

# Cablefax Daily™

Monday — August 15, 2016

What the Industry Reads First

Volume 27 / No. 156

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**RNC & DNC**  
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**RNC & DNC COVERAGE**  
Total Social Media Interactions

Source: Nielsen, #1 in all ad-supported cable, Feb'16, Mar'16, Jul'16, M-Su 6a-6a, M-Su 8-11p, P2+ (000). #1 in cable news, 175 months and counting, Jan'02-Jul'16, FNC, CNN, MSNBC, HLN, M-Su 6a-6a, M-Su 8-11p, P2+ (000). #1 Republican & Democrat convention coverage, 7/18/16-7/21/16, 7/25/16-7/28/16, FNC, CNN, MSNBC, M-Thu 8-11p, P2+ (000). News competitive set: Fox News, CNN, ABC News, NBC News, CBS News, MSNBC, The Huffington Post, The New York Times, BuzzFeed News. Week of RNC: 7/18/16-7/21/16, Week of DNC: 7/25/16-7/28/16, Source: Socialbakers

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## VR Deployment: A Tale of Two Networks

Anyone still wondering if virtual reality has just one killer implementation need only turn to **USA Network's** recent concurrent linear/VR episode of "Mr. Robot," and to the two programmers CFX recently spoke with about their VR executions: **Discovery Comm** and **Turner Sports**. Discovery last August launched its VR app and DiscoveryVR.com, and also was a launch partner with **Facebook** for the social media company's 360 videos. "First and foremost it's in our thought process as we approach all of our properties," *Nathan Brown*, svp development and operations for **Discovery Digital Media**, told *Cablefax*. "The mistake a lot of companies make when it comes to VR and 360 video is, there's a tendency to sit around in a room with bunch of execs and iterate a strategy. In this case, we just started making stuff and building our strategy as we went along, getting real-time learning about what our audience likes and doesn't like." To date, the app has been downloaded almost 1.5mln times, and now contains more than 100 videos filmed around the globe. One highlight was the VR content to complement the network's recent Shark Week programming. The premiere of the show "Isle of Jaws" tipped viewers to a second act on the Facebook Shark Week page delivered via Facebook VR and **Gear VR**—the content, which ran concurrently to the linear television feed, drew close to 800K views and was followed by 7 additional Shark Week VR experiences. What's next? Coming sooner than later, Brown says, is the social experience. "There's almost something very antisocial about putting on goggles and isolating from rest of the world but, if you can be in same room as your best friend who's watching the same content and interacting with them by way of avatars that's another story," he said. *Craig Barry*, evp/production and chief content officer at Turner Sports, concurs. "It's no accident that the biggest social company in the world bought the biggest VR company in the world," he said of Facebook's ownership of **Oculus Rift**. "The future is extremely social for VR. As the technology continues to grow and headsets slim down, that experience is going to get more immersive and then once we get to a place where that experience is second only to being there and we can start to ramp up the social aspects of it." Turner Sports partnered with **Voke** and Oculus to provide live VR coverage of the NCAA men's basketball Final Four Semifinals and National Championship, streaming a 180-degree view of the game from a courtside perspective, a virtual scoreboard and live stats from commentators. It also offered

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a 2D live stream—a dual strategy it continued with VR coverage of the opening Golden State Warriors vs. Cleveland Cavaliers game. For both recent implementations, “It was important for us to have a virtual 3D experience and 2D experience. On the consumer side the hardware wasn’t 100 percent available and still relatively new, so we wanted to have a simultaneous experience that replicated the not the immersion of full 3D VR but ultimately the kind of control you would have in a VR experience,” he said. Expect Turner to continue the dual strategy. What sporting events make for the best VR viewing? “I always reference boxing as the ultimate VR experience—being ringside. Boxing, basketball, these kinds of contained indoor environments seem to work best. When you get to larger field of play—soccer, football—the experience becomes ultimately larger and probably doesn’t scale or translate quite as well,” Barry said. “VR is all about access, bringing the viewer in as close to the action and creating a sensory confrontation with the event.” - *Cathy Applefeld Olson*

**Fox Executive Shuffle:** Fox News named co-presidents of Fox News Channel and Fox Business Network following the controversial departure of fmr chmn/CEO of Fox News, Fox Business and Fox TV Stations *Roger Ailes*. Fox Television Stations CEO *Jack Abernethy* and sr evp *Bill Shine* will lead the 2 nets, dividing responsibilities. Abernethy will continue to run Fox TV stations while overseeing business components of FNC and FBN, including finance, ad sales and distribution. “Jack was integral to the launch and success of FOX News nearly 20 years ago and we’re delighted he’s returning to take on this additional role,” said 21st Century Fox and FNC/FBN exec chmn *Rupert Murdoch*, to whom the co-presidents will report, in a statement. “As we continue to benefit from his strong leadership of Fox Television Stations, his strategic vision and deep knowledge of the cable news business will ensure continued growth of Fox News and Fox Business Network for generations to come.” Shine will run programming and news functions for the nets, including production, technical operations and talent management, while continuing to lead strategy throughout the election season. Shine has focused on primetime cable news coverage for 14 of his 20 years at the company, Murdoch said. “His leadership and keen eye for programming has played a fundamental role in the success of both Fox News and Fox Business Network.” Fox News also announced that CFO *Mark Kranz* will be retiring after 19 years at the network. Additionally, *Suzanne Scott* was upped to evp of programming and devel for FNC, which entails heading up FNC’s daytime and primetime opinion shows and leading new programming development. She’ll report to Shine along with evp of news editorial *Jay Wallace*, who will continue to manage the news division since having been promoted to the post in April. Ailes departed the company in late July after was hit with a sexual harassment suit by former anchor *Gretchen Carlson*, which then prompted an internal review at Fox News.

**Microsoft Livestreaming:** Microsoft acquired interactive livestreaming service **Beam**, which lets viewers watch and play along with their favorite gamers in real time. A competitor to Amazon-owned Twitch, Beam lets users interact with the stream through choosing their own tools. “One of the best parts about Beam is that interactivity is easy for streamers to enable and customize, and is designed to work with any game,” said Xbox Live partner group manager *Chad Gibson* in a blog post.

**Energy Savings:** NCTA and the Consumer Technology Association presented 2 reports this week by the independent auditor *D+R International* regarding the implementation and execution of new energy conservation efforts. The reports said that American consumers saved \$646mln in 2015 from energy efficient set-top boxes and that nearly 90% of the home Internet equipment that delivered broadband in 2015 met the new energy efficiency standards. Under The Voluntary Agreement for Ongoing Improvement to the Energy Efficiency of Set-Top Boxes signed by pay-TV providers in 2012, consumers have saved nearly \$1.2bln in energy costs and 6.5 mln metric tons of CO2 emissions in the past 3 years. Overall, 86.9% of the reported units sold in 2015 met the energy efficiency standards, with 7 of the 11 signatories achieving the 90% commitment.

**5G Deployment:** In an effort to streamline the deployment of 5G wireless infrastructure, the Wireless Telecommunications Bureau signed an agreement this week to eliminate historic preservation review for small facility deployments across the U.S. that do not adversely impact historic sites and locations. The Advisory Council on Historic Preservation (ACHP) and the National Conference of State Historic Preservation Officers (NCSHPO) also signed the agreement.

**Cablefax Week in Review**

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH:	DISH	51.02	(0.78%)	(10.77%)
ENTRAVISION:	EVC	7.72	(2.65%)	0.13%
GRAY TELEVISION:	GTN	11.40	1.51%	(30.06%)
MEDIA GENERAL:	MEG	17.82	0.56%	10.34%
NEXSTAR:	NXST	52.86	0.95%	(9.95%)
SINCLAIR:	SBGI	29.33	(0.24%)	(9.86%)
TEGNA:	TGNA	20.95	(2.47%)	(17.91%)

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLE ONE:	CABO	533.23	3.65%	22.96%
CHARTER:	CHTR	258.62	10.15%	41.32%
COMCAST:	CMCSA	67.51	0.18%	19.63%
GCI:	GNCMA	12.89	(5.43%)	(20.87%)
LIBERTY BROADBAND:	LBRDA	66.92	8.06%	29.56%
LIBERTY GLOBAL:	LBTYA	31.53	2.27%	(25.57%)
SHAW COMM:	SJR	20.46	2.20%	19.02%
SHENTEL:	SHEN	28.25	(16.37%)	(34.38%)

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	26.02	1.48%	(4.2%)
AMC NETWORKS:	AMCX	54.78	1.39%	(26.65%)
CBS:	CBS	52.35	0.35%	11.08%
DISCOVERY:	DISCA	26.35	0.08%	(1.24%)
DISNEY:	DIS	96.84	1.05%	(7.84%)
GRUPO TELEVISIA:	TV	27.30	3.21%	0.33%
HSN:	HSNI	45.50	1.68%	(10.2%)
LIONSGATE:	LGF	21.31	3.40%	(34.21%)
MSG NETWORKS:	MSGN	15.69	1.88%	(24.57%)
SCRIPPS INT:	SNI	63.27	(4.35%)	14.60%
STARZ:	STRZA	31.51	1.97%	(5.94%)
TIME WARNER:	TWX	80.55	1.82%	24.56%
VIACOM:	VIA	47.62	(2.34%)	8.25%
WWE:	WWE	20.69	4.18%	15.98%

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	1.78	(6.81%)	(1.66%)
AMDOCS:	DOX	59.28	0.61%	8.63%
AMPHENOL:	APH	60.40	0.80%	15.64%
APPLE:	AAPL	108.18	0.65%	2.77%
ARRIS GROUP:	ARRS	27.64	1.66%	(9.58%)
AVID TECH:	AVID	8.85	17.53%	21.40%
BLNDER TONGUE:	BDR	0.60	(7.69%)	50.00%
CISCO:	CSCO	30.87	(0.55%)	13.66%
COMMSCOPE:	COMM	28.81	(1.4%)	11.28%
CONCURRENT:	CCUR	5.24	0.58%	5.86%
CONVERGYS:	CVG	29.00	5.88%	16.51%
CSG SYSTEMS:	CSGS	40.33	(2.04%)	12.09%
ECHOSTAR:	SATS	36.91	(3.4%)	(5.63%)
GOOGLE:	GOOG	783.22	0.13%	3.21%
HARMONIC:	HLIT	4.17	28.31%	2.46%
INTEL:	INTC	34.57	(1.17%)	0.35%
INTERACTIVE CORP:	IAC	59.37	(1.67%)	(1.13%)
LEVEL 3:	LVL3	49.73	0.93%	(8.52%)
MICROSOFT:	MSFT	57.94	(0.03%)	4.43%
NETFLIX:	NFLX	96.59	(0.45%)	(15.55%)
NIELSEN:	NLSN	52.96	0.09%	13.65%
SEACHANGE:	SEAC	3.28	(0.3%)	(51.34%)
SONY:	SNE	32.82	0.31%	33.36%

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
SPRINT NEXTEL:	S	6.09	(1.3%)	68.23%
SYNACOR:	SYNC	2.89	(3.34%)	65.14%
TIVO:	TIVO	10.61	0.57%	22.94%
UNIVERSAL ELEC:	UEIC	76.46	1.19%	48.90%
VONAGE:	VG	5.61	(3.61%)	(2.26%)
YAHOO:	YHOO	42.94	10.13%	29.10%

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	43.28	0.28%	25.78%
CENTURYLINK:	CTL	29.96	0.27%	19.08%
FRONTIER:	FTR	4.85	(0.21%)	3.85%
TDS:	TDS	29.47	(5.97%)	13.83%
VERIZON:	VZ	53.65	0.02%	16.08%

Company	Ticker	8/12 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW:	DJI	18576.47	0.18%	6.61%
NASDAQ:	IXIC	5232.89	0.23%	4.50%
S&P 500:	GSPC	2184.05	0.05%	6.85%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. HARMONIC:	4.17	28.31%
2. AVID TECH:	8.85	17.53%
3. CHARTER:	258.62	10.15%
4. YAHOO:	42.94	10.13%
5. LIBERTY BROADBAND:	66.92	8.06%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. SHENTEL:	28.25	(16.37%)
2. BLNDER TONGUE:	0.60	(7.69%)
3. ADVANTAGE:	1.78	(6.81%)
4. TDS:	29.47	(5.97%)
5. GCI:	12.89	(5.43%)

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