

# Cablefax Daily™

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What the Industry Reads First

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## Teed Up: Q&A With Golf Channel's Molly Solomon

*This week Golf Channel is airing its first major men's championship. The Open, also known as the "British Open," kicks off a 12-week span of live tournament coverage that includes the Olympics, the FedExCup Playoffs and the Ryder Cup. Meanwhile, the network is coming off 5 straight quarters of YOY ratings growth, largely driven by investment in live event coverage. We spoke to Golf Channel exec producer Molly Solomon about tackling the weather at Scotland's Royal Troon, the Open's history and golf's return to the Olympics. What are some of the production elements that will help navigate difficult weather conditions at the Open?* The storyline at the Open is always the weather. It's golf's original championship dating back to 1860, and it's still played on the same course they did back then. And what is the commonality across the century and a half? The weather. So we're really focusing on how we really enhance the storytelling around link-style golf. The physical elements play a part every single year, so we've created some cutting edge wind technology, where we're putting out ultrasound wind detectors across the golf course. We'll have real-time data that's going to show you what the golfers are taking into account as they hit shots. Also, when you look at the signature elements of Royal Troon, where we're going this year, the Postage Stamp hole is 120 yards—it's a very simple looking par 3, but it's really not—it has 5 bunkers. We surrounded it with technology so that all 5 will have their own POV bunker cams, and we're going to have a wire cam running from the tee to the green. **In addition to live coverage, you're airing more than 60 hours of programming surrounding the Open. How will you incorporate the event's history?** At 7am Mon morning we kicked off our news coverage. Our job with our live news coverage from the Open and our "Morning Drive" show is really to build the storylines and also the event and the history around it, through features and interviews. We're also very excited because David Duval, one of our analysts live from the Open, is also playing. Every day he's committed to playing and then coming on set. So that's going to set us apart—having the 2001 Open champion not only playing but contributing to what the audience is going to learn about what happened that day on the course. **How do you keep up the momentum across this 12-week period?** We cover golf 12 months a year at Golf Channel, and more than 20 weeks a year on NBC Sports, and I believe we have the deepest bench in Golf television. So that really helps us in a time like this, where we know

WHERE WERE YOU THE DAY  
THE SPORTS WORLD CHANGED?



THE #1 SPORTS CABLE NETWORK  
REGARDLESS OF LANGUAGE.

FUTBOL LIVES HERE.

Credit: CONCACAF/Mexsport Source: Nielsen, NPM, NPM-H, 5/30/16-6/26/16, Mon-Sun 8-11pm, A18-49, Live data, UDNI vs. 14 competitive sports cable networks including ESPN, ESPN2, FOX Sports 1, NBA TV, NBC Sports Network.



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that we can go week to week with our A team because it's very, very deep. Like any athlete, I'd say that everybody is prepped and excited for the stretch, but it requires them to stay hydrated. **The return to the Olympics for golf is big. What does it mean for the channel?** I've worked 9 Olympics, so this will be my 10th, but obviously the Rio Olympics marks the return of golf to the Olympics for the 1st time since 1904. What I'm excited about is whenever you get a new property, and in this case it's golf, we have to create and work with the IOC on the world feed. We're really proud that our NBC Sports producers and directors are going to be producing the golf world feed. And any time athletes put the American flag on their uniform it produces a lot of passion. We see that in team events, but while Olympics golf will be a singles event, I think you're going to see an amazing amount of emotion from the golfers when they make the return to the Olympics. So many of them have told me that they can't wait to walk in that opening ceremony, because they can't imagine what it's going to be like to be a part of those 10,000 athletes.

**Hill Tuesday:** All 5 FCC commissioners faced the music Tues during a **House Communications** subcmte hearing on oversight of the agency. Chmn *Tom Wheeler's* set-top box proposal was in the spotlight, along with abuse in the Lifeline program and the agency's broadband privacy rules. During the hearing, Democrat commish *Jessica Rosenworcel* said her office has heard concerns from the **US Copyright Office** about the negative effect the FCC's original set-top proposal could have on the value of content. "I think more work is necessary on our part," Rosenworcel said. Wheeler touched a little on cable's alternative apps-based approach, saying the Commission is working with stakeholders. That doesn't mean he gave cable's plan a thumbs up. "One page is not a proposal; it's a press release," he said in response to questioning from Rep *Marsha Blackburn's* (R-TN). After being pressed by her on whether it shows promise, he said yes, adding that "the great thing is it lowered the temperature and [showed] we can talk together." *Mignon Clyburn, Ajit Pai* and *Michael O'Rielly* all said cable's plan showed progress. Rosenworcel agreed, but added that it "needs work." -- The **Sen Commerce** cmte hosted a hearing Tues on the **FCC's** proposed rulemaking on broadband privacy, which builds on the agency's 2015 Open Internet decision. Most witnesses opposed the FCC's plan, with **ACA** pres/CEO *Matt Polka* calling in prepared testimony for the FCC to "revise its approach, reassess the costs and benefits of its proposal, and seek to harmonize it with the FTC's approach." **Free Press** responded to the hearing, saying 4 out of 5 witnesses "represent the phone and cable industries and opposed the FCC's proposal, arguing for weaker privacy enforcement and reliance on internet access providers' own privacy promises." The one witness who backed the FCC was Georgetown law prof *Paul Ohm*, who argued that the **FTC** shouldn't handle privacy issues alone. "The FCC has unparalleled experience ensuring that the nation's communications networks function in a way that is reliable and trustworthy and crafting regulations that promote the buildout of networks. Nobody has more experience and staff expertise on these matters than the FCC," he said in prepared testimony.

**Comcast Outage:** **Comcast Business** phone customers nationwide started reporting trouble making calls early Tues afternoon. Comcast said Tues around 5pm ET that it was working as quickly as possible to get the issue resolved. "Early today an issue in our network prevented some of our small business customers from making and receiving phone calls. We apologize for the inconvenience..." the MSO said. According to Comcast, SMB customers only were impacted, and it should not impact Business Voice Edge or PRI Trunking lines.

**Atlantic Broadband Investment:** **Atlantic Broadband** announced a \$6.3mln "FastForward Miami" initiative, a multi-year effort to enhance network infrastructure for residents and businesses in Miami Beach and surrounding areas. The project will double top Internet speeds to 250 Mbps, ultimately enabling Gigabit Internet service; add 58 new SD and HD channels, including significantly more Spanish-language and international channels; improve digital picture quality and sound; and provide a "simple, but powerful" on-screen guide for all TV sets. "FastForward Miami" will build fiber deeper into Atlantic Broadband's network, leading to increased network capacity and redundancy, improved reliability and reduced repair time. Phase 1 began in early 2016 and is expected to be completed by the end of Aug. Phase 2 will begin this fall.

**Rio 2016:** **NBC** plans to set a digital coverage record for the Rio 2016 Olympics with 4500 streaming hours including live streaming of all competition; TV simul-stream coverage across all 9 **NBCU** Olympic networks; and first-time streaming to connected TVs. NBC's digital coverage also includes the NBC Olympics: Rio News & Results and NBC Sports apps to deliver the latest Olympic news and results; two digital-only programs, the new "Daily Dismount" to provide live post-gymnastic competition coverage and "Gold Zone" to guide audiences to the best live action events; and a news desk that

# BUSINESS & FINANCE

will stream Olympic highlights throughout each day. NBCOlympics.com will provide all Olympic news, results and updates, as well as the second edition of "Gold Map," in partnership with the US Olympic Committee and the summer sport national governing bodies in the US, to promote youth involvement in Olympic and Paralympic sports. On the linear side of the house, **NBC** will broadcast a special 1-hour Olympics preview live from Rio de Janeiro, Brazil, on Aug 4 at 8pm. Presented one day before the Opening Ceremony, *Bob Costas* will host.

**Programming:** Logo greenlit "Finding Prince Charming," a first of its kind reality dating competition series featuring all gay men. The series, hosted by *Lance Bass*, will debut this fall. -- The 10th anniversary season of **ESPN's** "My Wish" starts July 17. The 5-ep series, featuring 2-time **NBA** MVP *Steph Curry*, 3-time **NFL** Defensive Player of the Year *J.J. Watt*, **MLB** National League MVP *Bryce Harper* and the World Cup-winning U.S. Women's National soccer team, fulfills sports-themed wishes for children with life-threatening medical conditions.

**Public Affairs:** Comcast NBCU will join the Discovery Days 2016 tour by **GenHERation**. The tour, which stops in Philly, NYC, DC, San Francisco and L.A. from July 18-Aug 8, provides high school and college women the opportunity to meet and learn from female executives and participate in skill-building workshops.

## Cablefax Daily Stockwatch

Company	07/12 Close	1-Day Ch	Company	07/12 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/MMDS			INTEL:	34.94	0.56
DISH:	52.85	0.59	INTERACTIVE CORP:	59.75	2.27
ENTRAVISION:	7.16	0.09	LEVEL 3:	54.38	1.44
GRAY TELEVISION:	11.63	0.24	MICROSOFT:	53.21	0.62
MEDIA GENERAL:	17.83	UNCH	NETFLIX:	95.97	1.30
NEXSTAR:	52.87	0.53	NIELSEN:	53.92	0.53
SINCLAIR:	31.27	0.51	SEACHANGE:	3.45	0.16
TEGNA:	24.24	0.41	SONY:	30.59	(0.61)
<b>MSOS</b>					
CABLE ONE:	533.43	5.53	SPRINT NEXTEL:	4.82	(0.05)
CHARTER:	238.45	(1.42)	SYNACOR:	2.98	(0.05)
COMCAST:	67.15	(0.26)	TIVO:	10.27	(0.05)
GCI:	16.71	UNCH	UNIVERSAL ELEC:	74.94	0.52
LIBERTY BROADBAND:	61.47	0.21	VONAGE:	6.10	0.18
LIBERTY GLOBAL:	30.60	1.22	YAHOO:	37.89	(0.07)
SHAW COMM:	19.49	0.52	<b>TELCOS</b>		
SHENTEL:	41.84	0.18	AT&T:	42.41	(0.1)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	27.83	0.06	CENTURYLINK:	30.74	0.41
AMC NETWORKS:	59.27	0.43	FRONTIER:	5.04	0.12
CBS:	57.94	0.41	TDS:	30.85	0.77
DISCOVERY:	25.54	0.29	VERIZON:	55.47	(0.46)
DISNEY:	100.20	0.22	<b>MARKET INDICES</b>		
GRUPO TELEVISA:	26.66	0.63	DOW:	18347.67	120.74
HSN:	52.99	0.14	NASDAQ:	5022.82	34.18
LIONSGATE:	19.60	0.37	S&P 500:	2152.14	14.98
MSG NETWORKS:	16.53	0.43			
SCRIPPS INT:	66.21	0.58			
STARZ:	29.88	0.20			
TIME WARNER:	78.26	(0.12)			
VIACOM:	49.83	0.90			
WWE:	20.09	(0.37)			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	1.80	(0.02)			
AMDOCS:	58.13	(0.14)			
AMPHENOL:	57.71	0.14			
APPLE:	97.42	0.44			
ARRIS GROUP:	24.56	0.41			
AVID TECH:	6.44	0.30			
BLNDER TONGUE:	0.49	(0.02)			
CISCO:	29.61	0.18			
COMMSCOPE:	32.47	0.33			
CONCURRENT:	5.32	0.09			
CONVERGYS:	26.06	0.26			
CSG SYSTEMS:	41.63	0.20			
ECHOSTAR:	39.62	0.29			
GOOGLE:	720.64	5.55			
HARMONIC:	3.15	0.15			

## Cablefax THE MAGAZINE

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