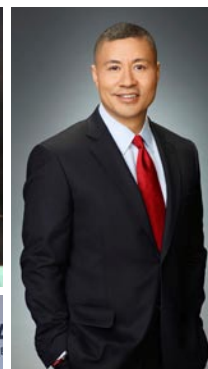
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Framework as tech-neutral approaches that the FCC proposal does not align with. **ACA** pres/CEO **Matt Polka**, **21st Century Privacy Coalition** co-chair **Jon Leibowitz** and Georgetown law prof **Paul Ohm** are slated to speak at Tues' hearing.

Cable the Pokemon Master?: Cable just may help folks score Pikachu. Pokemon Go hunters who subscribe to cable could have a competitive advantage over those players dependent on cellular data, thanks to 500K **CableWiFi** hotspots available the US. The **Nintendo** app-based mobile reality game has people walking around in search of virtual monsters to capture. The less-than-one-week-old app is neck and neck in terms of daily active users with **Twitter**, and should surpass it within a few days, according to analytics firm **SimilarWeb**. With the average user playing for more than 43 minutes a day, Pokemon Go is going to go through that cellular data pretty darn fast... **Comcast, Cox, Bright House, Cablevision** and **Time Warner Cable** are all part of the CableWiFi alliance, allowing each other's customers to access their hotspots.

Goal for Univision: **Univision Deportes** said it ranked as the #1 cable sports net in prime among adults 18-49, 18-34, men 18-49 and 18-34 for the month of June, outperforming **ESPN, ESPN2, Fox Sports 1** and **NBCSN**. The Spanish-language net outpaced ESPN in P2+ rating 0.5 vs 0.4 for the month, though ESPN (available in almost double UDN's footprint) had a higher P2+ delivery (995K vs 701K).

USF Mobility Fund: Sens **Roger Wicker** (R-MS) and **Joe Manchin** (D-WV) and 26 other Senators have asked **FCC** chmn **Tom Wheeler** to prioritize new mobile broadband deployment in rural and underserved areas and to preserve and upgrade mobile broadband where it's currently available. "We ask you to give special attention as you work to establish Phase II of the USF's Mobility Fund (MF). Given the importance of mobile services today, the MF should be retained and updated to ensure that funding will promote new mobile broadband deployment in unserved rural and agricultural areas and preserve and upgrade mobile broadband where it is currently available," the lawmakers wrote.

TiVo-Rovi: **Rovi's** acquisition of **TiVo** moved closer with the companies receiving regulatory clearance Fri from the **FTC** and **DOJ** for the deal. The FTC and the Antitrust Division of the Department of Justice granted early termination of the waiting period under the Hart-Scott-Rodino Antitrust Improvements Act relating to the proposed transaction—a move that means neither plan to take any enforcement action. The deal is expected to close in 3Q.

Adventures in Ratings: **Disney's** re-imagining of "Adventures in Babysitting" was the year's #1 cable telecast among kids and tweens and the top cable TV movie of 2015 among total viewers. In L+7, the original movie scored 1.9m/8.2 rating kids 6-11 2.4m/6.0 rating for kids 2-11, 1.7/7.1 for those 9-14. The movie garnered 4.8m total viewers and 1.3m 18-49s. The L+7 data gave the flick quite the kick, with total viewers rising 41% and kids 6-11 up 55% compared to same day.

Programming: **Showtime Nets** and **Amblin Partners** entered into an exclusive output agreement under which qualifying **Amblin Entertainment, DreamWorks Pictures** and **Participant Media** films theatrically released through December 2021 will air across **Showtime, The Movie Channel** as well as **Flix** through Dec '21. Upcoming theatrical releases included under the existing DreamWorks deal and the new deal with Amblin are "The Light Between Oceans" and "The Girl on the Train." -- **WE tv** greenlit new reality series "Dr. Miami" starring top Miami plastic surgeon and social media star Dr. **Michael Salzhauer**. The six 1-hour episodes are expected to premiere in 2017. -- **AT&T** now gives **DirectTV** and **U-verse** customers access to premium **Fullscreen** content on the **Audience Network**. The millennial-focused programming, pre-

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BUSINESS & FINANCE

viously only available with Fullscreen SVOD, airs in 1-hour programming blocks on Saturdays.

People: Charter appointed *Mike Bair* as evp, Spectrum Networks and *Clifford Harris* as svp, law – programming, product and regulatory. Bair, who was previously CEO of start-up streaming media company **Bleachers Corp** and pres of **MSG Media Nets**, will oversee Charter's local news and sports networks. Harris, an 11-year **Cablevision** vet, will oversee all legal support for the programming and product groups, regulatory compliance and policy matters. Both will report to *David Ellen*, senior evp. -- **Starz** hired *Joe Glennon* as evp, affiliate sales, where he will oversee all of Starz's sales activities for their core premium pay TV businesses. He will assume the responsibilities of *Michael Thornton*, who announced that he was leaving the company and continuing as a consultant. -- **Entravision** promoted *Sheryl Personett* to svp, integrated marketing solutions for the Denver market. She will be responsible for selling the EVC's media and marketing solutions across television, radio and digital properties. -- **Fuse Media** named *Marc Leonard* svp of content strategy, where he will report to COO *Mike Roggero*. He previously worked at **Viacom Media Networks** for 22 years, most recently as svp, platform strategy for **Logo**. -- Former **NBCU** exec *Lauren Zalaznick* joined **GoPro's** board.

Cablefax Daily Stockwatch

Company	07/11 Close	1-Day Ch	Company	07/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			INTEL: 34.38 0.38		
DISH:	52.26	0.41	INTERACTIVE CORP:	57.48	0.45
ENTRAVISION:	7.07	0.06	LEVEL 3:	52.94	0.21
GRAY TELEVISION:	11.39	0.27	MICROSOFT:	52.59	0.29
MEDIA GENERAL:	17.83	0.27	NETFLIX:	94.67	(2.39)
NEXSTAR:	52.34	1.24	NIELSEN:	53.39	0.52
SINCLAIR:	30.76	0.29	SEACHANGE:	3.29	(0.03)
TEGNA:	23.83	0.19	SONY:	31.20	0.61
MSOS			SPRINT NEXTEL:	4.87	0.19
CABLE ONE:	527.90	4.67	SYNACOR:	3.03	0.03
CHARTER:	239.87	2.70	TIVO:	10.32	0.08
COMCAST:	67.41	0.30	UNIVERSAL ELEC:	74.42	0.84
GCI:	16.71	0.30	VONAGE:	5.92	0.07
LIBERTY BROADBAND:	61.26	0.39	YAHOO:	37.96	0.22
LIBERTY GLOBAL:	29.38	0.11	TELCOS		
SHAW COMM:	18.97	0.28	AT&T:	42.51	(0.1)
SHENTEL:	41.66	0.82	CENTURYLINK:	30.33	0.11
PROGRAMMING			FRONTIER:	4.92	(0.05)
21ST CENTURY FOX:	27.77	0.07	TDS:	30.08	0.48
AMC NETWORKS:	58.84	(0.51)	VERIZON:	55.93	0.03
CBS:	57.53	0.45	MARKET INDICES		
DISCOVERY:	25.25	(0.37)	DOW:	18226.93	80.19
DISNEY:	99.98	0.36	NASDAQ:	4988.64	31.88
GRUPO TELEVISA:	26.03	0.31	S&P 500:	2137.16	7.26
HSN:	52.85	1.46			
LIONSGATE:	19.23	0.13			
MSG NETWORKS:	16.10	0.36			
SCRIPPS INT:	65.63	1.22			
STARZ:	29.68	0.08			
TIME WARNER:	78.38	0.42			
VIACOM:	48.93	(1)			
WWE:	20.46	0.95			
TECHNOLOGY					
ADDVANTAGE:	1.82	0.01			
AMDOCS:	58.27	0.01			
AMPHENOL:	57.57	0.21			
APPLE:	96.98	0.30			
ARRIS GROUP:	24.15	(0.06)			
AVID TECH:	6.14	0.03			
BLNDER TONGUE:	0.51	(0.06)			
CISCO:	29.43	0.17			
COMMSCOPE:	32.14	(0.1)			
CONCURRENT:	5.23	0.02			
CONVERGYS:	25.80	(0.01)			
CSG SYSTEMS:	41.43	0.47			
EHOSTAR:	39.33	0.35			
GOOGLE:	715.09	9.46			
HARMONIC:	3.00	0.07			

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