

Cablefax Daily™

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What the Industry Reads First

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Programming Diversity: NAB Accuses ACA of Promoting Channel Segregation

NAB is using ACA's own words against it in arguing against the independent cable association's push for an examination of program bundling. In a letter Thurs, NAB suggested the group was encouraging MVPDs to "segregate their programming lineups according to race and ethnicity." The broadcast group was referring to a recent ACA letter in the independent programming docket which questioned bundling a Spanish-language channel for cable systems with few Spanish-speaking customers as well as the bundling of an urban-interest channel in systems that are rural. "ACA's latest request is extremely disturbing and highlights how Commission interference in programming negotiations is almost certain to result in less diversity on pay TV systems," NAB wrote. "ACA's proposal appears to suggest, for example, that a **Bounce TV** multicast channel or a cable network such as **TV One** would only be welcome on a system with a large number of African-American subscribers. Or perhaps that **Myx TV** shouldn't be seen outside areas with large Asian-American populations, or that Spanish-language programmers should be stymied in their efforts to introduce new channels. Undoubtedly, these outcomes are not in the public interest." ACA called NAB's comments "unfortunate and highly misleading." "ACA made a simple point: Overall diversity increases when individual small cable operators can choose the programming that best serves their particular local audiences (like independent Spanish-language programming in Puerto Rico). And overall diversity decreases when big conglomerates can force their national networks upon local audiences that may not want them (like the Esquire Network in some rural areas)," ACA pres/CEO *Matt Polka* said in a statement Thurs. "Nothing about this position should surprise broadcasters—who, after all, have a rule allowing them to reject unwanted network programming." ACA's filing didn't specifically call out any channels, other than 9 programmers it alleges engage in forced bundling. The exact wording of the section NAB highlighted asked the FCC if it should consider restricting "bundling of a particular channel with respect to MVPDs without subscribers likely to express interest in that channel (such as the forced bundling of a Spanish-language channel for cable systems with very few Spanish speaking customers; or the forced bundling of an urban-interest channel for rural cable systems)."

Cablefax TV Innovation Summit

Featured Session:

Marketing Content in Multiscreen Age

We'll sit down with EPIX CEO Mark Greenberg to discuss the premium net's unique multiscreen strategy from appointment viewing to anytime/anywhere access.

It's all about building buzz around the digital water cooler, and we'll drill down on winning strategies and tactics, including scheduling, sampling, leveraging extended content for social media platforms—and even how to exploit new technologies like Virtual Reality. Get ready to take notes on this one!



Mark Greenberg
EPIX



Moderator:
Michael Grebb
Cablefax

Thursday, Sept. 22 | 10:45 am - 5:30 pm | NYC

Register at: www.CFXtvsummit.com

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Charter S&P Ready: Charter shares closed up 4.5% on the news it will join the **S&P 500** after the close of trading on Wed. Charter is replacing **EMC Corp**, which is being acquired by privately held **Dell**. The company's stock took a hit in May when it was not added to the index as some investors had expected. Instead, S&P had **Digital Realty** take **Time Warner Cable's** place in the S&P 500. "We believe shares should appreciate significantly with the announced addition to the S&P500... We estimate 24 million shares to buy or ~17 days of volume," a **JP Morgan** research note said Thurs morning. "We like the company for its potential growth and strong free cash flow generation post the merger with Time Warner Cable and **Bright House Networks**. We believe short-term disruption fears from the merger are overblown and we expect the company to keep its foot on the pedal in terms of subscriber acquisition in the TWC and BHN territories regardless of the integration process."

CFO Change-Ups: Verizon CFO *Fran Shammo* will retire at year-end after 27 years with the company. He'll step down as evp, CFO Nov 1, with *Matt Ellis* to succeed him. Ellis currently serves as svp, CFO for operational finance. He joined the company in 2013 from **Tyson Foods**, with CEO *Lowell McAdam* crediting him with leading a team months after he joined that raised a record \$49bln in 1 day to help finance Verizon's acquisition of **Vodafone's** interest in **Verizon Wireless**. -- **Liberty Media** tapped *Mark Carleton* as CFO, effective Oct 1. He was most recently chief development officer. *Christopher Shean* will no longer serve as CFO, a role he has held since 2011. He's been appointed sr adviser and will report to pres/CEO *Greg Maffei*. The shuffle sees Liberty's chief tax officer, *Albert Rosenthaler*, move into the chief corporate development officer post.

On the Hill: The Senate Commerce continues its **FCC** oversight hearings this month with the latest to delve into concerns about partisanship affecting the agency's work. It'll also touch on policy questions under consideration this fall, such as the set-top proposal and consumer privacy. All 5 FCC commissioners are expected to be at the Sept 15 hearing.

PC Mag Ratings: Comcast and Verizon are tied in *PCMag's* annual speed index, a weighted ranking that takes into account 80% of the download speed and 20% of the upload speed. How close are the top 2 finishers? Comcast's index is 49.6207 vs Verizon's 49.6201. But the advantage may soon be Comcast. "Verizon FiOS has been on a bit of a decline the last couple of years on this list and that is unlikely to end," *PCMag* wrote, citing how it stopped expanding service in 2010, and sold off FiOS operations in FL, TX and CA to **Frontier**. "That said, Verizon FiOS does continue to improve speed, just not enough to keep up," the pub said (plus, it's won the Reader's Choice award for 10 straight years). The index showed an impressive gain by **Suddenlink**, who jumped from 8th place (20.7 index) last year to 3rd place (47.8) this year. The mag's "all ISP" list, which includes more localized providers, has **Google Fiber** at the top (353.7), followed by **EPB Fiber Optics** (Chattanooga's fiber optic network), **Grande** and **Midcontinent**, which all place ahead of Comcast and Verizon.

Ratings: Even before *Hermine* was to make landfall, **Weather Channel** saw an uptick in viewership. Delivery was up 46% among 25-54s for the month of Aug in 6a-12pm. -- **Hallmark Channel's** 6-week "Summer Nights" programming event performed well with Sat's original movie "Summer of Dreams" averaging a 2.3 HH rating and 2.5mln total viewers. It was the #1 HH rated program and telecast of the day. The Summer Nights promo delivered the #1 HH-rated movie of the week for all 6 weeks of the stunt, with the films averaging a 1.9 HH rating and 2mln viewers.

Programming: **Discovery Channel** purchased the global rights to the documentary "Sacred Cod," which will debut in 2017 as a Discovery Impact special. Making its premiere at the 2016 Camden International Film Festival, Sacred Cod follows the cod fishery collapse in New England. -- **CNN** will air documentaries of presidential nominees *Hillary Clinton* and *Donald Trump* on Sept 5 at 8pm and 10pm respectively. "Unfinished Business: The Essential Hillary Clinton" and "All Business: The Essential Donald Trump" will provide an in-depth view of the candidates' lives. -- **TLC** ordered *Tyler Perry's* "Too Close to Home" for a 2nd season to premiere in 2017. The net's 1st scripted series, which airs on Mondays at 9pm, reached 4.2mln viewers in its premiere. -- **AT&T Audience Network** will debut original doc series "Religion of Sports" on Nov 15 at 8pm. The 6 hour-long eps, co-created by *Tom Brady*, *Michael Strahan* and filmmaker *Gotham Chopra*, explores sports' cultural and

BUSINESS & FINANCE

spiritual impact around the world. -- **Univision Deportes** will air 5 FIFA World Cup 2018 qualifier matches the week of Sept 5, featuring the US, Mexico and Canada national teams as well as UEFA and CONCACAF teams. CONCACAF and UEFA teams' World Cup qualifier matches will continue to air on the net in Oct and Nov.

People: Ray Warren was named to the newly created position of pres, **Telemundo Deportes**. Effective Sept 19, he will oversee the company's sports business with a focus on the FIFA World Cup properties. Warren most recently served as evp and chief revenue officer of NBC Sports Regional Networks.

On the Circuit: Gerry Laybourne will deliver the keynote at WICT DC/Baltimore's 2016 PowerBrokers Breakfast on Oct 13 at the **National Press Club** in DC. NBCU's Val Nicholas will emcee the event, which honors powerful women in the cable telecom industry. Laybourne co-founded **Oxygen Media** and played key roles in the beginnings of **Nickelodeon, Nick at Nite** and **Disney Channel**. The WICT Washington, DC/Baltimore chapter named one of its Touchstone Awards in her honor, the Geraldine B. Laybourne Fearless Award. Touchstone honorees will be announced later this month.

Cablefax Daily Stockwatch

Company	09/01 Close	1-Day Ch	Company	09/01 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DISH:	50.66	0.43	INTEL:	36.02	0.13			
ENTRAVISION:	7.61	0.09	INTERACTIVE CORP:	58.95	0.24			
GRAY TELEVISION:	11.24	0.01	LEVEL 3:	49.73	0.10			
MEDIA GENERAL:	17.70	0.03	MICROSOFT:	57.59	0.13			
NEXSTAR:	52.72	UNCH	NETFLIX:	97.38	(0.07)			
SINCLAIR:	28.99	0.51	NIELSEN:	52.69	(0.59)			
TEGNA:	20.38	0.12	SEACHANGE:	2.76	(0.16)			
MSOS								
CABLE ONE:	547.84	6.72	SONY:	32.14	(0.02)			
CHARTER:	268.82	11.61	SPRINT NEXTEL:	6.20	0.02			
COMCAST:	65.89	0.63	SYNACOR:	2.79	(0.03)			
GCI:	13.70	(0.2)	TIVO:	10.69	0.08			
LIBERTY BROADBAND:	70.53	3.08	UNIVERSAL ELEC:	75.27	1.24			
LIBERTY GLOBAL:	31.92	0.27	VONAGE:	5.78	(0.03)			
SHAW COMM:	20.17	0.18	YAHOO:	42.93	0.18			
SHENTEL:	25.71	(0.01)	TELCOS					
PROGRAMMING								
21ST CENTURY FOX:	24.54	UNCH	AT&T:	40.96	0.08			
AMC NETWORKS:	54.25	(0.09)	CENTURYLINK:	27.74	(0.06)			
CBS:	52.04	1.01	FRONTIER:	4.54	(0.07)			
DISCOVERY:	25.69	0.18	TDS:	27.78	(0.09)			
DISNEY:	94.26	(0.2)	VERIZON:	52.56	0.23			
GRUPO TELEVISA:	27.18	(0.15)	MARKET INDICES					
HSN:	41.96	0.18	DOW:	18419.30	18.42			
LIONSGATE:	20.21	(0.75)	NASDAQ:	5227.21	13.99			
MSG NETWORKS:	17.35	(0.13)	S&P 500:	2170.86	(0.09)			
SCRIPPS INT:	63.58	0.21						
STARZ:	30.73	(0.46)						
TIME WARNER:	78.16	(0.25)						
VIACOM:	44.42	(0.77)						
WWE:	20.92	0.15						
TECHNOLOGY								
ADVANTAGE:	2.01	0.04						
AMDOCS:	60.74	0.62						
AMPHENOL:	62.33	0.02						
APPLE:	106.73	0.63						
ARRIS GROUP:	28.26	0.19						
AVID TECH:	9.04	(0.14)						
BLNDER TONGUE:	0.52	(0.07)						
CISCO:	31.58	0.14						
COMMSCOPE:	29.80	0.23						
CONCURRENT:	5.49	0.04						
CONVERGYS:	29.96	0.13						
CSG SYSTEMS:	44.42	0.70						
EHOSTAR:	39.16	0.40						
GOOGLE:	768.78	1.73						
HARMONIC:	4.45	0.11						

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.



PROGRAMMER'S PAGE

A Family Affair

It's all in the family for actor *Kofi Siriboe*. The Siriboe siblings are all actors. His mom is his publicist. His great-grandfather was a Ghanaian king of the Ashanti tribe in Juaben. So it comes as no surprise that Siriboe's latest work, **OWN's** new series "Queen Sugar" (premieres Sept 6 & 7 at 10pm), is about the challenges and triumphs of family. Queen Sugar follows the estranged Bordelon siblings as they reunite in Louisiana after the unexpected death of their father. The siblings must work together to restore their father's deteriorating sugarcane farm, as well as picking up the pieces in their own lives. "It's about family, discovery and ownership of yourself," he told **CFX**. "It's a show about everyday people with everyday struggles who need to take a new step forward." Siriboe plays Bordelon sibling *Ralph Angel*, a young, previously incarcerated father seeking redemption. "I connect with Ralph Angel the most, despite the incarceration, that's something I'm familiar with, reinvention." Siriboe believes that the process of making Queen Sugar is what makes the show so special. "The story was curated around our truth," he said. "It was made with love for love." Directors *Oprah Winfrey* and *Ava DuVernay* incorporated the actors' "own frequency," as Siriboe puts it, into the show's characters. "The show was handmade to who we are." In comparison to other projects Siriboe has worked on, he said the set of Queen Sugar was different. "It's just a very secure feeling, very family-oriented and feeling at home." He hopes viewers will be able to see themselves in the characters. "It's very reflective and soothing because you see that you're not the only one going through these problems. It will inspire people in their everyday lives to be more open to change and to how they operate." Siriboe professes, "I hope it transcends entertainment." – *Sarah Plombon*

Reviews: "Ringside," premiere, Sun, 7 & 9pm ET, **TV One**. It begins like a boxing story you've seen before: good guy (the college-educated challenger) vs. bad guy (the thuggish champ), distractions from women, the media, family and other things. There's very little boxing but some excellent music and good acting, mostly from *Tyler Lopley* as the articulate and (mostly) levelheaded challenger. The ending is abrupt and disappointing, but it's a decent outing from TV One's fledgling originals camp. -- "Startup," Tues, **Crackle**. Many will come for *Martin Freeman*, and he's excellent as an awkward **FBI** agent with the ethics of a pickpocket. But they'll stay for *Otmara Marrero* and *Adam Brody* as unconventional entrepreneurs who forge a bond of necessity in this gritty, offbeat and ultimately unbelievable drama based in Miami. There's a lot to admire here, especially if you can accept the unusual story that mixes finance and technology, and plotlines that incorporate various points of view. The preponderance of sex in ep 1 does little to help the story, though. -- "Better Things," series premiere, Thurs, 10pm, **FX**. This drama from *Louis C.K.* and *Pamela Adlon* is a realistic and clever look at the life of a not-so-indefatigable single mother, Sam, who's just trying to survive and raise 3 daughters. Plenty of moms and dads will identify. – *Seth Arenstein*

Basic Cable Rankings (8/22/16-8/28/16) Mon-Sun Prime			
1	FOXN	0.9	2142
2	HGTV	0.7	1685
3	USA	0.6	1518
3	TNT	0.6	1419
3	TBSC	0.6	1341
3	HIST	0.6	1314
7	DSNY	0.5	1243
7	MSNB	0.5	1200
7	ESPN	0.5	1164
7	ID	0.5	984
7	DSE	0.5	101
12	FX	0.4	974
12	ADSM	0.4	948
12	CNN	0.4	922
12	FOOD	0.4	917
12	HALL	0.4	890
12	DISC	0.4	889
12	MTV	0.4	850
12	NAN	0.4	849
20	LIFE	0.3	790
20	AMC	0.3	769
20	A&E	0.3	689
20	TVLD	0.3	682
20	BRAV	0.3	664
20	SYFY	0.3	648
20	TLC	0.3	637
20	OWN	0.3	636
20	NGC	0.3	600
20	SPK	0.3	595
20	VH1	0.3	573
20	NKJR	0.3	569
20	DSJR	0.3	552
20	LMN	0.3	504
20	HMM	0.3	496
20	NFLN	0.3	416
36	APL	0.2	572
36	FRFM	0.2	569
36	WETV	0.2	492
36	GSN	0.2	463
36	TRAV	0.2	452
36	CMDY	0.2	452
36	INSP	0.2	421
36	TRU	0.2	418
36	EN	0.2	413

*Nielsen data, supplied by ABC/Disney, is based on coverage area of individual networks

OVERACHIEVERS
UNDER 30 PRESENTED BY
Cablefax

Entry Deadline: September 16 | Final Deadline: September 23

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It's your turn to decide—enter your favorite young cable professionals for consideration in Cablefax's second-annual Overachievers Under 30 List. This program honors budding young cable leaders from all walks of business.

Enter at www.cablefax.com/awards