

Cablefax Daily™

Thursday — September 29, 2016

What the Industry Reads First

Volume 27 / No. 188

INTX Exit: NCTA Shuttering Annual Tradeshow

Anyone at this year's INTX in Boston had to see the writing on the wall. Speculation over how much longer NCTA could continue its 65-year-old annual trade show was put to rest Wed, with the association announcing it was nixing the event. The change, billed as a decision by the trade association and its board, is immediate, with next year's gathering set for DC in April canceled. That could bode well for NAB's annual conference, which was going to overlap the event. Already, many of cable's shows regulars had migrated to the revamped NAB conference. "We are now exploring new and better ways to tell our story, to gather our community, to advance our growth and present our vision of the future," NCTA chief **Michael Powell** wrote in a blog post Wed. Given that these events must be booked more than a year out, NCTA will lose deposits, but Powell argues that large trade show floors with exhibit booths and artificial schedules are an "anachronism." Hardly the image the group, which just renamed itself NCTA, The Internet & Television Association, wants to paint. "Contemporary venues emphasize conversation, dialog, and more intimate opportunities to explore and interact with technology. Ending INTX gives us a clean slate and we are excited to explore presenting our industry in new and different ways," Powell wrote. He signed off by acknowledging the many years of fond show memories the industry's members have: "But all good things must come to an end. And endings hold the promise of new beginnings." NCTA declined to comment on what the move means for its staffing, saying it does not comment on personnel matters. (We hear *Barbara York*, svp, industry affairs, isn't going anywhere as a result). NCTA has seen its annual gathering's attendance go from about 30K at its peak to around 8K this year. The association has rebranded the trade show over the years, taking it from The National Show to the Cable Show before rebranding it as INTX: The Internet & Television Expo in 2015. While there's been questions for years over whether NCTA's show was still needed in this day and age, other more niche shows are seeing growth. The announcement came as SCTE/ISBE is in the middle of its annual Cable-Tec Expo in Philly. Attendance figures won't be released until Thurs, but we're told it is up YOY. And the exhibit floor was bustling, at times with booths so full of people it was hard not to bump into people. NCTC and ACA's Independent Show has seen YOY increases in attendees, with



VERSAILLES

"Destined to satisfy...now that Downton Abbey is no more"
—Anna Wintour

SERIES PREMIERE
OCT 1 10PM ET/PT
Ovationtv.com/Versailles



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Sr. Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Cablefax/Screenster Editor: Kaylee Hultgren, 646.764.8267, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir. of Market Dev.: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

the annual gathering of independent operators seeing its exhibit floor grow significantly over the years. Even ACA's much smaller lobbying-focused Summit in DC has attracted several vendors. Then there are the biggies... CES set a new attendance record of more than 177K in January. The NAB Show had more than 103K registered attendees this year, on par with 2015. And the industry also is participating more in consumer-facing shows such as SXSW and Comic-Con.

Cable-Tec Notebook: Imagine what it would look like if every object you brought into your home could be connected to the Internet of Things. And therein is the problem for operators. "The challenges companies face is not so much the technology, but how the evolution of that technology happens," said *Sanjay Dorairaj*, sr director of **Comcast's** Innovation Labs, at an **SCTE/ISBE** Cable-Tec Expo workshop. When there is an infinite innovation space as there is with IoT, he said the question becomes how does an MSO rationalize all these ideas and pick the one that makes the most sense. He advises MSOs to think about IoT as another vertical to broaden their revenue generating opportunities. Another issue in the space is that there's a lack of standardization. Dorairaj encourages folks to join the Open Connectivity Foundation, which is creating a specification and sponsoring an open source project to unlock the IoT market. -- At its annual **WICT** Tech it Out event, WICT announced a new fellowship to support career development for high potential women working for tech suppliers. It's named in honor of *Nomi Bergman*, a senior executive officer in the **Advance/Newhouse Companies** and former President of **Bright House Networks**. Bergman has mentored many women in the industry, particularly in tech. She is a graduate of WICT's 1st BLMI class and is a past WICT Woman of the Year and Women in Technology award winner. A visibly moved Bergman received a standing ovation before giving a few remarks. She said she's spent some time thinking about why there are so few women in tech or executive leadership and has decided women often overthink and ruminate over small things, dwelling on the source of problems rather than solutions. "We should all learn to move on and live big," she said, recommending *Susan Nolen-Hoeksema's* book "Women Who Think Too Much." -- Women in Technology winner *Theresa Hennesy* gave Comcast a shout-out in her acceptance speech, thanking her employer for allowing her "the opportunity and platform to carry out my passion for promoting women of all ages to pursue STEM education and STEM careers." The group svp, technical advisor for Comcast Cable later talked at WICT Tech it Out about how she takes advantage of the company's intern program. "This is not mentor and mentee. We both are going to learn from each other," she said. Highlighting the importance of this was a statistic that fellow WIT winner and Com-caster *Sherita Caesar* threw out and attributed to **NBCU** CEO *Steve Burke*: The avg age of a Comcast exec is

WELCOME TO
A WORLD WHERE
CONNECTIVITY
IS UNLEASHED
FOR ALL.

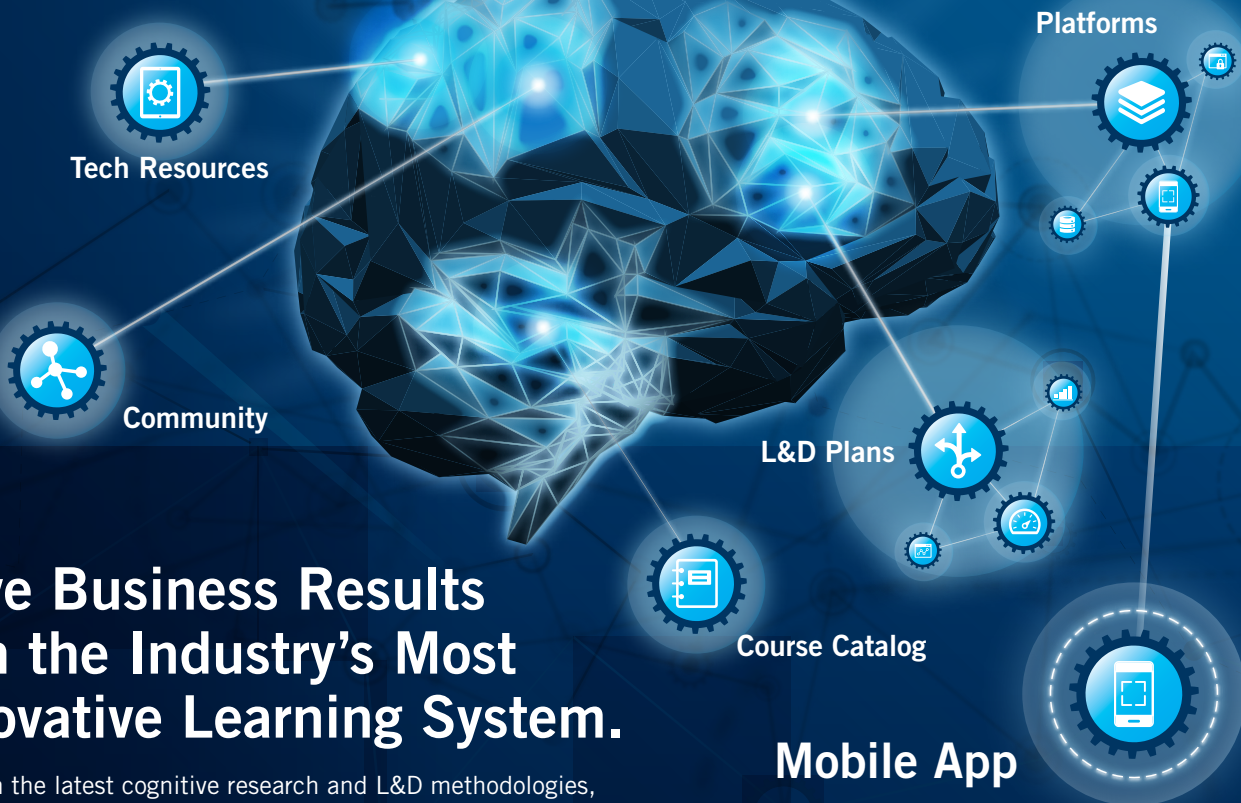
 **ncta**
THE INTERNET & TELEVISION ASSOCIATION

We see the industry's complexities, and every angle, allowing us to make connections that forge consensus and advance innovation.

WE ARE NCTA – THE INTERNET & TELEVISION ASSOCIATION.

DISCOVER
ALL THAT WE DO AT
ncta.com





Drive Business Results with the Industry's Most Innovative Learning System.

Based on the latest cognitive research and L&D methodologies, the CORTEX EDS delivers a systematic journey of education that stimulates more of the brain, more often to ensure deeper learning retention. This innovative system is revolutionary and truly a game changer for the way your technical workforce develops and advances in their career.

- Fire Up Your Employees' Neurons with Our Cognitive-Based Learning
- Fill Your Employees' Minds with Our Rich Technical Content
- Make Your Employees' More Efficient with Our Tech Resources
- Join Our Community to Take Advantage of Our Connections
- Lean On Our Learning Platforms to Boost Engagement and Performance

Partner with Us



Cable Operators

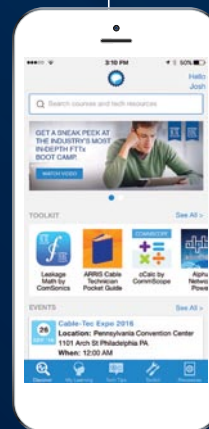
Contact the SCTE/ISBE for more information on enterprise partnership and how CORTEX EDS and CORTEX Mobile can equip your employees to drive meaningful business results.

Tech Partners

Learn how CORTEX EDS can deliver and embed your product and services within the knowledge base of the industry.

Learn more at scte.org/cortex

Test Drive Version 1.0



Pick Up a Device to See How We Are Mobilizing All Things Cable.

SCTE/ISBE is bringing the entire spectrum of broadband technology knowledge within reach. So how does this dynamic app work? Find out for yourself. Version 1.0 is just the beginning of the evolution of learning & development connectivity as wev know it.

Download CORTEX Mobile Now!



Search for SCTE/ISBE CORTEX in the App Store® or Google Play



App Store® is a registered trademark of Apple Inc. Android and Google Play are trademarks of Google Inc.

58, but it's trying to deliver content to 18-34s. -- Congrats to *Greg Babinski*, system technician III with **Charter** in New Port Richey, FL, who performed the best among the field of 28 competitors to capture the 26th Annual SCTE/ISBE International Cable-Tec Games title Tues evening. A member of the association since 2006, he's claimed the title 3 times in 9 years.

Indie NPRM: All attention is on the set-top order scheduled for an **FCC** vote today, but there is an NPRM teed up on independent programming. FCC commish *Mignon Clyburn* has led the charge on it, and she penned an editorial on the issue in *The Huffington Post* Wed. She noted that public filings in an NOI on the issue had indie programmers describing "how in negotiating for carriage with a pay-TV provider, they are often forced to accept clauses that restrict competition and inhibit their ability to grow." The most-favored nation and alternative distribution method clauses are "real barriers," with now the time to move forward and prohibit these practices, she wrote.

Debate Streaming: Mon night's Presidential debate wasn't only a record for TV telecasts (**CFX**, 9/28). **YouTube** reported that the event was one of its biggest live streams in the company's history, garnering nearly 2mln live concurrent viewers and 3mln live watch hours across the 6 news organizations that streamed the debate on the platform. A little context: "We took a look at 2012 debate viewership on YouTube. Compared to 2012, [Mon] night's debate had 14x larger live viewership, 5x higher watch time, and 4x more peak concurrent viewers. And views on all debate-related videos exceeded 88 million," said YouTube in a blog post. Meanwhile, **Facebook** reported that 18.6mln US users created 73.8mln debate-related posts, likes, comments and shares, and Facebook Live debate-related videos generated 55mln views on Mon. Streaming even neared Olympic proportions, according to content delivery network services provider **Akamai**. Live video streaming traffic from Mon night's debate peaked at 4.4 Tbps on the Akamai platform, nearing the Rio games' highest single event peak of 4.5 Tbps during the women's team gymnastics final, the company said. "It's the equivalent of downloading 110 two-hour HD movies every second," according to Akamai sr manager, media and gaming professional services *Ben Bloom*. In terms of social, **Nielsen** reported there were 17.1mln *Twitter* interactions about the debate throughout Monday from 2.7mln people in the US.

Press Clippings: **National Amusements Inc**, controlling shareholder of **CBS Corp** and **Viacom**, is asking the 2 companies to explore a merger, according to a *Reuters* report. The *Sumner Redstone*-owned company plans to request independent board committees to discuss the possible combo. Speculation of a potential merger has ramped up in recent weeks after Viacom CEO *Philippe Dauman* left the company. However, CBS CEO *Les Moonves* told investors at a conference earlier this month that the 2 were not in active discussions at that time.

Carriage: **Grande Communications** has added **Pop TV** and **Fantasy Sports Network** to its channel lineup, effective Oct 1, for residential and business customers in Austin, Corpus Christi, Dallas, Midland, Odessa, San Antonio, San Marcos, Temple, and Waco, TX.

Warrant Agreement: **Harmonic** has entered into a warrant agreement with **Comcast Corp**, which lets Comcast acquire shares of common stock of Harmonic based on specific CableOS and other Harmonic product sales and deployment milestones during the term of the warrant.

Programming: **CNN** greenlit "United Shades of America with *W. Kamau Bell*" for its sophomore season to air this spring. The Emmy-nominated series uses humor to balance the country's difficult conversations regarding race. -- In honor of veterans, **History** will host a Veterans Day marathon event featuring its original docuseries "The Warfighters," which shares a variety of US Special Operations Forces missions in Iraq and Afghanistan via 1st-person accounts. 4 back-to-back new eps will air Nov 11 at 8pm on the net, with additional new eps airing in early 2017. -- **ESPN** will exclusively air the 2016 **MLB** National League Wild Card Game on Oct 5 at 8pm. It will also be available on **ESPN Radio**, **ESPN Deportes**, **ESPN Deportes Radio** and live streamed on **WatchESPN**. Pregame coverage begins at 5pm with eps of "Baseball Tonight" and "SportsCenter on The Road." -- **Nat Geo** launched a nationwide college campus tour for its new film "Before the Flood" to raise awareness about climate change. Produced and narrated by *Leonardo DiCaprio*, it follows DiCaprio around 5 continents and the Arctic as he shows audiences the impact of climate change. Nat Geo also partnered with Rock the Vote and theSkimm to ensure all film screening attendees register to vote and are informed on the issues. -- French language entertainment channel **TV5MONDE USA** partnered with the Seattle International Film Festival for the 2016 French Cinema Now festival. TV5MONDE Cinema On Demand, available on **Comcast** and **Verizon**, will showcase SIFF's official selections from Sept 30-Nov 25. -- Season 3 of "Bitchin' Rides" will

BUSINESS & FINANCE

return Oct 11 at 9pm on **Velocity** with special back-to-back eps. It follows *Dave Kindig* as his team as they sketch, design and assemble cars of all types and decades.

#WildForLife: Discovery Comm launched a multiplatform campaign on Sept 28 to raise awareness about endangered species and illegally sold animal products, in conjunction with the **US Wildlife Trafficking Alliance** and the **US Fish and Wildlife Service**. The *Edward Norton*-narrated PSA will air on Discovery's US channels next month with customized global versions to follow, in addition to social media tactics to protect wildlife under the #WildForLife hashtag.

People: Viacom named *Christian Kurz* to the newly created global position of svp, global consumer insights where he will give insight and analysis on audiences from around the world. He will report to *Colleen Fahey Rush*, Viacom's chief research officer and evp, and *Jose Tolosa*, VIMN's COO.

Mark Your Calendar: Just a heads up that we'll be honoring our **Most Powerful Women in Cable** at a special event on Nov 17 at the Edison Ballroom in NYC. Be on the lookout for details soon, but we're cooking up something special this year. And don't miss your chance to give your company's honorees a shout-out in this year's magazine! Ad space close Oct 28.

Cablefax Daily Stockwatch

Company	09/28 Close	1-Day Ch	Company	09/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	54.93	0.58	INTEL:	37.44	0.26
ENTRAVISION:	7.41	0.14	INTERACTIVE CORP:	63.58	0.96
GRAY TELEVISION:	10.33	0.17	LEVEL 3:	47.66	0.60
MEDIA GENERAL:	18.10	0.22	MICROSOFT:	58.03	0.08
NEXSTAR:	55.12	1.62	NETFLIX:	97.48	0.41
SINCLAIR:	28.52	0.47	NIELSEN:	53.65	0.16
TEGNA:	21.76	0.47	SEACHANGE:	3.08	0.12
MSOS					
CABLE ONE:	581.46	2.59	SONY:	33.58	0.11
CHARTER:	276.59	1.19	SPRINT NEXTEL:	6.78	0.05
COMCAST:	66.68	0.51	SYNACOR:	2.92	(0.05)
GCI:	13.92	0.22	UNIVERSAL ELEC:	76.06	(0.13)
LIBERTY BROADBAND:	71.66	0.31	VONAGE:	6.75	0.11
LIBERTY GLOBAL:	33.85	0.40	YAHOO:	43.69	0.32
SHAW COMM:	20.13	0.35	TELCOS		
SHENTEL:	27.27	0.08	AT&T:	40.85	(0.61)
PROGRAMMING					
21ST CENTURY FOX:	24.31	0.11	CENTURYLINK:	27.55	0.20
AMC NETWORKS:	51.62	0.67	FRONTIER:	4.34	UNCH
CBS:	54.15	2.10	TDS:	27.70	0.55
DISCOVERY:	26.80	0.43	VERIZON:	52.06	(0.43)
DISNEY:	92.21	0.49	MARKET INDICES		
GRUPO TELEVISA:	26.31	0.52	DOW:	18339.24	110.94
HSN:	39.25	0.01	NASDAQ:	5318.55	12.84
LIONSGATE:	20.65	0.23	S&P 500:	2171.37	11.44
MSG NETWORKS:	18.41	0.26			
SCRIPPS INT:	62.63	0.63			
STARZ:	31.52	0.14			
TIME WARNER:	78.53	0.65			
VIACOM:	40.92	1.06			
WWE:	21.04	0.36			
TECHNOLOGY					
ADVANTAGE:	1.74	(0.02)			
AMDOCS:	58.20	0.12			
AMPHENOL:	64.98	0.48			
APPLE:	113.95	0.86			
ARRIS GROUP:	28.32	(0.09)			
AVID TECH:	7.86	(0.01)			
BLNDER TONGUE:	0.58	(0.01)			
CISCO:	31.50	0.02			
COMMSCOPE:	30.46	(0.05)			
CONCURRENT:	5.55	(0.9)			
CONVERGYS:	30.33	0.60			
CSG SYSTEMS:	42.57	1.11			
ECHOSTAR:	42.12	0.60			
GOOGLE:	781.56	(1.45)			
HARMONIC:	5.83	1.17			

Cablefax THE MAGAZINE MOST POWERFUL WOMEN IN CABLE

Advertise Today! Promote your brand and honor your female colleagues in our print and digital issue of Cablefax: The Magazine

Ad Space Close: Oct. 28 | **Publication Date:** Nov. 2016

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



Register for the POWERFUL WOMEN BREAKFAST
November 17 | Edison Ballroom, NYC
www.cablefax.com/awards

Think about that for a minute...

Just Asking

Commentary by Steve Effros

Summer is over. The election season will be over in a little more than a month. While fall might be in the air, and the cooler temperatures and pretty trees will suggest that there is real change coming, I wouldn't bet on it. Certainly not in the area of telecommunications policy.

First things first; this column is being written before the FCC votes on Thursday on the so-called set-top-box NPRM. I have no idea what's going to happen, since for a very long time now I've suggested that Commissioner Rosenworcel holds the key swing vote in that proceeding, and she hasn't told me which way she's going to go. To her credit, she has said the entire proceeding is too complicated, the way they are going about it is awkward, and it might be a good idea to let folks know what they are actually proposing to do before they get to a vote.

All of that makes sense. But it doesn't tell us, at the end of the day, which way she is going to vote, because there's a whole lot of political pushing and shoving going on in the background that really has nothing to do with the highly complicated, technical issues surrounding this rulemaking, or set top boxes, for that matter.

If the new rules—whatever they are—were to be adopted (the public has yet to see the proposal), there is no question they would go to court. There would be challenges on a whole host of things, not the least of which would be that, as just noted, there has been no effective public notice of what the heck the Chairman has come up with as a final set of rules! To be sure, the defense against that argument is that the NPRM said so many things that we all should have known that some form of stew could be created from the thousands of words that were spewed. But is that what real “notice” is all about? Is that the famed “transparency” that the Chairman



started his tenure promoting? Is that a “fact based” decision when no one can actually vet the complex technical facts before they are voted on? Just asking.

There are so many other things that need to be asked as well about the policies we hear being promoted. Of course, just to begin with, apparently the Commission's new proposal does not entail a set top box! And the Commission has been insistent on “neutrality” when it comes to the now apparently favored form of video distribution: apps and the Internet. But while other rules are now in place saying some of the competitors are not allowed to “favor” any programming or data over any other, I can't help but notice that virtually all the new “set top boxes” being announced now for the Christmas selling season have remote controls that have special buttons on them... but only for a few, select, favored video distributors!

So while it would appear the Commission is deathly worried that things like broadband “Express Mail” for those who want to pay for it would be the death-knell for diversity and the introduction of new, competitive programming, there's apparently nothing wrong with Roku or Amazon or Google selling set top boxes with special buttons that the other big guys (Read Netflix, or Amazon Prime, or Hulu, or SlingTV) can buy to have a completely dominant, priority position when folks go to view those competitors! What does the FCC think about all that? Just asking.

Steve

T:202-630-2099
steve@effros.com

(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

Cablefax Daily is **THE** Place to Advertise

Launching a new product? Let the industry know!

Premiering a new show? Let the industry know!

Celebrating an anniversary? Let the industry know!

Deliver your message with impact and influence the industry's elite.

Advertise in Cablefax Daily today!

Rates & More Information: Rich Hauptner at rhauptner@accessintel.com or 203-899-8460 | Olivia Murray at omurray@accessintel.com or 301-354-2010

25718