

Cablefax Daily™

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What the Industry Reads First

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Juneau Alaska? GCI Pokes Fun, Reminds Customers It's Alaska-Based

You say tomato; I say tomahto. **GCI** says Juneau; **Verizon Wireless** says Juno. And the Alaska-based operator is not calling the whole thing off. “Verizon claimed in an Anchorage, AK, press release today that its wireless network included Denali, the tallest peak in North America, and Juno, an asteroid circling the sun roughly between the orbit of Mars and Jupiter,” GCI, an **ACA** member, said in a press release issued this week. It doesn't end there. “This is one small step for Verizon, but a giant leap for humankind,” *Heather Handyside*, director of communications for GCI, said in the release. “At GCI, we got started here in Alaska more than 35 years ago. Though we like to call ourselves an ‘Alaska born and raised’ company, we’ve been steadily expanding our market to include the Pacific Northwest and Texas. But wireless coverage in space? We’re just not there yet.” Nope, it’s not an article in *The Onion*. It’s GCI’s response to a Verizon Wireless release touting that it ranked at the #1 wireless network in Alaska, per the new RootScore Report by **RootMetrics**. And yes, it misspells Juneau, the state’s capital. “We’ve got you covered, from the peak of Denali to the streets of Juno. That’s the kind of real value Alaskans deserve and appreciate,” Pacific Market PR manager *Heidi Flato* is quoted as saying. It’s fair to say there’s a bit of competition here, with GCI home to Alaska’s largest wireless network, plus high-speed Internet, digital cable and local phone. Then there’s Verizon Wireless, who was just named #1 in the US in overall network performance for the 6th consecutive testing period dating back to 2013, when RootMetrics’ studies began. Flato is taking the ribbing in good stride. “Verizon is pleased that GCI is adding humor to the friendly and competitive Alaska wireless market,” Flato told us. “Competition creates better opportunities for Alaska’s citizens. We are proud that RootMetrics has named Verizon as the #1 wireless network in Alaska, as rated by the new RootScore Report, and we sincerely apologize to those customers and people who live in Juneau for misspelling your community’s name.” We touched based with Handyside, letting her know that this is one of the more amusing press releases that have crossed our desks. “There are so many reality TV shows about Alaska right now that Alaskans are used to seeing themselves portrayed accurately or inaccurately on TV. We have a pretty good sense of humor about those kinds of things,” she said. “So when an outside carrier misspelled the state capital, we thought it would be a good opportunity to poke fun a little bit. Juneau is a common misspelling. If I were to go to New Orleans, I probably wouldn’t pronounce it correctly.” (Make your best attempt at “N’awlins”). While Handyside dished it out, she also gave Verizon Wireless some credit for getting that Denali is the highest peak in N America. If you know any Alaskans, they’ll quickly correct you if you call the highest peak in N America by the name Mount McKinley (it was officially changed to Denali last year, but Alaskans have been calling it Denali for decades). Other than giving us a chuckle on a Fri afternoon, it’s a reminder that while *Charlie Ergen’s* inflatable pigs may have disappeared, there’s still plenty of healthy competition in the marketplace—and humor. And for GCI, it helps to illustrate that they do really know the state. Case in point, GCI will have statewide HD coverage of the 21st annual



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Giant Cabbage Weigh Off at the Alaska State Fair at 10pm on Sept 2 on the GCI Channel and on demand (trust us, it's a big deal). "We have over 2300 employees. We got started in Alaska 35 years ago," Handyside said. "We're really proud of being an Alaska-based company."

Program Carriage Complaint: The FCC Media Bureau denied **Liberman Broadcasting's** program carriage complaint against **Comcast**. The broadcaster had alleged that Comcast discriminated against it in the conditions and terms of carriage of its Spanish language net, **Estrella TV**, and violated **NBCU** transaction conditions. Liberman also claimed Comcast violated FCC rules by requiring it to provide Comcast with a financial interest in Estrella's digital rights as a condition of carriage. In an order released Fri, the Bureau said Liberman failed to show its stations qualify as "video programming vendors" with its claims based on status as a broadcast licensee. In other words, it's negotiating for retransmission of its broadcast signal vs carriage of video programming contained within that signal. Liberman could compel Comcast to carry the signal by electing must-carry next cycle, the FCC said.

Nielsen Universe: Nielsen puts its National TV Household Universe Estimate at 118.4mln TV homes for the upcoming 2016-17 TV season. That's up from 116.4mln for the 2015-16 season. There was a slight uptick (0.8%) in the number of US homes with TVs receiving traditional TV signals from broadcast, cable, DBS, telcos or via broadband Internet connection. The number of persons age 2 and older in US TV households is estimated to be 301.7mln, which represents an increase of 1.6% from last year. Increases in U.S. Hispanic, black and Asian households were also seen, due to estimated increases in population growth and TV penetration.

Get Your Drone On: A national investment firm holding a Drone Day? Sounds like something radio control enthusiasts might arrange, but it's actually **Oppenheimer & Co's** event. Set for Sept 19 at sculpture park Storm King Art Center in New Windsor, NY, it will feature public and private companies focused on industrial and commercial applications for drones as well as actual flying demos. By the way, Mon (8/29) is when the FAA's small drone rule goes into effect, allowing certified commercial pilots to fly unmanned aircraft systems weighing up to 55 pounds during the daytime.

FOX Sports GO: **FOX Sports GO** will now be available on Apple TV (4th generation). Apple TV customers can now access FOX Sports, FS1, FS2, FOX Sports Regional Networks, FOX College Sports, FOX Deportes and FOX Soccer Plus as part of their pay-TV subscription with FOX Sports TV nets. Participating Apple TV customers can live stream more than 3K FOX Sports events, including the NFL, MLB, Big 12, Pac-12 football, Big East basketball, FIFA World Cup and UEFA Champions League soccer. This debut includes new features such as a 60 frames-per-second streaming rate and a Multiview Display capability to watch up to 4 simultaneous live streams on 1 screen.

People: **Revolt TV** confirmed that CEO *Keith Clinkscales* is leaving the company. *Multi* first reported his departure. He's led the network, owned by *Sean Combs*, since its launch in 2013. Revolt COO *Derek Ferguson* will serve as interim CEO. -- **Mediacom** promoted 3 members of its corporate management team. *Jerold Lambert* was promoted to group vp of legal affairs where he will provide counsel to Mediacom's business services division. *Timothy Hubert* was named vp of accounting where he will lead senior management to strategic financial goals. *John Maccagnen* was promoted to vp of financial operations where he will continue to oversee the annual budget for the financial operations dept.

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Cablefax Week in Review

Company	Ticker	8/26 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH	DISH	48.84	(3.1%)	(14.59%)
ENTRAVISION	EVC	7.54	(3.46%)	(2.2%)
GRAY TELEVISION	GTN	11.10	(3.39%)	(31.9%)
MEDIA GENERAL	MEG	17.55	(1.35%)	8.67%
NEXSTAR	NXST	51.51	(3.77%)	(12.25%)
SINCLAIR	SBGI	28.48	(2.86%)	(12.48%)
TEGNA	TGNA	20.89	(2.79%)	(18.14%)

MSOS				
CABLE ONE	CABO	533.67	(2.39%)	23.06%
CHARTER	CHTR	250.93	(0.67%)	37.12%
COMCAST	CMCSA	65.51	(1.18%)	16.09%
GCI	GNCMA	13.66	8.33%	(16.14%)
LIBERTY BROADBAND	LBRDA	67.04	0.25%	29.80%
LIBERTY GLOBAL	LBTYA	30.82	(3.02%)	(27.24%)
SHAW COMM	SJR	20.14	(0.79%)	17.16%
SHENTEL	SHEN	25.02	(3.81%)	(41.88%)

PROGRAMMING				
21ST CENTURY FOX	FOXA	24.54	(2.43%)	(9.65%)
AMC NETWORKS	AMCX	54.25	(3.04%)	(27.36%)
CBS	CBS	51.44	(0.79%)	9.14%
DISCOVERY	DISCA	25.73	(3.74%)	(3.56%)
DISNEY	DIS	95.21	(1.22%)	(9.39%)
GRUPO TELEVISIA	TV	27.41	(0.62%)	0.74%
HSN	HSNI	42.52	(2.3%)	(16.08%)
LIONSGATE	LGF	21.12	(1.45%)	(34.79%)
MSG NETWORKS	MSGN	17.71	(6.25%)	(14.86%)
SCRIPPS INT	SNI	63.37	(1.63%)	14.78%
STARZ	STRZA	31.31	(0.54%)	(6.54%)
TIME WARNER	TWX	79.24	(1.93%)	22.53%
VIACOM	VIA	45.92	(5.71%)	4.39%
WWE	WWE	21.04	0.53%	17.94%

TECHNOLOGY				
ADDVANTAGE	AEY	1.96	8.89%	8.29%
AMDOCS	DOX	59.56	0.47%	9.14%
AMPHENOL	APH	61.51	0.52%	17.77%
APPLE	AAPL	106.94	(2.21%)	1.60%
ARRIS GROUP	ARRS	27.14	0.30%	(11.22%)
AVID TECH	AVID	9.31	(3.92%)	27.71%
BLNDER TONGUE	BDR	0.61	(3.17%)	52.50%
CISCO	CSCO	31.35	2.72%	15.43%
COMMSCOPE	COMM	29.44	3.01%	13.71%
CONCURRENT	CCUR	5.07	(0.78%)	2.42%
CONVERGYS	CVG	29.68	0.85%	19.24%
CSG SYSTEMS	CSGS	43.48	2.62%	20.84%
ECHOSTAR	SATS	38.30	(0.67%)	(2.07%)
GOOGLE	GOOG	769.54	(0.76%)	1.40%
HARMONIC	HLIT	4.45	8.01%	9.34%
INTEL	INTC	35.26	0.06%	2.35%
INTERACTIVE CORP	IAC	57.19	(1.24%)	(4.76%)
LEVEL 3	LVL3	49.28	1.52%	(9.35%)
MICROSOFT	MSFT	58.03	0.71%	4.60%
NETFLIX	NFLX	97.58	1.78%	(14.69%)
NIELSEN	NLSN	52.49	(1.24%)	12.64%
SEACHANGE	SEAC	2.78	(14.72%)	(58.75%)

SONY	SNE	33.18	1.41%	34.82%
SPRINT NEXTEL	S	6.14	3.54%	69.61%
SYNACOR	SYNC	2.81	2.55%	60.57%
TIVO	TIVO	10.86	1.97%	25.84%
UNIVERSAL ELEC	UEIC	75.87	(1.06%)	47.75%
VONAGE	VG	5.94	(6.16%)	3.48%
YAHOO	YHOO	42.27	(1.74%)	27.09%

TELCO				
AT&T	T	40.68	(0.8%)	18.22%
CENTURYLINK	CTL	28.76	(0.28%)	14.31%
FRONTIER	FTR	4.61	(1.71%)	(1.28%)
TDS	TDS	27.86	(2.28%)	7.61%
VERIZON	VZ	52.07	(0.72%)	12.66%

MARKET INDICES				
DOW	DJI	18395.40	(0.85%)	5.57%
NASDAQ	IXIC	5218.92	(0.37%)	4.22%
S&P 500	GSPC	2169.04	(0.68%)	6.12%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ADDVANTAGE	1.96	8.89%
2. GCI	13.66	8.33%
3. HARMONIC	4.45	8.01%
4. SPRINT NEXTEL	6.14	3.54%
5. COMMSCOPE	29.44	3.01%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. SEACHANGE	2.78	(14.72%)
2. MSG NETWORKS	17.71	(6.25%)
3. VONAGE	5.94	(6.16%)
4. VIACOM	45.92	(5.71%)
5. AVID TECH	9.31	(3.92%)



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