

Cablefax Daily™

Tuesday — September 27, 2016

What the Industry Reads First

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Debatable: Trump, Clinton Face Off as Cable Nets Swarm

Should be interesting to see how much of a bite last night's presidential debate (9/26) takes out of **ESPN's** MNF ratings. **A Morning Consult** poll found 73% of voters are likely to watch this first debate, moderated by **NBC News's** *Lester Holt*. Even hardcore sports fans who might not tune in aren't immune to the jockeying, with *Hillary Clinton's* campaign launching a banner ad on **ESPN.com** Mon that reads: "Trump: He's like that guy in your fantasy league who talks trash all week and forgets to set his lineup." Give **ESPN** some credit for running spots highlighting not just this is the 10-year anniversary of the reopening of the Superdome following Hurricane Katrina, but the network also is encouraging people to watch the game and the debate. Graphics show the debate (on **ABC**, natch) on the big screen and the game on the **WatchESPN** app. "You don't have to choose," the spots say. This debate has all the elements of intrigue. It's the first time the 2 candidates have squared off, and it's even got **AXSTV's** *Mark Cuban* front and center. By the way, Cuban's not the only Trump basher in the industry. Former **Insight** CEO, current **Penthera** chief and Republican *Michael Willner* penned an essay saying that a Trump presidency is "just too frightening," leaving him to vote for Clinton. While November's verdict is uncertain, one clear thing is the debate is ratings gold for the news nets. News has consistently led the year, but the newscasters have all benefited. **CNN** says 3Q represents its most-watched quarter in 8 years for both total viewers and adults 25-54, and the quarter represents its smallest gap with **Fox News** in 7 years in total viewers. In primetime, the **Turner** net recorded its 2nd best quarter in 8 years in those demos. Let's not forget that these increases for all the news nets come against some pretty big numbers a year ago when the GOP presidential debates were setting ratings records. Final numbers should be out tomorrow, but it looks like **Fox News** averaged 2.5mln total viewers in prime for 3Q compared to runner-up **MSNBC's** 1.26mln and to **CNN's** 1.24mln (Mon-Sun prime, 8-11pm). In total day, **Fox News** averaged 1.42mln total viewers vs **CNN's** 791K and **MSNBC's** 686K. The numbers are based on **Nielsen** data from 6/27 to 9/22. Even after the spin room has shut down Mon night, cable will look to continue to take advantage of the debate's momentum. **MTV** is bringing back **TRL** on Tues (9/27), only this time the acronym stands for "Total Registration Live." The net's using National Voter Registration Day to encourage millennials to sign up to vote. The 1-hour live show will air at 6pm on the net and simulcast on **MTV.com**, the **MTV App**, **MTV's Facebook** and **YouTube** pages and **ElectThis.com**. It will feature **Respect My**

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SCTE ISBE CABLE-TEC EXPO '16

SEPTEMBER 26-29
PENNSYLVANIA CONVENTION CENTER

INNOVATION MEETS HERE.

Opening General Session

Tuesday, September 27 | 8:30am-10:30am | Terrace Ballroom

Hear Where the Industry is Headed from the Industry's Leaders.

Help SCTE/ISBE kick off the most innovative Expo yet. Start your show experience at the top with insight and future-thinking from the industry's premier thought-leaders. Hear C-level perspectives on the forces transforming pay-TV from several presentations, panels, and question-and-answer sessions.

Opening Remarks

SCTE/ISBE VIPs will open the 2016 conference and kick off the morning's events.



Tony G. Werner
President, Technology and Product, Comcast Cable Chair, SCTE/ISBE Board of Directors

Keynote Speaker



Marcus Weldon, CTO of Nokia and president of Nokia Bell Labs whose clarity, depth and breadth of vision have made him a telecommunications industry luminary, will underscore the Expo 2016 theme of "Innovation Meets Here" by sharing insights into the future of communications networks, including observations from his recent book *The Future X Network: A Bell Labs Perspective*. His remarks will help to set the tone for three days of Expo thought leadership around next-generation technologies that can drive new growth opportunities for cable system operators and technology partners.

Marcus Weldon, Corporate Chief Technology Officer, Nokia and President, Nokia Bell Labs

C-Level Perspective Panel

This high power executive panel will address how technological and business developments are shaping the future of the telecommunications industry.



MODERATOR:
Bob Stanzone
Executive Chairman and Chairman of the Board of ARRIS



PANELIST:
Jim Blackley
Executive Vice President, Engineering and IT, Charter



PANELIST:
Balan Nair
Executive Vice President and CTO, Liberty Global



PANELIST:
Zoran Stakic
Executive Vice President and CTO, Shaw Communications

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Vote! Ambassador *Ty Dolla \$ign*, *Kendall Jenner*, *Fifth Harmony's Camila Cabello* and more. MTV's "Elect This" debuted the "Open Your Eyes" virtual reality art show at Hofstra University on Mon for presidential debate attendees and Hofstra students. The issue-driven 3D visualizations will be available at additional locations at a later date. **Univision** is taking advantage of the debate to offer its Spanish-language coverage of the debate through its direct-to-consumer service Univision Now. For a limited time, Univision Now is offering new subscribers a 1-month free trial of the service. Univision is also offering the debate through all of its on-air and online properties. This free preview will also be provided for the second and third debates taking place on October 9 and 19.

Carriage: A+E Nets is the latest programmer to sign a deal with **AT&T** for upcoming OTT service **DirecTV NOW**. **A&E**, **Lifetime**, **LMN**, **FYI** and **Viceland** will be included on the platform when it launches in 4Q.

From the Street: Pivotal Research raised **Charter's** YE'17 price target \$17 to \$350 and reiterated its "buy" rating. "As evidenced by the strong 2Q result [including teens EBITDA growth rate at CHTR] and what we expect will be a strong 3Q, CHTR's management strategies continue to work which, along with material pre-deal close improvement at TWC, bodes well for the outlook at new CHTR," the analysts said. Pivotal also raised its target price on **Liberty Broadband** by \$4 to \$94 based on the concurrent Charter increase.

Nationwide EAS: Reminder that the **FCC** and **FEMA** will conduct a mandatory nationwide test of the Emergency Alert System at 2:20pm ET Wed. Cable ops, satellite providers, broadcasters and other participants are required to file reports about the test (wireless emergency alerts are not part of the test). The message will be similar to regular, local EAS test messages, conveying this is only a test. It will be transmitted in English and Spanish, with participants to decide which version to use.

LTE Ahead: CableLabs has joined the **CBRS** (Citizens' Broadband Radio Service) Alliance, founded by **Google**, **Intel**, **Nokia** and others. The FCC finalized CBRS rules in Apr, opening up 150 MHz of spectrum for shared use on the 3.5 GHz band. Cable ops can deploy LTE-based solutions now without acquiring mobile spectrum.

Cable-Tec Expo: Comcast technology and product pres *Tony Werner* was re-elected chmn of **SCTE/ISBE** for the 2016-17 term. **Liberty Global's** *Bill Warga* was re-elected vice chmn, while Comcast's *Christine Whitaker* and **Charter's** *Steve Williams* were re-elected as treasurer and secretary, respectively. **CommScope's** *Jim Hughes* resigned from the board, with Charter field operations evp *Tom Adams* taking his place.

On the Hill: Sen *Mark Warner* (D-VA) has asked the **SEC** to investigate whether **Yahoo** fulfilled obligations to keep the public and investors informed about a security breach that affected more than 500mln accounts. He cited press reports that Yahoo CEO *Marissa Mayer* knew of the breach as early as July of this year.

eBooks: NCTI, a provider of post-secondary education to the cable and broadband industry, has launched eBooks, the newest addition to the company's advanced digital learning platform for frontline teams. Offered in conjunction with NCTI's course curriculum, eBooks allow learners to master service delivery and learn new skills, on any device. "Delivering our course curriculum with eBooks allows us to update content bi-weekly via rapid release methodology, and also supports how MSOs want content delivered to their teams—and the way teams prefer to learn," said NCTI CEO *Stacey Slaughter* in a release. The company also unveiled a 2nd DOCSIS 3.1 course, called Advanced DOCSIS 3.1 Operations, which aids engineers and headend technicians responsible for configuring and maintaining DOCSIS systems. The 1st course in the series was 2015's DOCSIS 3.1: Customer Premises. NCTI had previously launched Amp 2.0 in June, an integrated learning system for MSO training coordinators, human resource professionals and frontline learners.

Programming: Tennis Channel signed an 8-year media rights agreement with the Volvo Car Open, 1 of the world's largest women's-only tennis tournaments. This exclusive on-air and digital deal will provide an unprecedented amount of tournament coverage—more than 130 hours via the Tennis Channel and 360 hours of streaming coverage via Tennis Channel Plus. -- **A&E** renewed the Emmy-winning docuseries "Born this Way" for a 3rd season. The ten 1-hour eps explore the lives and families of young men and women born with Down syndrome. Season 2's finale airs tonight at 10pm. -- **History's** new unscripted series "Lone Star Restoration" will premiere on Oct 3 at 10pm. The 8-eps series follows TX-based restoration expert *Brent Hull* and his company Hull Historical as they preserve America's architectural history. -- **TNT** ordered the pilot for "Hinges," which follows 2 middle-class families of different races living in suburban America.

BUSINESS & FINANCE

Janine Sherman Barrois will serve as exec producer/writer, along with Emmy winner Anthony Hemingway, who will also direct. -- **Viceland's** 1st ever daily late night show "Desus & Mero" will debut Oct 17 at 11pm. Airing Mon-Thurs, it will feature friends *Desus Nice* and *The Kid Mero* from the "Bodega Boys" podcast as they share their take on news, pop culture and daily life.

Remembering Palmer: Golf Channel, founded by *Arnold Palmer* and *Joe Gibbs* in 1995, went live since the news of the golf legend's passing was confirmed over the weekend. Special coverage around Palmer continued Mon. "He will be remembered for popularizing the game of golf and revolutionizing the business of sport, but for those who were lucky enough to meet him, they will always remember how special he made them feel," said Golf pres *Mike McCarley*.

People: Marisa Commisso was promoted to director of digital media and marketing for PK Network. She will be the net's lead strategist and account supervisor. -- *Mariana Flynn* was promoted to svp of unscripted development and programming for **Lifetime**. -- *Dennis Camlek* was tapped by **Nat Geo** as evp, strategy and consumer marketing where he will lead US marketing efforts and work closely with other global marketing heads to maintain network consistency. He most recently served as svp of **Turner Media Group**.

Cablefax Daily Stockwatch

Company	09/26 Close	1-Day Ch	Company	09/26 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	53.97	0.06	INTEL:	36.65	(0.54)
ENTRAVISION:	7.27	(0.12)	INTERACTIVE CORP:	62.09	(0.38)
GRAY TELEVISION:	10.16	0.15	LEVEL 3:	47.04	(0.51)
MEDIA GENERAL:	17.90	(0.11)	MICROSOFT:	56.90	(0.53)
NEXSTAR:	53.73	(0.02)	NETFLIX:	94.56	(1.38)
SINCLAIR:	27.65	0.35	NIELSEN:	53.16	(0.17)
TEGNA:	21.36	0.04	SEACHANGE:	2.89	(0.07)
MSOS					
CABLE ONE:	579.24	0.51	SONY:	33.46	(0.14)
CHARTER:	273.82	(2.26)	SPRINT NEXTEL:	6.66	0.02
COMCAST:	65.81	(1.34)	SYNACOR:	2.98	(0.02)
GCI:	13.30	(0.11)	UNIVERSAL ELEC:	75.70	(1.88)
LIBERTY BROADBAND:	70.83	(0.1)	VONAGE:	6.48	(0.18)
LIBERTY GLOBAL:	33.25	(1.18)	YAHOO:	42.29	(0.51)
SHAW COMM:	19.78	(0.18)	TELCOS		
SHENTEL:	26.97	(0.28)	AT&T:	41.14	(0.14)
PROGRAMMING					
21ST CENTURY FOX:	23.79	(0.14)	CENTURYLINK:	27.32	(0.1)
AMC NETWORKS:	52.01	(0.37)	FRONTIER:	4.36	0.03
CBS:	51.12	0.21	TDS:	27.23	(0.01)
DISCOVERY:	26.16	0.07	VERIZON:	52.17	(0.39)
DISNEY:	91.99	(1.28)	MARKET INDICES		
GRUPO TELEVISIA:	25.35	(0.36)	DOW:	18094.83	(166.62)
HSN:	39.12	(0.72)	NASDAQ:	5257.49	(48.26)
LIONSGATE:	20.12	(0.59)	S&P 500:	2146.10	(18.59)
MSG NETWORKS:	18.04	(0.4)			
SCRIPPS INT:	62.10	0.46			
STARZ:	31.07	(0.53)			
TIME WARNER:	76.14	(0.59)			
VIACOM:	39.10	(0.64)			
WWE:	20.58	UNCH			
TECHNOLOGY					
ADVANTAGE:	1.73	(0.07)			
AMDOCS:	58.06	(0.52)			
AMPHENOL:	64.03	(0.39)			
APPLE:	112.88	0.17			
ARRIS GROUP:	28.33	(0.28)			
AVID TECH:	7.98	(0.13)			
BLNDER TONGUE:	0.64	0.02			
CISCO:	31.07	(0.27)			
COMMSCOPE:	30.25	(0.03)			
CONCURRENT:	6.10	0.32			
CONVERGYS:	29.57	(0.04)			
CSG SYSTEMS:	41.63	(0.67)			
EHOSTAR:	41.23	0.16			
GOOGLE:	774.21	(12.69)			
HARMONIC:	4.60	(0.1)			

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.



GUEST COLUMNIST



Mark Dzuban

It's never easy to foresee what's around the corner. A few decades ago, who would have dared predict how transformations in video delivery, the emergence of broadband and even a new focus on energy management would change the face of cable telecommunications. Or just a couple of weeks ago, that I would be sitting out one of the cable industry's landmark events just as it makes a long-anticipated return to Philadelphia.

I eat, sleep and breathe cable technology, so it would take a lot for me to be absent from SCTE/ISBE Cable-Tec Expo. In this case, the pivotal influences were my doctors, who advised me not to delay an important heart procedure that happened last week. They tell me I will be as good as new—if not better—in a few weeks, but in the meantime I'll be like the kids in the movies who always seemed to be on the outside looking in.

It's a lot to be missing. From our pre-Expo boot camps on DOCSIS 3.1, Fiber to the X and Wireless to the last workshops on Thursday afternoon, the Expo team and the Program Committee have created a can't-miss event. My nose will be pressed up against the glass while world-class speakers share their insights on the technological and operational innovations we can wield to improve cable's competitive edge.

Whether it's our opening general session, dozens of workshops, displays of the latest products on the show floor or the ability to advance knowledge during one-on-one sessions with other attendees, it's up to you to create your own show roadmap. But here's what was on mine:

- **Opening General Session** – With a cast of some of the leading thinkers in telecommunications today, the opening session is a cable technologist's delight. Where else can you hear what's on the mind of Comcast's Tony Werner, Liberty Global's Balan Nair, Char-

ter's Jim Blackley and Shaw's Zoran Stakic—,not to mention Nokia's Marcus Weldon—all within the span of a few hours.

- **Innovation Meets Here** – That's our show theme but it's particularly appropriate for one of our new destinations: Innovation Theater. Located prominently on the show floor, Innovation Theater is a magnet for the new thinking around technologies that will be underpinning the industry's success in the years ahead, including HDR, DOCSIS 3.1 and wireless, as well as standards-based strategies for aligning energy consumption with services usage.
- **Next-Generation Education** – In an industry that's alive with change, there are new opportunities to reinvent our learning and development methodologies so they produce optimal results for the industry and its workforce. When the curtain goes up on Innovation Theater, the first thing we'll be doing is introducing a new educational development system that uses the latest cognitive science to improve outcomes and build value for our corporate and individual members.

There's more—at Expo, there always is—including a special session that will discuss the latest successes of our Energy 2020 program, another that's a deep dive discussion of HDR and beyond with experts from the content and operator sides, the Advanced Television Systems Committee (ATSC), the Ultra HD Forum, and others. Events such as Expo Evening, which this year will be held at Comcast's Xfinity Live! Showcase. And, of course, the seeds of other innovations that will be recognized in the years ahead as pivotal moments in our industry's history.

It's all part of the agenda that makes SCTE/ISBE Cable-Tec Expo the best showcase for technology innovation and deal-making in our industry. Make sure to take advantage of as many elements of this year's show as you can. I really wish I could be there with you.

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Contact: Rich Hauptner at rhauptner@accessintel.com
Olivia Murray at omurray@accessintel.com



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