

# Cablefax Daily™

Monday — July 25, 2016

What the Industry Reads First

Volume 27 / No. 141

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## Indy Show '16: This Ain't Your Legacy Cable System

With independent operators gathering in Orlando this week, it's a safe bet that some talk will center on retransmission consent and rising programming costs. But this year's **NCTC** and **ACA Independent Show** (July 23-26), perhaps more than any prior convention, illustrates that these aren't operators stuck in the past. "The thing I think we're most excited about is really the priority our board has set us upon this year. It's to work on new models for video. At this show, you'll hopefully see the transformation begin," NCTC chief *Rich Fickle* told us. NCTC is working on a few deals in the OTT space, including with **Netflix**. Fickle said negotiations with Netflix have been stalled by some recent moves in Silicon Valley, but he thinks it will be resolved soon. These type of deals are "about bringing additional choice, but it's also an area that we think is going to allow members to be more efficient in how they deliver content. A major theme in all this is the migration to IP, and it fits well with the broadband network side... I think we have a great opportunity to turn another chapter, and it's really about IP services for video... I think the theme of this show will be that transition to new services that are IP driven." The show floor will feature more companies from the OTT world, including **Sling TV** and **Sony Playstation Vue**, as well IP platform companies such as **Evolution**, with which NCTC recently inked a deal for "Phase 1" IP VOD service (additional phases to come). "I think you'll see some of the larger MVPDs toward the end of this year start to make announcement around IP video and moving away from putting more investment into QAM," Fickle said. Among the companies hoping to reach indie ops this week is **Frequency**—a cloud-based Internet video service that aggregates and distributes video from thousands of providers, including MCNs and individual creators. "We're in discussions with everybody. We're talking to people like NCTC on one side, all the way up," said Frequency pres *Ian Aaron*, former **Gemstar-TV Guide** pres. "Our sole focus is the B2B business. Bringing thousands of channels in a normalized fashion with discoverable and enhanced metadata into MVPDs and mobile operators and CE providers. But doing it natively vs direct-to-consumer apps." **MobiTV** also will have a presence at the show as it moves from pitching wireless providers to targeting pay TV operators. Regulation also will take a front seat at the show, with Sen *Deb Fischer* (R-NE) and **FCC** commish *Mignon Clyburn* speaking. "I think it underscores the recognition of policymakers to the unique concerns of our members and is a recogni-

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tion of how we're part of the solution. We're not part of the problem," said ACA pres/CEO *Matt Polka*. It's a coup to have Clyburn at the show, given the number of industry-related issues before the FCC right now—from the set-top proposal to broadband privacy to special access. "This is a time now where the bigger rulemakings underway are under scrutiny, and her vote is important," Polka said.

**Taking SmackDown Live:** The first week of **WWE's** "SmackDown" being live on **USA** on Tues nights (WWE "Raw" remains on Monday) is in the books, and the outlook is promising. SmackDown drew 3.17mln total viewers, up 53% compared to last week's taped show on Thurs. It pulled in 1.499mln P18-49 (a 112% increase), 1.451mln P25-54 (up 83%) and 747K P18-34 (up 164%). It was the show's best performance on USA for P18-49 since Dec 21, 2010, best P25-54 since Feb 25, 2011 on **Syfy**, and best P18-34 since Dec 18, 2012 on USA. It also grew 132% on social/digital engagements compared to Thurs and was the #2 cable program on social, according to the net. The first live show was a draft that determined talent roster splits between "Monday Night Raw," which airs live weekly on Mon, and SmackDown. The split creates 2 distinctive brands that will compete against each other. Raw and Smackdown were separated previously, from 2002-2011. "We believe that WWE's first calculated risk of 2016, #freewrestlemania, was a success," said **BTIG's** *Brandon Ross* in a research note. "We expect the company to exceed its guidance of 1.5mm average subscribers for Q2. Still, the company has many obstacles and opportunities to address. We believe that the company's second calculated risk of 2016, the WWE Brand Extension, is another positive step to this end."

**Ditch the Box:** The **FCC** wants additional info about cable's open standard-based apps proposal? How about more than a 1000 pages of supporting technical specs? **NCTA** submitted the specs and a 30+ page filing to supplement its alternative to the Commission's set-top proposal. In a blog post, NCTA warned against those who claim to support the app-based approach but want to add on elements of the original proposal. "Regrettably, some advocates seem committed to the extreme position that 'ditching the box' is insufficient and that the FCC must go further to 'unbundle the app,'" the blog said. "But that idea is simply wrong. It is at odds with the statute, sound policy and the very virtues on which an apps proposal is premised—permitting device makers to build competitive devices that incorporate MVPD offerings while protecting consumer privacy and other public interest goals, as well as protecting the rights of content creators and distributors."

**Olympics for the Military:** For the first time ever, the **Army & Air Force Exchange Service, Comcast NBCU** and **DOD Agencies** have partnered to provide US service members streaming coverage of the 2016 Rio Olympics from their desktops and personal devices. Those currently serving in the US military or retired military members will receive this benefit at no cost, which will include 4500 hours of Olympic coverage and live streaming all competition. Approximately 7mln members, retirees and their families are eligible. Service members can access the digital coverage from their devices by visiting NBCOlympics.com or the NBC Sports app and choosing the Exchange as their service provider. Due to content rights restrictions, an active shopmyexchange.com account will be required to verify eligibility.

**RNC Wrap:** **Fox News** didn't need *Roger Ailes* to post its highest-rated convention telecast ever Thurs, with the final night of the RNC delivering 9.4mln total viewers during the 10-11pm ET timeframe. During that same period, **CNN** averaged 5.5mln viewers and **NBC** had 4.6mn. Fox News also garnered its second-highest primetime convention coverage ever with 7.2mln viewers and 1.7mln viewers in adults 25-54. Thurs night's average was also up 30% in total viewers from night one of the RNC in Cleveland.

**Broadband Heath:** The **FCC's** Connect2Health Task Force will launch a broadband health mapping tool on Aug 2. By allowing users to ask and answer questions about broadband and health at the county and census block levels, the tool provides data and insights to drive broadband health policies and connected health solutions for this critical space.

**Programming:** **AMC** used **Comic-Con** to announce Oct 23 as the premiere date for Season 7 of cable's most-watched series "The Walking Dead." As in past seasons, the first half of the 16-ep season will debut in Oct, with the remaining 8 eps returning in Feb. -- **truTV** renewed "Impractical Jokes" for a 6th season, scheduled to debut in early 2017. New eps of Season 5 currently air at 10pm on Thursdays. -- **Comedy Central** renewed "Legends of Chamberlain Heights" for a 2nd season, even before its Season 1 premiere. The urban animated series follows 3 high school freshmen basketball benchwarmers as the friends tackle life's challenges. Season 1 bows Sept 14 at 10:30pm, following the 20th season premiere of "South Park."

Cablefax Week in Review

Company	Ticker	7/22 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH	DISH	53.48	2.49%	(6.47%)
ENTRAVISION	EVC	7.49	2.88%	(2.85%)
GRAY TELEVISION	GTN	11.10	(3.39%)	(31.9%)
MEDIA GENERAL	MEG	17.76	(0.06%)	9.97%
NEXSTAR	NXST	54.50	1.87%	(7.16%)
SINCLAIR	SBGI	30.19	(0.79%)	(7.22%)
TEGNA	TGNA	24.85	1.72%	(2.63%)

<b>MSOS</b>				
CABLE ONE	CABO	534.13	2.59%	23.17%
CHARTER	CHTR	243.47	3.61%	33.04%
COMCAST	CMCSA	67.46	0.87%	19.55%
GCI	GNCMA	16.17	(1.52%)	(0.74%)
LIBERTY BROADBAND	LBRDA	63.17	2.57%	22.30%
LIBERTY GLOBAL	LBTYA	31.36	0.32%	(25.97%)
SHAW COMM	SJR	19.86	3.22%	15.53%
SHENTEL	SHEN	41.60	0.07%	(3.37%)

<b>PROGRAMMING</b>				
21ST CENTURY FOX	FOXA	27.11	(3.28%)	(0.18%)
AMC NETWORKS	AMCX	56.27	(0.57%)	(24.65%)
CBS	CBS	55.15	(1.25%)	17.02%
DISCOVERY	DISCA	25.51	1.80%	(4.39%)
DISNEY	DIS	97.71	(2.09%)	(7.01%)
GRUPO TELEVISIA	TV	27.11	1.16%	(0.37%)
HSN	HSNI	52.21	1.36%	3.04%
LIONSGATE	LGF	21.10	5.45%	(34.86%)
MSG NETWORKS	MSGN	16.15	(0.37%)	(22.36%)
SCRIPPS INT	SNI	66.87	1.15%	21.12%
STARZ	STRZA	30.74	2.50%	(8.24%)
TIME WARNER	TWX	78.36	(0.36%)	21.17%
VIACOM	VIA	49.70	2.37%	12.98%
WWE	WWE	19.86	(1%)	11.32%

<b>TECHNOLOGY</b>				
ADDVANTAGE	AEY	1.85	(2.9%)	2.47%
AMDOCS	DOX	58.42	0.92%	7.06%
AMPHENOL	APH	58.98	(0.19%)	12.92%
APPLE	AAPL	98.66	(0.12%)	(6.27%)
ARRIS GROUP	ARRS	24.88	(0.12%)	(18.61%)
AVID TECH	AVID	6.25	(3.7%)	(14.27%)
BLNDER TONGUE	BDR	0.59	15.69%	47.50%
CISCO	CSCO	30.71	2.98%	13.07%
COMMSCOPE	COMM	31.63	(0.85%)	22.17%
CONCURRENT	CCUR	5.32	(4.66%)	7.47%
CONVERGYS	CVG	26.67	0.41%	7.15%
CSG SYSTEMS	CSGS	41.25	(0.77%)	14.65%
ECHOSTAR	SATS	39.20	0.18%	0.23%
GOOGLE	GOOG	742.74	3.18%	(2.13%)
HARMONIC	HLIT	3.16	1.94%	(22.36%)
INTEL	INTC	34.66	(1.17%)	0.61%
INTERACTIVE CORP	IAC	60.14	1.93%	0.15%
LEVEL 3	LVLTL	56.90	0.42%	4.67%
MICROSOFT	MSFT	56.57	5.34%	1.96%
NETFLIX	NFLX	85.89	(12.7%)	(24.91%)
NIELSEN	NLSN	55.81	3.01%	19.76%
SEACHANGE	SEAC	3.31	2.16%	(50.89%)

SONY	SNE	30.21	0.57%	22.75%
SPRINT NEXTEL	S	4.62	(7.6%)	27.62%
SYNACOR	SYNC	3.07	1.66%	75.43%
TIVO	TIVO	10.50	1.16%	21.67%
UNIVERSAL ELEC	UEIC	76.24	4.08%	48.47%
VONAGE	VG	5.87	(1.84%)	2.26%
YAHOO	YHOO	39.38	4.40%	18.40%

<b>TELCOS</b>				
AT&T	T	43.11	0.51%	25.28%
CENTURYLINK	CTL	30.90	(1.34%)	22.81%
FRONTIER	FTR	5.17	0.00%	10.71%
TDS	TDS	31.75	0.09%	22.63%
VERIZON	VZ	56.10	0.47%	21.38%

<b>MARKET INDICES</b>				
DOW	DJI	18570.85	0.29%	6.58%
NASDAQ	IXIC	5100.16	1.40%	1.85%
S&P 500	GSPC	2175.03	0.61%	6.41%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE	0.59	15.69%
2. LIONSGATE	21.10	5.45%
3. MICROSOFT	56.57	5.34%
4. YAHOO	39.38	4.40%
5. UNIVERSAL ELEC	76.24	4.08%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. NETFLIX	85.89	(12.7%)
2. SPRINT NEXTEL	4.62	(7.6%)
3. CONCURRENT	5.32	(4.66%)
4. AVID TECH	6.25	(3.7%)
5. GRAY TELEVISION	11.10	(3.39%)

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