

Cablefax Daily™

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What the Industry Reads First

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Olympics Streaming: New Tech, TV Everywhere on Center Stage

With **NBCOlympics.com** and the **NBC Sports** app offering approximately 4,500 hours of live streaming coverage of the Games in Rio, this Olympics is a highly visible showcase for **NBCU** and **Comcast's** digital streaming capabilities and TV Everywhere's evolution. It's also a place for new tech to shine. "For us it's always a challenge and desire to innovate, and with all the attention on the Games, to showcase our production, editorial and storytelling," **NBC Sports** CIO *Nate Balough* said, "but also to highlight our ability to innovate technically and appeal to the demands of the consumers as they grow, in terms of streaming, or devices or starting to showcase 4K and virtual reality." NBC Olympics is providing 85 hours of virtual reality coverage on delay for the duration of the games for users of **Samsung** Galaxy smartphones with compatible Gear VR via the NBC Sports app. It's also providing 83 hours of 4K coverage to MVPDs. Both **DISH** and **AT&T/DirectTV** have opted in on 4K content for subs (See "Rio in 4K" below). Besides new technologies, what's different this year? Rio's time zone, just an hour difference from the US Eastern time zone, is expected to improve TV Everywhere engagement, according to NBC Olympics pres/NBC Sport Group operations & strategy pres *Gary Zenkel*. From 8am until midnight, live content will be available throughout the day. "So we'll see for the first time a digital audience watching live content through the course of the entire day, including through the evening." The 2nd screen experience, which in the past served more as a companion to primetime coverage, will let users watch even more events. "Video is a little more front and center than it has been in the past. We've transitioned from the NBC Olympic digital platforms serving as companions of our coverage, where they led with schedules, news, information, results and highlights, and now leading with live coverage," Zenkel said. It's not the first time every minute of the competition was streamed live. That started in London in 2012, the 1st Olympics following Comcast's purchase of NBCU. For Comcast's X1 experience, which Zenkel expects to be a game changer, the TVE strategy is slightly different this year. London was about creating an online user guide, which allowed users to control their TVs, VOD content, news and info, and set recordings. Sochi in 2014 was about putting the NBC Sports app on the cable box, so streaming was possible on the big screen in addition to mobile. This year is about merging the 2 strategies: placing the viewers guide on the X1 platform and integrating the NBC Sports app. The result is an X1 destination page dubbed "Front Row to Rio," where users can watch broadcast, cable, streamed content and

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VOD all in one place. “Our goal is once you get into that feed that you can’t tell the difference between traditional broadcast and cable networks and this online Internet stream,” said Comcast senior dir of TVE content and product strategy *Vito Forlenza*. “We’re building these types of features and functionality for Rio, but they are going to become core to our X1 experience. We try to minimize any customized work for the Olympics.” So for the next special event, “we can put this template against it and bring all this blended content together for our customers.” TVE adoption continues to grow overall for the industry. In the past 6 years, it has reached 41% usage penetration compared to VOD at 43% and HDTV at 12% in the same timeline, according to stats from **Leichtman** and **HUB Research**. In Jan of this year, **Adobe** reported 22% growth in 4Q15 alone. Meanwhile, future Games will continue to showcase new and emerging technologies, whether that’s 4K, 8K, enhanced streaming capabilities or more personalization, Zenkel said. “Technology will continue to enable us to improve and enhance the viewing experience... but I think what won’t change is that people will want to experience the Olympics together. Whether it’s in 4K, or down the road 8K, people will want to watch in primetime on a big television.”

Rio in 4K: **NBCU** is offering up 4K Olympic content, with **DISH** and **DirectTV** both saying they’ll carry it. Comcast is offering 3-5 hours of 4K content each day available next day on demand through its 4K HDR apps on Samsung and LG smart TVs. Some other ops, including **Cox** and **Verizon FiOS**, have told us they won’t carry the 4K programming. Chalk it up to operators still working on their 4K plans, with 2017 seen as more of a needle mover for the technology. **DISH** plans a new, dedicated linear channel for 4K available to **DISH’s** Hopper 3 and 4K Joey customers.

Bend it Like Bickham: **Charter** added pres to COO *John Bickham’s* title. “It is no accident that Charter has become the fastest growing cable company in the nation over the last several years under John’s leadership. His operational expertise will continue to be invaluable to the company as we integrate three companies into one, and bring the many benefits of the Charter strategy and the Spectrum brand to millions of customers,” Charter chmn/CEO *Tom Rutledge* said in a statement. Bickham has served as COO since joining the company in 2012. He left **Cablevision** around the same time as Rutledge and was one of the CEO’s first hires at Charter.

More NFL Sunday Ticket: **DirectTV** is taking a cue from **Amazon Prime** and offering college students special pricing on its NFL Sunday Ticket streaming package. Students at 2-year and 4-year colleges can pay \$24.99/month for 4 months vs the regular price of \$49.99/month. **DirectTV** reports university students were the heaviest users of the streaming service, making up more than a third of subs. This season, the service will be available on Apple TV for the first time.

DNC Day 3: **CNN** is to the Democratic National Convention what **Fox News** is to the RNC. Yes, the **Turner** net outperformed all cable and broadcast competition again, but it also marked its highest DNC Wed performance on record (back to 1996) in cable news among total viewers. The net averaged 6.2mIn total viewers from 10-11:45pm ET, followed by **MSNBC** (4.9mIn), **NBC** (4.2mIn), **ABC** (3.5mIn), **CBS** (2.9mIn) and Fox News (2.4mIn). Compared to the Wed night of the DNC 2012 (September 5), **CNN** is up by +72% in total viewers (5.010 million vs. 2.919 million 2012).

Ultra HD Trials: Luxembourg-based satcaster **SES S.A.** will begin Ultra HD trials in US households with numerous cable operators later this year, including **Cable America** in MO, **Golden West Telecomm** in SD, **MTC Cable** in NY, **Sjoberg’s Cable TV** in MN and **ATMC** in NC. The ops will test Ultra HD content across SES’s managed platform through 4K/HEVC IP set-top boxes sent to them by the company and will trial the delivery using the multicasting capability of the DOCSIS 3.0 transmission standard and traditional digital TV. SES said it carries 4 Ultra HD channels on satellites serving nearly 100mIn homes across North America, including **Fashion One 4K**, **NASA TV UHD**, and **High 4K TV** and its own **UHD1** channel.

Ratings: **MLB Net’s** exclusive telecast Sun of this year’s National Baseball Hall of Fame induction ceremony was the net’s 2nd largest ever for the event, with 464K viewers tuning in. The telecast also drew **MLB Net’s** largest audiences for the M18-34 and P18-49 demos, up 14% and 2% from the prior records. **MLB Network** has exclusively telecast the Induction Ceremony since 2009. -- **Disney’s** simulcast premiere of “Elena of Avalor” on July 22 ranks as the #1 series telecast among all kid-targeted nets for 2016 to date, drawing 4.2mIn total viewers, 2.2mIn 2-11s and 1.1mIn 18-49s.

Programming: **Ovation** found the perfect teaser series for its upcoming “Versailles,”—**CBS** and **Showtime’s** “The Tudors.” The net will begin airing all 4 seasons of the series on *King Henry VII’s* reign on Aug 27, ahead of the Oct 1 US premiere of epic period drama Versailles. -- **EPIX** launched the first-ever cross-platform 360-degree interactive video experience for its new original series “Berlin Station.” For the first time, the technology activates interactive

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video on mobile devices, in addition to any browser, offering extended storylines and new content. The contemporary spy thriller “Berlin Station” will premiere Oct 2016. EPIX pres/CEO Mark Greenberg will talk more about the initiative at the **Cablefax TV Innovation Summit**, Sept 22 in NY (more info at: www.cablefaxtvsummit.com).

Obituary: The industry is mourning the loss of *Linda Brodsky Cooper*, who passed away in Philadelphia Tues. She was 76 and had battled cancer for several years. Known professionally as *Linda Brodsky*, she was a founding board member of **WICT** and well known in the PR world, with stints at **Jerrold Electronics**, **Warner Cable Corp** and **Bresnan**. Her professional career included serving as a speechwriter for **TelePrompter** founder *Irving Kahn*, serving as the founding pres of **NY WICT** and being named a **Cable TV Pioneer**. She is survived by her husband *Frank Cooper*, also a member of the Cable TV Pioneers.

People: **Spike TV** promoted *Tori Socha* to vp, original series. She will oversee expanding Spike’s non-scripted series slate and will continue to report to *Chachi Senior*, svp of original series. -- Former **A&E** exec *Lily Neumeyer* was hired as svp, development for **VH1**. The “Duck Dynasty” and “Wahlburger” exec producer will report to *Nina Diaz*, evp and head of reality.

Cablefax Daily Stockwatch

Company	07/28 Close	1-Day Ch	Company	07/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/.....			INTEL:.....	34.77.....	(0.06)
DISH:.....	53.47.....	1.43	INTERACTIVE CORP:.....	57.44.....	(2.4)
ENTRAVISION:.....	7.30.....	(0.05)	LEVEL 3:.....	50.89.....	(1.76)
GRAY TELEVISION:.....	10.04.....	(0.25)	MICROSOFT:.....	56.21.....	0.02
MEDIA GENERAL:.....	17.57.....	0.05	NETFLIX:.....	91.65.....	(0.39)
NEXSTAR:.....	51.61.....	(0.48)	NIELSEN:.....	54.15.....	0.10
SINCLAIR:.....	28.12.....	(0.34)	SEACHANGE:.....	3.20.....	(0.04)
TEGNA:.....	22.12.....	(0.53)	SONY:.....	30.68.....	0.29
MSOS					
CABLE ONE:.....	526.06.....	(2.69)	SPRINT NEXTEL:.....	6.00.....	0.21
CHARTER:.....	237.80.....	0.08	SYNACOR:.....	3.04.....	(0.03)
COMCAST:.....	67.86.....	(0.06)	TIVO:.....	10.50.....	(0.02)
GCI:.....	15.19.....	(0.53)	UNIVERSAL ELEC:.....	76.99.....	0.91
LIBERTY BROADBAND:.....	63.23.....	0.36	VONAGE:.....	5.76.....	UNCH
LIBERTY GLOBAL:.....	31.17.....	0.16	YAHOO:.....	38.52.....	(0.14)
SHAW COMM:.....	20.15.....	0.15	TELCOS		
SHENTEL:.....	40.63.....	(0.57)	AT&T:.....	42.58.....	(0.18)
PROGRAMMING					
21ST CENTURY FOX:.....	26.76.....	0.02	CENTURYLINK:.....	30.83.....	0.12
AMC NETWORKS:.....	56.20.....	0.53	FRONTIER :.....	5.09.....	UNCH
CBS:.....	54.21.....	0.11	TDS:.....	31.47.....	0.21
DISCOVERY:.....	25.26.....	(0.2)	VERIZON:.....	54.86.....	(0.46)
DISNEY:.....	95.91.....	(0.42)	MARKET INDICES		
GRUPO TELEVISA:.....	26.20.....	(0.18)	DOW:.....	18456.35.....	(15.82)
HSN:.....	51.33.....	0.52	NASDAQ:.....	5154.98.....	15.17
LIONSGATE:.....	19.75.....	(0.41)	S&P 500:.....	2170.06.....	3.48
MSG NETWORKS:.....	16.06.....	(0.1)			
SCRIPPS INT:.....	67.06.....	(0.05)			
STARZ:.....	29.96.....	(0.4)			
TIME WARNER:.....	77.62.....	(0.31)			
VIACOM:.....	50.18.....	0.10			
WWE:.....	19.75.....	0.01			
TECHNOLOGY					
ADVANTAGE:.....	1.98.....	0.02			
AMDOCS:.....	58.13.....	0.26			
AMPHENOL:.....	59.17.....	0.04			
APPLE:.....	104.34.....	1.39			
ARRIS GROUP:.....	26.98.....	2.63			
AVID TECH:.....	6.49.....	0.03			
BLNDER TONGUE:.....	0.69.....	0.11			
CISCO:.....	30.52.....	(0.24)			
COMMSCOPE:.....	29.98.....	(1.84)			
CONCURRENT:.....	5.28.....	0.09			
CONVERGYS:.....	26.70.....	(0.17)			
CSG SYSTEMS:.....	40.88.....	(0.07)			
EHOSTAR:.....	38.25.....	(0.52)			
GOOGLE:.....	745.91.....	4.14			
HARMONIC:.....	3.29.....	(0.03)			

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PROGRAMMER'S PAGE

Kiss or Miss?

As a producer of "The Bachelor," *Bennett Graebner* is no stranger to romance on reality TV, and he's whipping up more courtship on **TLC's** new series "Love at First Kiss" (premiered Wed, 9pm). "When you think TLC, you think storytelling. And this fits in perfectly with what TLC is good at," he told **CFX**. The show brings together 2 strangers looking for love. "We looked for people excited to take a chance, who believed something could happen with a kiss," said Gaebner, one of the exec producers. "Like with 'The Bachelor,' if you don't believe, then you aren't ideal for the experience." Within 5 seconds of meeting, the 2 strangers share a kiss and determine if everlasting love is in their future. If they feel a spark, the pair head to a 2-minute speed date. "People connect in ways you never could have anticipated," Gaebner said. Following a successful speed date, the couple goes on a date in the real world. Each of the 8 episodes introduces viewers to new singles and follows recurring characters that have yet to find their true love. "There are so many interesting, emotional and unpredictable moments this season," Graebner said. For example, viewers will meet one 27-year-old who has never kissed anyone besides his mom and grandma. To see him kiss for the first time is "unbelievably awkward and uncomfortable and somehow entertaining," Graebner said. Another woman refuses to kiss a man because he's not attractive enough. "You'll definitely see her more than once." Graebner, along with the 2 other exec producers, looked beyond physical attraction when casting. "We had no interest in putting people together who wouldn't be a good match. We looked for a more emotional and intellectual match, rather than physical." Yet Graebner admits it was tough. "You play matchmaker to the best of your ability, and you see what happens. Viewers will be shocked at how entertaining, awkward and emotional a kiss between 2 strangers can be. Yet, you can't take your eyes off this." – *Sarah Plombon*

Reviews: "Killing the Colorado," Thurs, 9pm, **Discovery**. For those residing in states other than CA, water seems a given, like broadband. It's infinite, right? For viewers who think that way, this outstanding film is must-see TV. Yes, we know what you're thinking: watch a film about water policy, no way. Trust us, it's one of the most interesting films you're likely to see this summer, particularly if you're a water-issues neophyte. Thankfully, Killing isn't too preachy or definitive. The debate over agricultural vs. urban water use is presented, as are the complexities raised by water conservation. Yes, water conservation can lead to health problems, the film explains. And for the other 49 states, where do you think that kale you're munching on came from? How much water was needed to produce it? -- "Agatha Raisin," premiere, available Mon, **Acorn TV**. There is much to enjoy in this series about a retired PR professional who moves from London to a small English village. Once there she discovers her knack for solving murders. Most important to the series is protagonist Agatha, whom *Ashley Jensen* plays with gumption and humor. Then there's the location, the Cotswolds, gorgeously framed in this Acorn TV original. For viewers who like their murder mysteries relatively light and with some laughs, "Agatha Raisin" is hard to beat. – *Seth Arenstein*

Basic Cable Rankings (7/18/16-7/24/16) Mon-Sun Prime			
1	FOXN	1.8	4212
2	CNN	1.0	2467
3	HGTV	0.6	1511
3	MSNB	0.6	1455
3	TNT	0.6	1376
3	DSNY	0.6	1367
3	USA	0.6	1353
3	TBSC	0.6	1307
9	HIST	0.5	1122
10	FX	0.4	1030
10	DISC	0.4	1027
10	FOOD	0.4	985
10	ADSM	0.4	979
10	AMC	0.4	886
10	ID	0.4	844
10	HALL	0.4	805
10	DSE	0.4	97
18	NAN	0.3	783
18	TLC	0.3	721
18	LIFE	0.3	704
18	ESPN	0.3	698
18	BRAV	0.3	690
18	FRFM	0.3	689
18	A&E	0.3	639
18	APL	0.3	637
18	SPK	0.3	624
18	DSJR	0.3	622
18	NKJR	0.3	591
18	VH1	0.3	587
18	OWN	0.3	535
18	HMM	0.3	474
32	WETV	0.2	546
32	SYFY	0.2	534
32	TVLD	0.2	529
32	CMDY	0.2	494
32	GSN	0.2	485
32	TRAV	0.2	462
32	MTV	0.2	445
32	INSP	0.2	439
32	FXX	0.2	423
32	LMN	0.2	420
32	EN	0.2	391
32	TRU	0.2	379
32	NGC	0.2	370

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



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