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What the Industry Reads First

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Game Time: Talking eSports with ELeague as Season 2 Begins

It's time for Season 2 of ELeague, the professional eSport organization created by Turner and WME. A 4-week group stage schedule begins Fri leading up to a Dec 3 grand finale that will be broadcast live on TBS. There will be even more action as ELeague hosts its first Major in Jan. We quizzed ELeague vp, gm Christina Alejandre on what she learned from the league's inaugural season and sought her insights on eSports in general. Alejandre's background includes 3 years at Warner Bros where she also worked in the field. Turner was pretty pleased with ELeague's 1st season, which brought in 3.4mln new viewers to TBS during its 10-week run (weekly telecasts averaged 247K viewers on the net). Alejandre said some regular season ratings pulled in numbers that stick and ball sports see for regular season.

Coming from the eSports business, what have you learned about television? The big learning experience I've had is how to create compelling content that not only compels the hardcore eSports fan, but also can try to be as inviting as possible to a broader audience. That was pretty much an easy transition though because Turner Sports does storytelling in such a unique way that they are able to really tell the stories about the players, about the game, about the scene that draws an audience in that normally wouldn't have been interested in eSports in the first place. But it's also providing that content to the hardcore eSports fan because even though the stories are compelling and draw new people in, the hardcore fan also likes to see behind-the-scenes and the different storytelling. **Will eSports ever fit into a traditional box, meaning the fans will move to watch it on linear TV or will the rights model evolve in a way similar to other sports leagues out there?** I think eSports is constantly evolving. We here at ELeague have done a great job at having it fit on linear television. We're seeing hardcore audiences watching it on linear television. They definitely wanted ELeague to be successful because they've been waiting for this kind of mainstream validation of everything they've been working towards and already know. We saw some great things happening this season—people at home watching it with their families, something they've never been able to do before. We here at ELeague are trying to establish TBS as the go-to place on Fri nights at 10pm ET. We absolutely believe it has a place and will continue to evolve. Will it evolve into a hardcore stick and ball league? I'm not sure. I'm just not sure that kind of structure is the right fit for eSports. **Looking back at Season 1, what was a hit and what would you change?** I think our storytelling, how we wanted to introduce eSports to a

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broader audience, was definitely a hit for us. One learning was that our season was too long—30+ hours of content every week. We wanted to create a season where every bit of the action absolutely mattered. We've shortened the season. It's not 10 weeks now, but 5 weeks plus some content interspersed here and there. **ELeague recently announced that the next Counter-Strike Major Championship will be in Atlanta in Jan with the Grand Final on TBS and Twitch. For those not familiar with gaming, what does this mean?** Look at tennis. You look at the US Open, Wimbledon, the French Open—the huge, big tournaments that take place. The Major is essentially that, but for Counter-Strike, which is the game that does the Majors. Counter-Strike is the game we featured for Season 1. Every year, a handful of the biggest and brightest eSports companies are picked to run the Majors. ELeague threw our hat in the ring hoping we would get a Major, but knowing we only had 1 season under our belt. And we were granted Major status. This Major is a major deal for us to host it down here in Atlanta. **It seems like eSports is all about Call of Duty and Counter-Strike type games. Is there a place for more casual gaming like Super Smash Bros?** We're always looking to diversify our portfolio. Counter-Strike is definitely part of the ELeague DNA, but we're looking at other games. It could be a game that's slightly more casual. But we do want to focus on skill. That's a big component. I liken eSports to being an intellectual sport. You're not going to see a super casual game, but there definitely is room within the ELeague ecosystem to add different games that aren't just first-person shooters or super hardcore eSports.

Pay-TV Forecast: UBS analysts said they expect a mixed picture in the residential video market for 3Q. At **AT&T**, video losses are expected to continue to narrow. The analysts forecast 11K video sub loss, including **DirectTV's** expected net adds of 345K and U-verse losses of 356K. They also expect "modestly positive" video adds at **Comcast** (+10K), while **Charter** might see pressure from **Time Warner Cable** promo roll-offs (-70K). **Verizon** kicks off reporting season on Thurs. AT&T holds its earnings call Oct 25, with Comcast reporting the next day.

FilmStruck Delay: Turner hit the pause button on SVOD service **FilmStruck** which was supposed to launch today (Wed). The company is delaying the launch until Nov to "complete a seamless registration process for subscribers." FilmStruck is Turner's 1st domestic SVOD service, with a \$6.99/month price tag (\$10.99 if **The Criterion Channel** is bundled with it). "Just like the final stages of completing a film, this additional time will allow us to put the finishing touches on FilmStruck in order to bring you a premium service with beautifully curated content and the largest streaming library of world-renowned arthouse, indie, cult and foreign films. Rest assured, we're working hard to bring you the high-quality streaming movie service you've been waiting for," said a message on FilmStruck's website Tues.

NBA on TNT: Expect some new ways to engage the **NBA** community from **Turner Sports** during the league's 2016-17 season. First up is the "NBA on **TNT** Road Show" on opening night in Cleveland Tues Oct 25. TNT's "Inside the NBA" cast of **Ernie Johnson, Charles Barkley, Kenny Smith** and **Shaquille O'Neal** will be live from Outside Quicken Loans Arena. Hip hop star **Wiz Khalifa** will perform live from the road show stage—with portions of the concert airing on the TNT telecast—and other fan-friendly attractions aligned with tentpole events throughout the season will involve the studio team, musical performances, interactive fan experiences such as lip syncing, pop-up stores, food trucks and more. The NBA will tip off on TNT with a doubleheader between the NBA Champion Cavaliers hosting the New York Knicks at 8 pm, followed by the Golden State Warriors and San Antonio Spurs at 10:30 pm. Pre-game programming kicks off at 6 pm, with the road show starting at 3pm. "We're extremely passionate about the NBA. This is our first year of the new 9-year deal," Turner Sports evp/chief content officer **Craig Barry** told **Cablefax**. "Engagement is the most important metric going forward... You have to embrace the communities that are interested in the same kind of content." Having long been one who subscribes to the adage "content is king," Barry stressed that "the user experience is just as important," and on site activations are as important as digital. The goal is to "create a footprint where people can engage for a day."

Ratings: Fox Sports 1 took the prime ratings crown last week, averaging 3.6mln total viewers. The only program to beat FS1's MLB National League Division coverage was **ESPN's** MNF (9.05mln viewers). The NL championship series netted 7.3mln viewers for FS1 on Sun. **TBS** also scored with its ALCS coverage. Fri's game average 4.1mln viewers. **Fox News** won total day with 1.5mln viewers and was 2nd in prime (2.5mln), followed by TBS (2.1mln). In the news wars, **MSNBC** had the edge over **CNN** in prime total viewers (1.6mln vs 1.5mln), while CNN was the victor in total day (1.1mln vs 930K). -- **Lifetime** reached 9.4mln viewers with its original movie "Surviving Compton: Dre, Suge & Michelle" and the documen-

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tary "Beyond the Headlines: Michel'le" across all weekend telecasts. On its Sat night premiere, Surviving Comp-ton drew an average of 2.3mln total viewers and was cable's #1 entertainment telecast (excluding sports) among total viewers, Adults 25-54 (1.2mln), Women 25-54 (934K), Adults 18-49 (1.1 mln) and Women 18-49 (836K), according to **Nielsen Media Research**. Saturday's premiere of the one-hour documentary Beyond the Headlines: Michel'le averaged 1.9mln total viewers.

Vudu Movies on Us: Watch out **Crackle**. **Vudu** is stepping up its content game. **Vudu**, **Walmart's** subscription-free, premium video streaming service, launched **Vudu Movies on Us**, a program offering movie and TV titles to watch for free and on-demand. The program is ad-supported. **Vudu Movies on Us** is **Vudu's** first foray into a free, HD streaming option. Content can be accessed across platforms, including smart TVs, Blu-ray players, and TV connected devices such as Roku, Chromecast and gaming consoles. The move followed **Vudu's** recent upgrade to its traditional electronic-sell-through service with support for titles in 4K/Ultra HD.

One World on Comporium: **One World Sports** inked a deal with SC-based cable op **Comporium** to launch the net on the company's Digital Variety Tier. The net is the only sports net **Comporium** currently offers on its Digital Variety Tier.

Cablefax Daily Stockwatch

Company	10/18 Close	1-Day Ch	Company	10/18 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	56.60	(0.09)	INTEL:	37.75	0.46
ENTRAVISION:	7.06	0.01	INTERACTIVE CORP:	64.62	2.09
GRAY TELEVISION:	9.70	0.05	LEVEL 3:	47.07	0.98
MEDIA GENERAL:	17.65	(0.03)	MICROSOFT:	57.66	0.44
NEXSTAR:	51.90	(0.24)	NETFLIX:	118.79	18.99
SINCLAIR:	26.50	0.30	NIELSEN:	53.89	0.42
TEGNA:	20.03	0.14	SEACHANGE:	2.66	0.02
MSOS					
CABLE ONE:	579.65	3.19	SONY:	33.50	0.71
CHARTER:	259.95	2.43	SPRINT NEXTEL:	6.86	(0.06)
COMCAST:	64.88	(0.14)	SYNACOR:	2.95	0.10
GCI:	14.80	0.08	UNIVERSAL ELEC:	69.15	UNCH
LIBERTY BROADBAND:	66.80	0.12	VONAGE:	6.25	0.12
LIBERTY GLOBAL:	31.24	0.08	YAHOO:	41.68	(0.11)
SHAW COMM:	20.11	0.17	TELCOS		
SHENTEL:	26.55	0.95	AT&T:	39.36	0.09
PROGRAMMING					
21ST CENTURY FOX:	24.96	0.28	CENTURYLINK:	27.90	0.53
AMC NETWORKS:	49.26	0.35	FRONTIER:	4.08	0.18
CBS:	55.10	(0.29)	TDS:	26.97	0.17
DISCOVERY:	25.21	(0.08)	VERIZON:	50.27	(0.16)
DISNEY:	91.17	0.34	MARKET INDICES		
GRUPO TELEVISA:	25.91	0.47	DOW:	18161.94	75.54
HSN:	38.05	0.05	NASDAQ:	5243.84	44.01
LIONSGATE:	18.72	0.14	S&P 500:	2139.60	13.10
MSG NETWORKS:	18.65	0.30			
SCRIPPS INT:	61.69	0.19			
STARZ:	30.52	0.03			
TIME WARNER:	79.51	0.67			
VIACOM:	40.75	0.20			
WWE:	19.82	(0.16)			
TECHNOLOGY					
ADDVANTAGE:	1.82	0.06			
AMDOCS:	59.61	0.05			
AMPHENOL:	63.21	0.16			
APPLE:	117.47	(0.08)			
ARRIS GROUP:	28.90	0.31			
AVID TECH:	7.41	(0.02)			
BLNDER TONGUE:	0.54	(0.01)			
CISCO:	30.44	0.22			
COMMSCOPE:	31.46	0.45			
CONCURRENT:	5.99	0.18			
CONVERGYS:	29.97	0.39			
CSG SYSTEMS:	39.46	(0.48)			
ECHOSTAR:	45.84	(0.05)			
GOOGLE:	795.26	15.30			
HARMONIC:	5.55	0.10			

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.

