

# Cablefax Daily™

Tuesday — August 30, 2016

What the Industry Reads First

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## Beam Me Up: Media Outlets Board USS Enterprise for Star Trek Anniversary

Displayed among the authentic flight apparatus at the Smithsonian Institution's Air & Space Museum is a gleaming paean to popular culture. The 11-foot, 250-pound original model of Star Trek's USS Enterprise has been housed at the museum since 1973—one of the few exhibits at Air & Space not based on a machine that took actual flight in the real world. It's a powerful nod to the Star Trek phenom, which in case you've been sucked into a black hole and hadn't heard, celebrates its 50th anniversary this year. A growing galaxy of media outlets is paying homage to the brand. As of Aug 22, Paramount's theatrical release "Star Trek Beyond" had grossed more than \$147m domestically. New CBS series "Star Trek: Discovery" which goes into production in September, is set to debut in 2017 with Netflix as the exclusive premiere home of the series in 188 countries, excluding the US and Canada. Netflix also will debut all 727 existing episodes of the "Star Trek" TV library by the end of this year. BBC America will unleash a marathon of uncut digitally remastered HD versions of the original episodes of the series' first and second seasons on Sept 8, the 50th anniversary of the series' premiere. History on Sept 9 will re-air "50 Years of Star Trek." The special, which debuted earlier this month, celebrates the franchise via interviews with cast and creators, including Whoopi Goldberg, Jonathan Frakes, Nichelle Nichols, J.J. Abrams and Simon Pegg. It also features Leonard Nimoy in one of his final full-length interviews. "In the last half century Star Trek has come to occupy a singular place in our popular culture. It continuously breaks new ground by holding up a mirror to America, challenging us to face the hard truths underlying our most complex social issues, but offering a way forward through its optimistic vision of a better future for all humanity," said History exec producer Kristen Burns. For its part, Smithsonian Channel will debut a two-hour special on the lasting influence of the original series on Sunday at 8pm. "Building Star Trek" follows the Smithsonian conservation team as they rebuilt the model of the original USS Enterprise bridge using authentic set pieces and props. The special also profiles a new generation of engineers who are turning Star Trek's visionary technology into reality. Aside from featuring interviews with Pegg and other Hollywood Trekkies, it juxtaposes clips from the original series with footage of today's scientists. "The show is really looking at the inventors who have created real medical tricorders, real tractor beams, real warp devices—all directly inspired by the vision of Star Trek," said exec producer Tim Evans. "It's amazing to see how far we have come and how close we are to the original vision of Star



Smithsonian CHANNEL

**BUILDING STAR TREK**

PREMIERES SUNDAY 8PM [CLICK FOR MORE](#)

# One America NEWS NETWORK

## A TOP 50 RANKED CHANNEL!

**OAN** is the **4<sup>TH</sup> RANKED** National News Network!\*

<b>RANKING</b>	<b>NATIONAL CABLE CHANNEL</b>
<b>30</b>	<b>One America News Network (ONEAMERICA)</b>
36	Turner Classic Movies (TCM)
44	Headline News (HLN)
45	CNBC
50	FOX Business Network (FBN)
51	Syfy (Syfy)
52	Golf Channel (GOLF)
53	Animal Planet (APL)
55	truTV (truTV)
60	Travel Channel (TRAVEL)
68	BBC America (BBCA)
72	National Geographic Channel (NGC)
133	Fusion (FUSION)
141	Great American Country (GAC)
158	Bloomberg Television (BLOOM)

\*comScore TV Essentials © Network Summary / Network (Qtr3 2016: 06/27 – 09/25). Data reported by comScore from AT&T U-verse set top boxes nationally. Reported STB data excludes national broadcasters. Report generated on August 27, 2016.

## MORE LIVE NEWS THAN ANY OTHER NEWS NETWORK

# One America NEWS NETWORK

A rockstar to millennials! When it comes to politics, One America News' own Liz Wheeler is a television and social media sensation. Outrageously smart & well-informed, Liz tackles the tough topics most important to millennials. That's why she was named a Top 10 newsmaker "30 under 30" rising star by Red Alert Politics!

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**LIZ WHEELER**

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Trek.” Given the broad fan base for the special’s subject matter, Evans expects “Building Star Trek” will “bring in people who may not be familiar with Smithsonian Channel as well as the core viewers we have who love history and love science. It plays directly to that.” A focus on a pop culture sensation fits nicely in the network’s wheelhouse, he added. Noting the Smithsonian brand is a global badge of authenticity, Evans says it “also stands for a commitment to pop culture... Just look how many people come to the Smithsonian’s [American History Museum] to see the ruby slippers worn by Dorothy in ‘The Wizard of Oz.’” – Cathy Applefeld Olson

**VMA Viewing:** More streaming; less linear viewing. That’s the snapshot for the **MTV Video Music Awards**. On Sun, the VMAs clocked 62.8mln streams, up 70% from 36.8mln from the day of the show in 2015, MTV said. But linear ratings of 6.5mln viewers across the 11-net simulcast are down 34% from last year’s 9.8mln (which was down from 10.3mln the previous year). Not sure any of that should be surprising giving the youthful audience. The awards program was the most social show of the night, accounting for 90% of all TV-related social media chatter Sun evening (#VMAs was the top global trending hashtag on **Twitter** for 13 hours). Didn’t stay up to watch? *Beyonce’s* “Formation” took home Video of the Year. And Olympian *Michael Phelps* made an appearance to introduce *Future*.

**DirecTV OTT Shaping Up:** With **AT&T’s** OTT service  **DirecTV Now** set to launch in 4Q, we’re hearing about more programming deals. **HBO** inked its 1st all-platform deal, making premium content available to DirecTV and U-verse subs on any screen. **HBO** and **Cinemax** will be part of the new OTT offering under the agreement, which renews HBO’s existing contract with AT&T DirecTV. **Disney** previously announced it would be part of DirecTV Now.

**AT&T Throttling Case:** The 9th Circuit Court of Appeals threw out an **FTC** lawsuit that alleged **AT&T** misled wireless customers by selling them unlimited data plans and then slowing data speeds once they reached certain usage thresholds. The court agreed with AT&T that there is an exception for common carriers. It’s not over with the **FCC** seeking a \$100mln fine from AT&T for the practice. AT&T has pledged to fight it.

**Muni Broadband:** Nestled in a *NY Times* story Mon was the revelation that the **FCC** has decided not to appeal a federal court’s decision that reversed the agency’s 2015 order preempting state laws preventing the expansion of municipal broadband networks. When the 6th Circuit decision was released earlier this month, the FCC said it was reviewing its options. A spokesperson confirmed that the FCC has since decided that it is not the best use of resources.

**Mediamorph Series C:** Cloud-based software and data management platform **Mediamorph** has closed a \$21.2mln round of series C financing, led by investment firm **Advance Vixeid Partners** and senior advisors to **Lee Equity Partners**, including *Bob Wright* and *Barry Baker*. Existing investors who also participated include **Liberty Global Ventures** and **Smedvig Capital**. The funds will be used to expand Mediamorph’s tech platform, which helps companies streamline digital rights management, and grow the organization to meet demand. New members to the board include Baker, pres of **Advance/Newhouse Partnership** *Nomi Bergman* and **Liberty Global** managing dir *Bob Greene*.

**Independent Programming:** With rumblings that the **FCC** may open an NPRM as a follow up to its Notice of Inquiry on independent programming, **ACA** met with Media Bureau staffers to urge the agency to seek comment on how forced bundling and penetration requirements affect diversity—and about potential restrictions on such practices. At the **Independent Show** last month, **ACA** chief *Matt Polka* made it clear that the organization is hopeful that the FCC would launch a proceeding on independent programming. In its meeting, **ACA** also suggested the Commission seek comment on the appropriate definition of independent programming.

**Distribution:** Thank **Sinclair**. **Tennis Channel** now reaches 47mln viewing homes, according to comScore. That’s up from approx 37mln in Feb—its last month as an indie before Sinclair’s purchase. The net’s expected to reach more than 60mln homes next year. Sinclair recently concluded a deal with **Comcast** that includes broader distribution for the net. Similar rollouts are planned in the months ahead for **AT&T U-verse**, **Buckeye**,  **DirecTV**, **Mediacom**, **Cincinnati Bell** and **WOW!**. For the US Open, the net will have a 2-hour daily lead-in show and all-night encore matches. **ESPN** is the exclusive TV home for the tourney, kicking off its 2nd year of an 11-year rights deal with the USTA.

**Closed Captioning Responsibilities:** The **FCC’s** Feb order dividing closed captioning responsibilities between distributors and video programmers has been published in the Federal Register, meaning it will go into effect Sept 22.

# BUSINESS & FINANCE

The 2nd Report and Order, approved unanimously, clarifies that programmers are responsible for the quality of closed captioning, while delivery and technical aspects fall on the distributors.

**Programming:** TNT ordered a pilot for “Let the Right One in,” based on the novel by Swedish author *John Ajvide Lindqvist*. -- In time for fall hunting season, **DISH** customers get a 5-week free preview of **Outdoor Channel** from Sept 7-Oct 5. -- The 6-part “Everest Air” will premiere on Oct 26 at 10pm on the **Travel Channel**. Each hour-long ep will capture Everest mountaineer *Jeff Evans* and the **Alpine Rescue Service** as they aid Mount Everest’s climbers. -- The 7th and final season of “Pretty Little Liars” will premiere in April on **Freeform**. Series creator *I. Marlene King*’s new series, “Famous In Love,” will follow the final 20 eps of PLL. The summer finale of the series airs tonight (8/30) at 8pm. -- **Showtime** took advantage of another *Anthony Weiner* texting scandal breaking Mon to highlight that award-winning documentary “Weiner” will debut exclusively on the premium net Oct 22, 9pm. The film gives an unrestricted look into former congressman’s political downfall.

**People:** *Joanna Klein* was appointed svp of scripted development for **Lifetime**, where she will report to *Liz Gateley*, evp and head of programming. Klein most recently served as svp of development for **The CW**.

## Cablefax Daily Stockwatch

Company	08/29 Close	1-Day Ch	Company	08/29 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>INTEL:</b> .....35.55.....0.29		
DISH:.....	49.86.....	1.02	INTERACTIVE CORP:.....	57.69.....	0.50
ENTRAVISION:.....	7.49.....	(0.05)	LEVEL 3:.....	49.63.....	0.35
GRAY TELEVISION:.....	11.12.....	0.02	MICROSOFT:.....	58.10.....	0.07
MEDIA GENERAL:.....	17.55.....	UNCH	NETFLIX:.....	97.30.....	(0.28)
NEXSTAR:.....	51.40.....	(0.11)	NIELSEN:.....	52.67.....	0.18
SINCLAIR:.....	28.62.....	0.14	SEACHANGE:.....	2.91.....	0.13
TEGNA:.....	20.43.....	(0.46)	SONY:.....	32.85.....	(0.33)
<b>MSOS</b>			SPRINT NEXTEL:.....	6.23.....	0.09
CABLE ONE:.....	533.35.....	(0.32)	SYNACOR:.....	2.79.....	(0.02)
CHARTER:.....	252.31.....	1.38	TIVO:.....	10.86.....	UNCH
COMCAST:.....	65.66.....	0.15	UNIVERSAL ELEC:.....	76.08.....	0.21
GCI:.....	13.88.....	0.22	VONAGE:.....	5.98.....	0.04
LIBERTY BROADBAND:.....	67.59.....	0.55	YAHOO:.....	42.26.....	(0.01)
LIBERTY GLOBAL:.....	31.14.....	0.32	<b>TELCOS</b>		
SHAW COMM:.....	20.07.....	(0.07)	AT&T:.....	41.00.....	0.32
SHENTEL:.....	25.23.....	0.21	CENTURYLINK:.....	28.75.....	(0.01)
<b>PROGRAMMING</b>			FRONTIER :.....	4.66.....	0.05
21ST CENTURY FOX:.....	24.74.....	0.20	TDS:.....	28.13.....	0.27
AMC NETWORKS:.....	54.47.....	0.22	VERIZON:.....	52.50.....	0.43
CBS:.....	51.46.....	0.02	<b>MARKET INDICES</b>		
DISCOVERY:.....	25.66.....	(0.07)	DOW:.....	18502.99.....	107.59
DISNEY:.....	94.87.....	(0.34)	NASDAQ:.....	5232.33.....	13.41
GRUPO TELEVISA:.....	27.50.....	0.09	S&P 500:.....	2180.38.....	11.34
HSN:.....	42.57.....	0.05			
LIONSGATE:.....	20.74.....	(0.38)			
MSG NETWORKS:.....	17.60.....	(0.11)			
SCRIPPS INT:.....	63.59.....	0.22			
STARZ:.....	31.06.....	(0.25)			
TIME WARNER:.....	79.14.....	0.30			
VIACOM:.....	46.51.....	0.59			
WWE:.....	20.96.....	(0.08)			
<b>TECHNOLOGY</b>					
ADVANTAGE:.....	1.98.....	0.02			
AMDOCS:.....	59.61.....	0.05			
AMPHENOL:.....	62.08.....	0.57			
APPLE:.....	106.82.....	(0.12)			
ARRIS GROUP:.....	27.95.....	0.81			
AVID TECH:.....	9.18.....	(0.13)			
BLNDER TONGUE:.....	0.64.....	0.03			
CISCO:.....	31.58.....	0.23			
COMMSCOPE:.....	29.56.....	0.12			
CONCURRENT:.....	5.04.....	(0.03)			
CONVERGYS:.....	29.83.....	0.15			
CSG SYSTEMS:.....	43.38.....	(0.1)			
EHOSTAR:.....	38.67.....	0.37			
GOOGLE:.....	772.15.....	2.61			
HARMONIC:.....	4.35.....	(0.1)			

**OVERACHIEVERS**  
**UNDER 30** PRESENTED BY  
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Entry Deadline: September 16 | Final Deadline: September 23

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