

Cablefax Daily™

Friday — August 5, 2016

What the Industry Reads First

Volume 27 / No. 150

Skinny DISH: Satellite Operator Offers Up Flexible Bundle, No Sling Required

Customers no longer have to go to Sling to get a skinny bundle, with **DISH** launching its new “Flex Pack” bundle at \$39.99/month for more than 50 channels and the choice of 1 of 8 themed channel packs. The core package includes channels such as **AMC, TNT, USA, History, CNN** and **FX**. What it doesn't have are any **Disney** channels. Those are only part of the themed channel packs, which can be purchased individually if a customer wants more than one pack. They include local broadcast (\$10/month), “National Action” (**ESPN, FS1, Velocity** - \$10), Kids (**Disney Channel, Nick Jr, Boomerang** - \$10), Regional (**Big Ten, SEC Net, Outside TV, Longhorn** - \$10) and more. It's important to note that the channel packs are interchangeable monthly—so customers could keep national sports through football season and then swap to another package once the season ends. It's also worth noting that there are some channels—such as **NFL Net**, which just returned to DISH's lineup after a 6-week blackout—that are not available through the Flex Pack offering. **NFL Net** requires the America Top 200 package, while **MTV** and **Nickelodeon** are only offered in the America 120+ packages. You can play around on at dish.com/build-a-package to see who else isn't available. Customers who choose not to add any themed channel packs can receive the Flex Pack core programming for \$29.99. Premium channels like **HBO, Cinemax, Showtime** and **Starz** are also available as add-ons for an additional fee. **Wells Fargo Securities** analysts believe it could be a threat to the upcoming **Hulu** bundle. “While we don't know what the Hulu service will ultimately look like... this Flex Pack certainly looks similar to what we've heard—AND it can include the local stations AND it isn't confined to just ONE device,” said a note to clients. **BTIG's Rich Greenfield** predicts more distributors to follow suit with now 2 major MVPDs (**DISH** and **Verizon**) offering flexible bundles. He also thinks the move could help the uptake of premium TV channels and OTT services by bringing the cost of the video package down. “We have been surprised that MVPDs have not replicated Custom TV, given Verizon management's commentary about consumer interest in skinny bundles,” he wrote.

Wheeler on #DitchTheBox: FCC chmn *Tom Wheeler's* comments on cable's alternative apps-based set-top proposal is sounding more positive. “The fact that the industry has come in—given us this information, engaged in meetings with us—has been really helpful. I believe that many of their suggestions will be adopted,” he said during a news conference Thurs. Just what those will be in the \$10mln question as **NCTA** has expressed concerns that components of the initial

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proposal could be repackaged into the apps-based plan. Wheeler said a report and order is being written that will be presented to commissioners, with key principles to include the protection of copyright and contract enforcement. It comes as the **US Copyright Office's** criticism of the original set-top proposal grows louder. Rep *Marsha Blackburn* (R-TN) already brought up the Copyright Office's issues during a Hill hearing. On Thurs, she released an analysis by the office addressed to her and other members of Congress. In it, the Copyright Office raises concerns that the proposal would conflict with copyright law and appears to allow additional advertising to be inserted into a programming stream. "It is long past time for the FCC's leadership to walk away from its deeply flawed set-top box scheme. Instead, the Commission should focus on ways to ditch the set-top box and embrace the video marketplace the future," FCC commish *Ajit Pai* said Thurs.

Cable One's Numbers: **Cable One**, celebrating its 1st anniversary as a publicly traded company, saw net income rise 24% YOY to \$26.6mln as rev inched up 0.9% to \$204.6mln. Adjusted EBITDA of \$88.9mln represents a 14.6% YOY increase. The MSO lost 15.6% of video subs in the last months but continues with its "who cares" philosophy as it focuses on broadband first. HSD was up 1.8% over the same period. What remains to be seen is how customers will react to a \$5/month broadcast TV surcharge implemented in June to recover a portion of retrans fees. Last Oct, Cable One implemented a 10% increase in HSD—its first in 5 years. It does not plan to take any HSD increases this year, CEO *Tom Might* said on the company's earnings call Thurs. The results are something **Altice** will watch—not just because Cable One is a potential acquisition target, but because its dramatic cost reductions are precisely what Altice itself is trying to do, noted a **Moffett Nathanson** research note. "Cable One is, in short, Altice-ing itself. They aren't waiting for an acquisition; they are running the business. Like Altice's, theirs is a grand experiment. We can't wait to see how it comes out. We'd bet Altice can't either."

Olympic Ad Sales: The Rio Olympics is officially huge, with **NBC Sports** booking \$1.2bln for national Olympic sales. That's more than 20% up from the London games, and **NBCU** is still booking. About 75% of that is for prime-time. "We've surpassed what we thought was at one point an unattainable threshold, but we got there, of \$1.2bln for national Olympic sales, which is an all-time record for any Olympics that have ever been broadcast, telecasted, streamed, and I think probably any single media event that has ever been developed, and that's a number that we are very, very proud of," *Seth Winter*, NBC Sports evp, ad sales, said on a call with reporters.

Viacom Soap: **Viacom** might want to look internally for its next big dramatic TV series and borrow from its own theatrical plot lines. After reporting 3Q results, Viacom was slammed by majority shareholder **National Amusements**/the *Redstone Family*. "Viacom's overall performance continues to highlight the need for changes to leadership at the company, as National Amusements and many other investors have called for. In recent years, the company's senior management has overseen a steep erosion of revenue growth, earnings, operating performance, financial capacity and shareholder returns—with Viacom ranking at or near the very bottom of industry peers across many of these critical metrics," read a statement. It went on to complain that CEO *Phillippe Dauman* is the 3rd highest paid US CEO and "among the worst as measured by pay for performance." Of course, everyone is well aware how National Amusements feels with it in a battle to replace 5 Viacom board members. Total revenue for 3Q was up 1.6% to \$3.11bln, while net profit fell 27% to \$432mln from \$591 a year ago. **Pivotal Research** lowered its price target Thurs to \$47 from \$52 and dropped its recommendation to "hold" from "buy." "At some point in the future, the business should continue towards industry-level growth. However, partners and employees alike will be reluctant to commit to a company whose management is not certain to be in place over an extended time horizon," they wrote. **Evercore ISI** reiterated its "buy" \$52 price target: "We think the shares are over-discounting those advertising and subscriber risks, as ratings have been improving and even growing in many cases." Shares closed up 0.27% Thurs.

FCC Roundup: This week, a **Comcast** story blew up in the news after the MSO filed an ex parte detailing how it doesn't think the FCC has the authority to prevent ISPs from a pay-for-privacy option. Asked about the issue at a press briefing Thurs, chairman *Tom Wheeler* briefly responded with "I hope that privacy doesn't become a luxury item." Comcast, and others, argue it already is, noting that search engines let consumers search for free because they collect info about their searches and sell that info. Similar story for social media and some webmail services... Anyhoo, the FCC's broadband privacy proceeding which stirred this all up continues. Oh, and the proposed **Verizon-Yahoo** transaction "focuses on the importance" of that proceeding, Wheeler said. As for talk that the FCC's privacy proposal is "chilling" and could discourage investment: "Well, it certainly didn't have an impact on this deal, it would appear. We'll be moving forward on our privacy

BUSINESS & FINANCE

proceeding as planned,” Wheeler said.

WICT Woman of the Year: Give it up to **Scripps Nets’** chief programming, content & brand officer *Kathleen Finch*, who WICT named its 2016 Woman of the Year on Thurs. Finch was elevated to her position at Scripps one year ago, since which household primetime ratings are up at all 6 nets. She’ll be feted during the WICT Touchstone Lunch Sept 19 at the NY Marriott Marquis, part of the WICT Leadership Conference. The event also will feature the 2016 Women to Watch honorees, *Laura Gentile*, svp, **espnW** and women’s initiatives, **ESPN**; and *Mary McLaughlin*, svp, Beltway Region, **Comcast Cable**.

Obituary: Shock in the industry over the reported death of Silicon Valley entrepreneur *Blake Krikorian*. He was 48. *Re/code* reported that the cause of death is unconfirmed, but he apparently was struck by a heart attack while surfing in the San Francisco area. He’s probably best known as the cofounder of **Sling Media** with its Slingbox, which **EchoStar** acquired in 2007.

People: **Altice** named *Paul Haddad* as global chief data officer, where he’ll lead data analytics practices across all of Altice Telecom and its media subsidiaries. He also will continue to lead and expand **Altice USA’s** advanced data analytics business aimed at more effective and efficient advertising.
 -- **NBC Universo** named *Fernando Gastón* vp of production and development.

Cablefax Daily Stockwatch

| Company | 08/04 Close | 1-Day Ch | Company | 08/04 Close | 1-Day Ch | | | |
|------------------------------|-------------|----------|-----------------------|-------------|----------|--|--|--|
| BROADCASTERS/DBS/MMDS | | | | | | | | |
| DISH: | 51.79 | 0.47 | INTEL: | 34.58 | 0.33 | | | |
| ENTRAVISION: | 7.70 | 0.33 | INTERACTIVE CORP: | 60.25 | 1.29 | | | |
| GRAY TELEVISION: | 11.10 | 1.10 | LEVEL 3: | 49.00 | (0.27) | | | |
| MEDIA GENERAL: | 17.49 | 0.12 | MICROSOFT: | 57.39 | 0.42 | | | |
| NEXSTAR: | 51.52 | 0.95 | NETFLIX: | 93.44 | 0.34 | | | |
| SINCLAIR: | 29.26 | 0.17 | NIELSEN: | 52.96 | (0.39) | | | |
| TEGNA: | 20.95 | (0.17) | SEACHANGE: | 3.25 | UNCH | | | |
| MSOS | | | | | | | | |
| CABLE ONE: | 521.79 | (2.65) | SONY: | 32.60 | 0.25 | | | |
| CHARTER: | 236.99 | (0.12) | SPRINT NEXTEL: | 6.23 | 0.14 | | | |
| COMCAST: | 67.18 | 0.34 | SYNACOR: | 2.84 | (0.19) | | | |
| GCI: | 13.70 | (0.35) | TIVO: | 10.53 | (0.02) | | | |
| LIBERTY BROADBAND: | 62.96 | 0.40 | UNIVERSAL ELEC: | 77.61 | 1.08 | | | |
| LIBERTY GLOBAL: | 32.41 | (0.07) | VONAGE: | 5.86 | (0.25) | | | |
| SHAW COMM: | 19.91 | (0.16) | YAHOO: | 38.92 | 0.53 | | | |
| SHENTEL: | 39.61 | (0.02) | TELCOS | | | | | |
| PROGRAMMING | | | | | | | | |
| 21ST CENTURY FOX: | 25.59 | (1.45) | AT&T: | 43.08 | (0.06) | | | |
| AMC NETWORKS: | 53.81 | (2.52) | CENTURYLINK: | 30.25 | (0.26) | | | |
| CBS: | 51.83 | (0.26) | FRONTIER: | 4.93 | 0.11 | | | |
| DISCOVERY: | 26.42 | (0.41) | TDS: | 30.90 | 0.09 | | | |
| DISNEY: | 95.16 | (0.93) | VERIZON: | 53.93 | 0.03 | | | |
| GRUPO TELEVISA: | 26.40 | 0.24 | MARKET INDICES | | | | | |
| HSN: | 47.10 | (5.23) | DOW: | 18352.05 | (2.95) | | | |
| LIONSGATE: | 19.05 | 0.15 | NASDAQ: | 5166.25 | 6.51 | | | |
| MSG NETWORKS: | 15.28 | (0.35) | S&P 500: | 2164.25 | 0.46 | | | |
| SCRIPPS INT: | 66.55 | (0.65) | TECHNOLOGY | | | | | |
| STARZ: | 29.82 | 0.04 | ADVANTAGE: | 2.02 | 0.02 | | | |
| TIME WARNER: | 77.88 | 0.05 | AMDOCS: | 59.34 | (0.08) | | | |
| VIACOM: | 48.77 | 0.13 | AMPHENOL: | 59.18 | 0.15 | | | |
| WWE: | 19.65 | 0.10 | APPLE: | 105.87 | 0.08 | | | |
| TECHNOLOGY | | | | | | | | |
| ARRIS GROUP: | 26.93 | (0.04) | AVID TECH: | 7.23 | 0.56 | | | |
| CONCURRENT: | 5.22 | 0.07 | BLNDER TONGUE: | 0.64 | 0.07 | | | |
| CONVERGYS: | 26.83 | 0.02 | CISCO: | 30.80 | 0.08 | | | |
| CSG SYSTEMS: | 41.61 | 1.21 | COMMSCOPE: | 28.76 | (0.27) | | | |
| ECHOSTAR: | 37.95 | 0.02 | CONCURRENT: | 5.22 | 0.07 | | | |
| GOOGLE: | 771.61 | (1.57) | CONVERGYS: | 26.83 | 0.02 | | | |
| HARMONIC: | 3.17 | 0.05 | CSG SYSTEMS: | 41.61 | 1.21 | | | |

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax’s job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don’t waste time reading pointless resumes. You can search Cablefax’s resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.



PROGRAMMER'S PAGE

Orbiting Mariah's World...

El!'s new docu-series "Mariah's World" following pop star *Mariah Carey* on tour doesn't premiere until Dec 4. And while many critics are usually too busy re-gifting their TCA swag around that time to write about celeb-driven reality shows, Carey's intensely fabulous appearance at press tour on Wed is perhaps a case study in how to gin up interest with self-aware frivolity and just irresistibly kitschy fun. El!'s last panel approached with critics—most of them on deadline and angry at the world—snarling at coffee-stained Macbooks and shivering in the ballroom's Arctic ambience. But then silver buckets of Veuve Clicquot suddenly showed up. And the critics smiled. Mariah's people smartly ensured that the liquoring up process continued for at least 15 or 20 minutes before the show began. And began it did. Shirtless men channeling Magic Mike theatrically marched across the stage, settling into a choreographed muscle pose. Mariah followed soon after, sauntering from stage right in what could only be described as barely anything and promptly using one of her Unsullied as a human bench. Later moving to an ornate purple chaise, Mariah demurred as one critic asked her to name another diva she thinks is killing it in music. "There are few." Pressed on specifics, she averted her gaze: "They would be lovely ladies, and it's not their day." Oh snap, Mariah! And when one critic asked why she likes to "throw shade" at other artists, she calmly explained that "I don't do shade. I don't know why people think this." At literally that moment, several critics tweeted out GIFs of her throwing shade. But it was all in good fun, and scribes who had been grumpy before the panel appeared thoroughly entertained. After the show's trailer showed Mariah speculating that someone will write that she demands puppies be delivered to her backstage, one critic pondered whether she ever got them. "I mean, we just can't have all of the puppies we want," she replied. So true, Mariah. So true. — *Michael Grebb*

Reviews: "Original Sin: Sex," Sunday, 9pm, **Nat Geo**. This week's episode deals with sex and advertising. We know sex sells, of course, but this largely tongue-in-cheek anthology series is jammed full of historical material about advertising as well as modern-day uses of skin to sell soap, cars, jeans and burgers. Highlights include a discussion with *Calvin Klein* about the *Brooke Shields* ads where she asks what comes between her and her Calvins. Then there's a hilariously clever bit about San Francisco's use of sex in its effort to save water. Both campaigns worked, by the way. The back-story to Carl's Jr sexy burger commercials is a hoot. But it worked, too. Carl's is in 36 countries. -- "Secret Eats with *Adam Richman*," season 2 premiere, Mon, 10pm, **Travel**. Some may think the set-up is cheesy as Richman chows down on food that's either off the menu or served at quiet establishments (no signs, advertising or windows). But the camerawork is excellent, and Richman's fun. To begin the new season Adam's in London. And speaking of cheesy, he finds a super-creamy mac n' cheese that could raise your cholesterol just by watching Adam describe it. -- "Empires-Pompeii: The Dead Speak," Monday, 8pm, **Smithsonian**. More sizzle than steak, but a good overview of the infamous eruption of 79 A.D. - *Seth Arenstein*

| Basic Cable Rankings (7/25/16-7/31/16) Mon-Sun Prime | | | |
|--|------|-----|------|
| 1 | CNN | 1.4 | 3316 |
| 2 | FOXN | 1.1 | 2549 |
| 2 | MSNB | 1.1 | 2487 |
| 4 | USA | 0.7 | 1624 |
| 4 | HGTV | 0.7 | 1522 |
| 6 | HIST | 0.6 | 1312 |
| 7 | DSNY | 0.5 | 1243 |
| 7 | TBSC | 0.5 | 1235 |
| 7 | TNT | 0.5 | 1218 |
| 7 | DISC | 0.5 | 1086 |
| 11 | SYFY | 0.4 | 1038 |
| 11 | ADSM | 0.4 | 985 |
| 11 | FOOD | 0.4 | 966 |
| 11 | FX | 0.4 | 950 |
| 11 | FRFM | 0.4 | 857 |
| 11 | NAN | 0.4 | 846 |
| 11 | ID | 0.4 | 821 |
| 11 | HALL | 0.4 | 804 |
| 11 | DSE | 0.4 | 95 |
| 20 | LIFE | 0.3 | 755 |
| 20 | AMC | 0.3 | 727 |
| 20 | TLC | 0.3 | 721 |
| 20 | ESPN | 0.3 | 714 |
| 20 | A&E | 0.3 | 683 |
| 20 | BRAV | 0.3 | 668 |
| 20 | DSJR | 0.3 | 640 |
| 20 | NKJR | 0.3 | 632 |
| 20 | SPK | 0.3 | 609 |
| 20 | APL | 0.3 | 579 |
| 20 | VH1 | 0.3 | 578 |
| 20 | OWN | 0.3 | 560 |
| 20 | HMM | 0.3 | 492 |
| 20 | DFAM | 0.3 | 51 |
| 34 | TVLD | 0.2 | 513 |
| 34 | WETV | 0.2 | 479 |
| 34 | LMN | 0.2 | 463 |
| 34 | GSN | 0.2 | 457 |
| 34 | NGC | 0.2 | 445 |
| 34 | TRAV | 0.2 | 436 |
| 34 | CMDY | 0.2 | 431 |
| 34 | INSP | 0.2 | 428 |
| 34 | FXX | 0.2 | 420 |
| 34 | TRU | 0.2 | 403 |
| 34 | MTV | 0.2 | 399 |

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

ENTRY DEADLINE: **AUGUST 19**

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