

# Cablefax Daily™

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What the Industry Reads First

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## Winter's Forecast: Keeping UP Family Friendly, But Culturally Relevant

UP has come a long way from its roots as the Gospel Music Channel when it first launched in 2004. With former TLC exec Amy Winter tapped in 2015 as the network's evp and GM, she's worked to evolve the channel even more, in May launching a new more family centric programming direction. Key to that component has been the acquisition of series such as "Parenthood" as well as original scripted fare like the upcoming "Date My Dad." And she's been pushing the network more into the mainstream—just this week announcing plans to marathon all 7 seasons of "Gilmore Girls" during Thanksgiving week to lead up to the show's much anticipated reboot on Netflix. We chatted with her recently about what's up at UP these days. **You launched a new programming direction under the "We Get Family" tagline in May. How did you settle on this strategy?** The brand was really resonating with families, but also with people who were looking for content that they could feel good about watching. We felt like the previous brand ["Uplifting Entertainment"] wasn't really clear enough about our direction and really targeting family-focused shows. We are definitely speaking to adults at home, but the types of shows that we're selecting and that we're creating are purely about family and everything that you go through. And family in every form because obviously we are dealing with different types of families out there, but also there are communities and friendships that feel very much like family as well. **Is it difficult to find family friendly content that isn't cheesy?** Well, that's been the fun part. To be able to go to the production community and say, 'Guys, you know, we don't want safe and boring.' We very much have the same entertainment bar that everybody else does. I think you can see from the acquisitions that we picked up like "Gilmore Girls" and "Parenthood" and some of the old fan favorites like "Ed" that these are great scripted programs that are funny as anything out there, and they do push some boundaries at times. Likewise I feel like our shows that we're creating, we're not afraid to go there, we're just not purposely choosing controversial content. **You still have fans who have been with your network for a long time and love shows like "Touched by an Angel." For some of them "Gilmore Girls" or "Parenthood" is somewhat scandalous. How are they handling this?** We weren't sure when we made some adjustments to the schedule if they were going to come along for it. So many have, and they have embraced "Gilmore" and "Parenthood." We see it in the ratings, but for more hardcore fans that are saying that I can't believe you put "Gilmore" or "Parenthood" on the air, there are 10 that leap to the defense on our Facebook page to say 'this is why they've chosen this show.' A lot of times people—and I've been experiencing this all throughout my career—they react and they talk about something in a negative way until they actually experience the show and understand what is really going on with it, and then they become a proponent of it. We are transitioning, but I think that we're seeing really positive results from that. [One of the ways UP has dealt with keeping those fans happy is through a new \$4.99/month SVOD service dubbed UP Faith & Family]. **Can you give me any sense of just what the marketplace is like for an independent network these days? Do you feel you're getting fair treatment from distributors?** I think that we have actually had great reception from our distributors and in the media too because I feel our shift, our timing is a bit impeccable. We've had



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competitors in the family space make some moves away, while we were pivoting right for this. The other thing I think is the positive piece for what this network does is really counter to a lot of the negativity that you're seeing out in the world and in the news. I feel like we're a great alternative, and we're really able to sit down with our distributors and the media and say 'listen, I know that things are getting ugly at times and there is a place that you can go and feel like you like the world isn't going nuts, and it's a better place for you to spend your time.' (edited for clarity and brevity).

**Liberty's Charter Take:** With **Charter** not releasing its 2Q results until Tues, **Liberty Media** execs were limited Fri in how much they could say about the MSO, who will be reporting for the first time since its **Time Warner Cable** and **Bright House** transaction closed. CEO *Greg Maffei* did at least offer some color on a question about programmer suits seeking to prevent Charter from using TWC's rate card (**Univision** and **Fox News** have sued). "There is always banging heads on what the cable networks get paid and how much the MSOs and those MVPDs pay. And that process—whether it was **Direct [DirecTV]** or whether it was Charter—[is] always changing. The more there's consolidation, the more there are changes in ownership. There are surely points of friction that are going to be caused there," he said. "I have no commentary other than that's all to be expected—people are going to try to re-contract as favorably as they can on both sides." Maffei threw water on the idea of Charter acquiring content, suggesting it would think long and hard about attractive opportunities. "I'm not sure if that traditional play, which frankly was pioneered by our chairman and **TCI**, of having a flywheel of... content and an MSO... if that traditional flywheel still exists and has the same opportunities. I think **Comcast** did a great job buying **NBC**. I'm not sure there are that many opportunities out there like that," he said. "But I do think there are going to be changing relationships between content companies... I suspect you'll see Charter use its improved and scaled relationship with consumers to provide interesting ways to look at content."

**Retrans Watch:** **DISH** and **Raycom** reached a multi-year retrans renewal without any stations going dark. **Tribune** stations remain off **DISH**'s lineup. **DirecTV** continues to be without **Sunbeam** and **Forum** stations. It's been working on spreading the word to Boston customers on how they can view the Olympics with **WHDH-NBC**. On Fri, Sen *Ed Markey* (D-MA) sent Sunbeam and DirecTV owner AT&T a letter expressing concerns about the dispute, which has seen the station suspended from the DBS operator since July 16. He urged both to engage in good faith talks and asked the **FCC** to help bring the parties together. **DISH** is instructing customers who've lost NBC stations to use **NBCOlympics.com** or the **NBC Sports App**, in addition to live content on **NBCU** nets such as **USA** and **MSNBC**. **DISH Hopper** customers can visit channel 148 to find all the nets in one place and other Rio Olympics content. **DirecTV** also is offering a multi-event mosaic channel.

**Cable Pioneers Change-Up:** After 20 years as exec director of the **Cable Pioneers**, *Les Read* is stepping down. Don't worry. You'll still hear his voice overs at banquets, and he'll still be involved with the group as emeritus director. Cable vet *Jim Faircloth* (elected to the Pioneers in '89) will take the role. Faircloth began at **Storer Cable**, followed by **HPC Puckett & Co**, where he was pres, then COO at **Millisat**. He founded **JKF Media Services** and is a principal/COO of **USA Media Group**.

**Events:** **Rocky Mountain Cable Association** will host its annual Golf Tournament Aug 16 at Arrowhead Golf Course in Littleton, CO. For more information, visit [www.rockymountaincableassociation.com](http://www.rockymountaincableassociation.com).

**Cablefax Program Awards:** We've announced the winners of **Cablefax's** Program Awards. Head over to [Cablefax.com/programawards2016](http://Cablefax.com/programawards2016) for a complete rundown of who won what. THEN, join us Sept 22 in NYC where we'll celebrate!

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Questions: Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com)

## Cablefax Week in Review

Company	Ticker	8/5 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH:	DISH	51.42	(3.74%)	(10.07%)
ENTRAVISION:	EVC	7.93	9.23%	2.85%
GRAY TELEVISION:	GTN	11.23	13.43%	(31.1%)
MEDIA GENERAL:	MEG	17.72	0.74%	9.72%
NEXSTAR:	NXST	52.36	3.58%	(10.8%)
SINCLAIR:	SBGI	29.40	5.68%	(9.65%)
TEGNA:	TGNA	21.48	(1.92%)	(15.83%)

**MSOS**

CABLE ONE:	CABO	514.46	(1.8%)	18.63%
CHARTER:	CHTR	234.79	(0.03%)	28.30%
COMCAST:	CMCSA	67.39	0.21%	19.42%
GCI:	GNCMA	13.63	(11.44%)	(16.33%)
LIBERTY BROADBAND:	LBRDA	61.93	(1.4%)	19.90%
LIBERTY GLOBAL:	LBTYA	30.83	(2.78%)	(27.22%)
SHAW COMM:	SJR	20.02	(1.28%)	16.46%
SHENTEL:	SHEN	33.78	(17.77%)	(21.53%)

**PROGRAMMING**

21ST CENTURY FOX:	FOXA	25.64	(3.75%)	(5.6%)
AMC NETWORKS:	AMCX	54.03	(2.4%)	(27.65%)
CBS:	CBS	52.17	(0.1%)	10.69%
DISCOVERY:	DISCA	26.33	4.94%	(1.31%)
DISNEY:	DIS	95.83	(0.13%)	(8.8%)
GRUPO TELEvisa:	TV	26.45	(0.45%)	(2.79%)
HSN:	HSNI	44.75	(12.53%)	(11.68%)
LIONSGATE:	LGF	20.61	3.10%	(36.37%)
MSG NETWORKS:	MSGN	15.40	(4.05%)	(25.96%)
SCRIPPS INT:	SNI	66.15	0.14%	19.82%
STARZ:	STRZA	30.90	2.22%	(7.76%)
TIME WARNER:	TWX	79.11	3.21%	22.33%
VIACOM:	VIA	48.76	(1.77%)	10.84%
WWE:	WWE	19.86	0.56%	11.32%

**TECHNOLOGY**

ADVANTAGE:	AEY	1.91	(2.55%)	5.52%
AMDOCS:	DOX	58.92	0.96%	7.97%
AMPHENOL:	APH	59.92	0.67%	14.72%
APPLE:	AAPL	107.48	3.14%	2.11%
ARRIS GROUP:	ARRS	27.19	(0.18%)	(11.06%)
AVID TECH:	AVID	7.53	15.67%	3.29%
BLNDER TONGUE:	BDR	0.65	4.84%	62.50%
CISCO:	CSCO	31.04	1.67%	14.29%
COMMScope:	COMM	29.22	(2.44%)	12.86%
CONCURRENT:	CCUR	5.21	1.76%	5.25%
CONVERGYS:	CVG	27.39	2.78%	10.04%
CSG SYSTEMS:	CSGS	41.17	2.26%	14.42%
ECHOSTAR:	SATS	38.21	(1.9%)	(2.3%)
GOOGLE:	GOOG	782.22	1.75%	3.08%
HARMONIC:	HLIT	3.25	(1.22%)	(20.15%)
INTEL:	INTC	34.98	0.34%	1.54%
INTERACTIVE CORP:	IAC	60.38	4.18%	0.55%
LEVEL 3:	LVL	49.27	(2.63%)	(9.36%)
MICROSOFT:	MSFT	57.96	2.26%	4.47%
NETFLIX:	NFLX	97.03	6.33%	(15.17%)
NIELSEN:	NLSN	52.91	(1.76%)	13.54%
SEACHANGE:	SEAC	3.29	2.81%	(51.19%)

Company	Ticker	8/5 Close	1-Week % Chg	YTD %Chg
SONY:	SNE	32.72	(2.07%)	32.95%
SPRINT NEXTEL:	S	6.17	0.49%	70.44%
SYNACOR:	SYNC	2.99	(1.97%)	70.86%
TIVO:	TIVO	10.55	0.09%	22.25%
UNIVERSAL ELEC:	UEIC	75.56	(2.3%)	47.15%
VONAGE:	VG	5.82	(1.85%)	1.39%
YAHOO:	YHOO	38.99	2.09%	17.23%

**TELCOS**

AT&T:	T	43.16	(0.3%)	25.43%
CENTURYLINK:	CTL	29.88	(4.96%)	18.76%
FRONTIER:	FTR	4.86	(6.54%)	4.07%
TDS:	TDS	31.34	(0.48%)	21.05%
VERIZON:	VZ	53.64	(3.19%)	16.05%

**MARKET INDICES**

DOW:	DJI	18543.53	0.60%	6.42%
NASDAQ:	IXIC	5221.12	1.14%	4.27%
S&P 500:	GSPC	2182.87	0.43%	6.80%

## WINNERS &amp; LOSERS

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. AVID TECH:	7.53	15.67%
2. GRAY TELEVISION:	11.23	13.43%
3. ENTRAVISION:	7.93	9.23%
4. NETFLIX:	97.03	6.33%
5. SINCLAIR:	29.40	5.68%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SHENTEL:	33.78	(17.77%)
2. HSN:	44.75	(12.53%)
3. GCI:	13.63	(11.44%)
4. FRONTIER:	4.86	(6.54%)
5. CENTURYLINK:	29.88	(4.96%)

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