

# Cablefax Daily™

Friday — August 19, 2016

What the Industry Reads First

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## Beyond Rio: Olympic Channel GM Talks Upcoming Launch

Sad to see the Olympics go this weekend? Don't fret. A 24/7 Olympic Channel is set to launch after the closing ceremony Sun, available worldwide via a mobile app for Android, iOS devices and at [olympicchannel.com](http://olympicchannel.com). Featuring a mix of live events, news, originals and highlights, the channel will continue to evolve after launch, according to gm Mark Parkman. One innovative feature it's starting with: a native, 360-video player. We spoke with Parkman recently on what to expect. **How will the programming be organized?** We have four pillars of programming. We have live events—we already have partnerships with 27 of the 35 Olympic Federations. Some of those sports have worldwide distribution, some have little distribution, and others have targeted territorial strengths. For those that have worldwide distribution, we intend to showcase their athletes, do promotions of those events, and help them spread the word. With those that have more limited distribution, we want to offer them our platform to stream their events, have their highlights/news on the Olympic Channel with the association of the 5 rings on a daily basis. Then we'll have original content. We're expecting to have 250 hours of original content produced each year. There'll be series, stories, training tips, nutrition... there's historical content, documentaries—it's a wide gamut. Then we have digital production, which will mostly be done by an in-house production team that will be repurposing the archives with digital shorts. That content will sit on our platforms, but we'll also be pushing it aggressively across social media. And then last but not least, the 4th pillar is news. What we hope to do is fill a gap for these sports in terms of a one-stop shop where you can go and find out whatever information you need to know about those sports. **Was the strategy to always launch right after the Summer Games?** We kicked around a lot of ideas, the biggest and foremost being to do it when we were ready. It was expected to happen this year. We thought launching it immediately after the closing ceremony would be a great way to get a lot of promotion, continue the buzz of the Games and build upon what will hopefully be a landmark Games in terms of viewership and distribution on linear and digital platforms. **The plan is to work with rights holders, possibly on linear programming. What do you have in mind?** It's a key component of our whole distribution strategy, working in conjunction with all of our rights-holding broadcasters from around the world who are all very encouraged by the project and very supportive. We're looking at ways that we could establish if possible a 24/7 linear channel. That may be possible in some territories; in others it may be a little bit difficult.

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[Additionally, there could be] programming blocks that would be branded Olympic Channel on their existing platforms, and then the co-creation of a localized digital site. **And the channel is only in English?** It's only in English at launch, but we will have our original programming subtitled in 10 different languages. We'll be constantly evolving to make it a more localized product and giving viewers from around the world not only in their own language but content that's more relevant to them. **What demographic are you targeting?** The Olympics cast a pretty wide net, and we want to have that on the channel as well, but we're targeting it more toward the millennial generation—because we know that their viewing habits are very different from traditional, older viewers. You have to get the product to them; they don't come to you. So that's part of what we want to do with our digital platform and social media initiatives—to get this content to where they are and make it available to how they're viewing content today.

**Showtime Joins Charter Lawsuit Club:** You knew it was just a matter of time before another programmer went after **Charter** for trying to impose **Time Warner Cable's** rate card. On Thurs, **Showtime** joined **Univision** and **Fox News** in filing a breach of contract lawsuit at the NY State Supreme Court. "Showtime Networks made every effort to resolve this matter short of the courthouse, but Charter's persistent refusal to honor its contractual obligations forced Showtime Networks to take this regrettable, but necessary, step," the programmer said. The suit seeks both damages for underpaid license fees and a declaratory judgment that Showtime Nets' agreement with TWC was terminated upon the closing of Charter's recent acquisitions of Time Warner Cable and **Bright House Networks**. Charter's terse statement was identical to what it's said about the previous suits, with only the name changed: "We have a long-term contract with Showtime and we expect them to honor it." Like Univision and Fox News, Showtime's not buying the argument that a company called **Spectrum Management Holding** the legacy Charter Systems and that Spectrum owns and manages the Charter and TWC/Bright House systems. "Tellingly, even the word 'Spectrum' is a reference to the brand name of products that Charter and not TWC provided to customers before the acquisition," the suit said.

**Retrans & Antennas:** **DISH** is giving **TVfreedom.org** and **Antennas Direct's** "Broadcast TV Liberation Tour" with **Sinclair** a thumbs up. A 5-city tour kicks off Fri, part of an ongoing awareness campaign to inform consumers they can access dozens of broadcast channels in HD for free. Organizers say more than \$1mln in antennas have been given away in 60+ cities through the effort. On Thurs, **DISH**, mired in an ongoing blackout with **Tribune**, said bring it on. Since losing the Tribune stations on June 12, **DISH** said it has distributed \$7mln worth of OTA antennas to customers. "Sinclair is on the right track for consumers, and we'd encourage Tribune to follow its example," *Warren Schlichting*, **DISH** evp, marketing, programming and media sales, said in a statement. "While we continue to advocate for an overhaul of the system that guides these types of negotiations, and have been on opposite sides of the issue from TVfreedom in the past, it is heartening to see that we may agree on this point: TV viewers should have a choice on how to watch, and how much to pay for local TV." **DISH** said both sides are back at the bargaining table, claiming that Tribune had stopped negotiating for 5 weeks. **DISH** has sued Tribune claiming it breached contract terms with a "Dump DISH" campaign. Last week, Tribune asked the US District Court in CO to transfer the case to the Northern District of IL. Asked about **DISH's** antenna comments, **NAB** spokesperson *Dennis Wharton* focused on its blackouts: "By a large margin, **DISH** has been involved in the most programming disruptions in recent years. This is a company that seems to specialize in punishing its viewers. It's very simple: When **DISH** takes a broadcast signal and re-sells that programming for a profit, the broadcaster deserves fair compensation for that valuable content."

**Charter Watcher:** The **FCC** announced that former federal judge *Barbara Jones* will be the compliance officer in the **Charter-Time Warner Cable-Bright House** transaction. Merger conditions require such an officer to be appointed within 90 days of the deal closing. Jones is a partner at the law firm **Bracewell**, focusing on corporate compliance issues and internal investigations. The **FCC** imposed several conditions on the transactions, including a low-cost broadband offering for low-income individuals and the expansion of its broadband network to 2mln customer locations. During her 16-year term in the US District Court for the Southern District of NY, Judge Jones presided over a diverse range of cases, including accounting and securities fraud, antitrust, fraud and corruption involving city contracts and federal loan programs, labor racketeering and terrorism. She was nominated to the court in 1995 by *Bill Clinton*.

**Gawk Talk:** **Univision** finally broke the silence on its \$135mln agreement to purchase **Gawker Media Group**. The assets will be integrated into **Fusion Media Group**—all but **Gawker.com**. **Univision** has opted not to operate the controversial

# BUSINESS & FINANCE

site. With this strategic acquisition, Fusion Media's digital reach is expected rise to nearly 75mln uniques, or 96mln uniques when including its extended network. The acquisition will further enrich FMG's content offerings across key verticals including iconic platforms focused on technology (**Gizmodo**), car culture (**Jalopnik**), contemporary women's interests (**Jezebel**) and sports (**Deadspin**), among others. Fusion Media includes **The Root**, **Flama**, **Univision Digital**, **Univision Music**, as well as Univision's interest in **Fusion**, **El Rey** and **The Onion**.

**CTHRA Symposium: NCTA CEO Michael Powell** will keynote the HR Symposium hosted by the **Cable and Telecommunications Human Resources Association** on Nov 2 in Philly. The day-long event also includes keynotes on inclusion in next-gen workplaces by consultant **Jennifer Brown** and an in-depth look at millennials in the workplace by **FutureCast** pres **Jeff Fromm**.

**Programming: UP** renewed- "Bringing up Bates" for a 5th season and "Growing up McGee" for a sophomore season. The new eps will premiere in 2017. -- **Sundance TV** launched 'Aliens!!!The Contest' on **Tumblr** in honor of the 30th anniversary of 'Aliens.' From Aug 18-Sept 9, fans can submit their alien creations for a chance to be featured on air during a marathon from Sept 18-20 at 8pm each night. Special guest judge **Carrie Henn** from the "Alien" franchise will pick the top 3 winners.

## Cablefax Daily Stockwatch

Company	08/18 Close	1-Day Ch	Company	08/18 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
DISH:	51.53	0.35	INTEL:	34.97	(0.05)			
ENTRAVISION:	7.76	0.10	INTERACTIVE CORP:	56.77	(0.32)			
GRAY TELEVISION:	11.52	(0.14)	LEVEL 3:	48.44	(0.08)			
MEDIA GENERAL:	17.81	(0.08)	MICROSOFT:	57.60	0.04			
NEXSTAR:	53.71	(0.19)	NETFLIX:	96.16	(0.21)			
SINCLAIR:	28.87	(0.45)	NIELSEN:	53.15	0.10			
TEGNA:	21.30	(0.05)	SEACHANGE:	3.26	0.01			
<b>MSOS</b>								
CABLE ONE:	547.60	5.26	SONY:	33.10	0.73			
CHARTER:	254.83	(2.6)	SPRINT NEXTEL:	6.02	0.01			
COMCAST:	67.41	(0.36)	SYNACOR:	2.77	(0.08)			
GCI:	12.53	0.08	TIVO:	10.66	UNCH			
LIBERTY BROADBAND:	67.17	(0.39)	UNIVERSAL ELEC:	78.43	(0.56)			
LIBERTY GLOBAL:	32.38	(0.11)	VONAGE:	6.30	0.57			
SHAW COMM:	20.45	0.10	YAHOO:	42.90	0.20			
SHENTEL:	26.88	(0.11)	<b>TELCOS</b>					
<b>PROGRAMMING</b>								
21ST CENTURY FOX:	25.08	(0.4)	AT&T:	41.40	(0.46)			
AMC NETWORKS:	56.68	(0.35)	CENTURYLINK:	29.13	(0.12)			
CBS:	51.53	(0.22)	FRONTIER :	4.78	0.06			
DISCOVERY:	26.84	(0.13)	TDS:	28.99	0.27			
DISNEY:	96.65	(0.22)	VERIZON:	52.87	(0.3)			
GRUPO TELEVISA:	27.23	0.04	<b>MARKET INDICES</b>					
HSN:	43.98	0.40	DOW:	18597.70	23.76			
LIONSGATE:	21.66	0.24	NASDAQ:	5240.15	11.49			
MSG NETWORKS:	18.12	0.99	S&P 500:	2187.02	4.80			
SCRIPPS INT:	64.37	0.16						
STARZ:	31.65	0.07						
TIME WARNER:	80.83	(0.22)						
VIACOM:	47.85	(0.99)						
WWE:	20.87	(0.1)						
<b>TECHNOLOGY</b>								
ADDVANTAGE:	1.82	0.02						
AMDOCS:	59.01	0.84						
AMPHENOL:	60.51	0.55						
APPLE:	109.08	(0.14)						
ARRIS GROUP:	27.19	0.04						
AVID TECH:	9.42	0.30						
BLNDER TONGUE:	0.64	(0.01)						
CISCO:	30.48	(0.24)						
COMMSCOPE:	28.54	(0.05)						
CONCURRENT:	5.15	(0.15)						
CONVERGYS:	29.51	(0.28)						
CSG SYSTEMS:	42.20	1.11						
ECHOSTAR:	38.55	0.34						
GOOGLE:	777.50	(2.41)						
HARMONIC:	4.18	0.04						



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# PROGRAMMER'S PAGE

## No Place Like Home

Soap actress *Kelly Sullivan* knows drama. She's portrayed a woman with a split personality on "General Hospital" and *Sage Warner* on the "Young & the Restless." Yet her newest project—**TLC's** first scripted series—*Tyler Perry's* "Too Close to Home," (premieres Aug 22 at 9pm)—is a whole new type of drama. "Tyler doesn't beat around the bush," she told **CFX**. The series follows a young woman, Anna, who leaves behind her trailer park home in Alabama, along with every aspect of her identity, to pursue a political career in DC. When a major political scandal exposes her real identity, she's forced back to her home roots where she must face the abandoned problems of her old life. Sullivan, who plays Anna's protective older sister Bonnie, was immediately attracted to the project. "After reading just two scenes, I couldn't wait to see more," she said. "I was so impressed with how Tyler writes his characters. They're very strong and real." According to Sullivan, Tyler Perry spent a lot of time watching and understanding the TLC demographic to know the themes and storylines that the TLC audiences want. "In my experience, I've never seen a show like this before. You are watching characters that are very dimensional. This show is so gritty and raw. It's a really different piece," she said. Even though the first season only includes eight episodes, Perry shot the series in eight days. Most series spend seven to 20 days to shoot just one episode. "Tyler is evolving the system and the way things are filmed," she said. "Given a time frame, given a budget, Tyler shows you can still produce top-notch stuff." Sullivan said the turnover was insane—around sixty pages were shot per day. "There's danger. There's sex. There are so many things Tyler jam packs into each episode... just when you think it can't get any crazier, it does." — *Sarah Plombon*

**Reviews:** "Halt and Catch Fire," Tues, 9pm, **AMC**. "Are you safe?" will be the catchphrase throughout the 3rd season of this series about the early digital age. While most dramas center on relationships, with a location or situation as a backdrop, "Halt" reverses things: the ideas and work that underpin much of our economy and social life today take the spotlight here. Another welcome reversal: women are Halt's protagonists. The season has promise. -- "Forged in Fire," Tues, 9pm, **History**. This competition series begins its 3rd season by bringing champs from the previous two back to the forge to create historic weapons and knives. Two elements make this a very entertaining hour. First, there's just a limited amount of faux drama injected. The contestants are serious craftspeople, creating little fuss and actually support each other. Second, the camerawork, loaded with sparks flying and blades being struck by bullets, for example, is excellent. -- "Chrisley Knows Best," Season 4 mid-season premiere, Tuesday, 10pm, **USA**. How could such nonsense pull ratings? (The first half of the season is the year's #1 cable unscripted series in its timeslot). A guess: viewers want to giggle at this goofy clan's travails. And in next week's ep, they can gaze at gorgeous scenery as the Chrisleys vacation in Hawaii. — *Seth Arenstein*

Basic Cable Rankings (8/08/16-8/14/16) Mon-Sun Prime			
1	FOXN	0.8	1787
2	DSNY	0.6	1374
2	NBCS	0.6	1224
4	USA	0.5	1186
4	TBSC	0.5	1124
4	HGTV	0.5	1109
4	HIST	0.5	1108
8	MSNB	0.4	1021
8	ESPN	0.4	1008
8	ADSM	0.4	897
8	TNT	0.4	867
8	ID	0.4	787
8	NFLN	0.4	610
8	DSE	0.4	86
15	FX	0.3	796
15	NAN	0.3	777
15	HALL	0.3	755
15	DISC	0.3	750
15	CNN	0.3	723
15	FOOD	0.3	698
15	LIFE	0.3	656
15	SYFY	0.3	631
15	OWN	0.3	567
15	NKJR	0.3	556
15	DSJR	0.3	550
15	LMN	0.3	512
27	FRFM	0.2	574
27	AMC	0.2	573
27	A&E	0.2	565
27	VH1	0.2	562
27	TVLD	0.2	552
27	SPK	0.2	546
27	TLC	0.2	529
27	APL	0.2	462
27	INSP	0.2	430
27	WETV	0.2	411
27	CMDY	0.2	406
27	FXX	0.2	401
27	NGC	0.2	399
27	HMM	0.2	396
27	MTV	0.2	383
27	GSN	0.2	383
27	EN	0.2	377
27	TRAV	0.2	373

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

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