

# Cablefax Daily™

Wednesday — November 9, 2016

What the Industry Reads First

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## Election Coverage: More Streaming Options, Free Access

The day is finally here. The election results will be aired live on **ABC, CBS, NBC, CNN, CNBC, Fox, Fox News, MSNBC, PBS** and **Univision**. Compared with the 2012 Presidential Election, while wall-to-wall coverage and online access from cable and broadcast news nets seem familiar, this year's election coverage features a lot more streaming access across platforms (many of them free), thanks to the expansion of streaming services in the past few years—and of course the unprecedented and abnormal nature of this election cycle. First up, **CNN**. The net has decided to open up its online access, which usually requires MVPD authentication, to the public for free. Since it's "one of the most exciting the unusual presidential campaigns in America's history," the net is offering unrestricted access to "Election Night in America" coverage, **CNN** said. The free stream, which can be accessed online and across mobile platforms, will be available from 4pm EST Tues through 4am EST Wed. **DISH's** Sling TV, launched in Feb, provides a free preview of its Sling Orange and News Extra package through 4am EST on Wed. Users can stream the election results from nets like **CNN, TheBlaze, Newsy, Cheddar, and HLN** for free without needing to enter credit card information. And there's **Roku**. Major news nets on Roku will be broadcasting the election results for free as they come in, including **ABC News, Bloomberg TV, CBS News** and **NewsON**. **Amazon's** Fire TV, launched in 2014, features streams from **CBS, Fox News, NBC** and **CNN**. Major news nets also offer streaming options on **Apple TV**. As in 2012, **YouTube** is offering live streaming election results coverage and this year, viewers can choose from more news organizations than ever before. **NBC News, PBS, MTV, Bloomberg, Telemundo, and the Young Turks'** YouTube Channels will be available for free starting at 7pm EST. If you think **Twitter** is an odd place to view election coverage, think again. Thanks to its partnership with **BuzzFeed**, **BuzzFeed News** is producing a full election night special, hosted exclusively on Twitter. "We're going to be doing this live from inside the platform that is the beating heart of the election," **BuzzFeed's** editor-in-chief *Ben Smith* said in a statement. And thanks to Twitter's new TV app, **BuzzFeed's** coverage for Twitter can be accessed from **Apple TV, Microsoft's Xbox One, and Amazon Fire TV**. Meanwhile, non-news nets are gearing up for the night with specials and a live viewing party. **TV One's** "NewsOne" is set to air a 6-hour live telecast of the net's 2016 Election Night Viewing Party at 7pm EST. The program is expect-



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Watch this week's featured interview with

**David McNaughton**  
**Mediacom**



# MOST POWERFUL WOMEN IN CABLE PRESENTED BY **Cablefax**

## **Awards Presentation & Luncheon** November 17, 2016 ■ The Edison Ballroom NYC

Join us for Cablefax's Most Powerful Women in Cable Luncheon on Thursday, November 17, from 11:00am - 2:00pm at the Edison Ballroom. This event is a favorite every year!

We are already in full swing planning surprises for this year, as we honor the women who have made their mark on the industry with leadership, innovation and community.

Tables are selling fast, so register today!

### Special Guest:



**Ali Wentworth**

Executive Producer, Writer  
and Star of "Nightcap"  
New Series on Pop

Register at [www.CablefaxPowerfulWomen.com](http://www.CablefaxPowerfulWomen.com)

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ed to focus on the presidential election and political races affecting the African-American communities. **Showtime's** "Stephen Colbert's Live Election Night Democracy's Series Finale: Who's Going To Clean Up This Sh\*t?" airing Tues night at 11pm EST, is set to feature a live stream of Colbert's monologue through **Facebook** Live on the Showtime's Facebook page. Colbert will be reacting in real-time to the election results as the state by state returns come in. For those planning to tune in to **Viceland's** "Desus & Mero's Live Election Special," "get ready for fuego political takes and several **FCC** violations," according to the net. Perhaps *Adam Sharp*, head of news at Twitter best summed it up: "This is not going to be your grandparents election night broadcast."

**Univision on DirecTV Now:** As part of a multiplatform distribution deal, **Univision** will be included on the new **AT&T** streaming service **DirecTV Now**, the programmer said. As part of the launch, DirecTV Now will offer the Univision stations, **Univision Network**, **UniMás**, **Galavisión** and **UDN (Univision Deportes Network)** as well as the **Fusion** network. The agreement also entails the carriage of Univision nets across existing AT&T and DirecTV platforms. The deal covers comprehensive TVE rights, including live and on-demand content. DirecTV Now is slated to launch in 4Q.

**CVAA:** **ACA's** legal team met with **FCC** staff last week to give their take on the agency's proposal to update the 21st Century Communications and Video Accessibility Act of 2010 (CVAA), according to an ex parte filing posted Tues. On the adoption of video-description specific customer service requirements, ACA urged the Commission not to impose any prescriptive customer service obligations on smaller MVPDs, or at a minimum not to impose the same rules on these operators that they impose on larger MVPDs. On the question of how consumers can best learn what video described programming is available, ACA reps reiterated ACA's position that a single centralized repository of information about available video described programming is the best means making this information known to consumers. They also discussed industry progress toward the provision of multiple audio streams due to equipment upgrades/replacements, making it technically easier to enable access to video description than it is today where ops generally have only 2 available audio streams. Meanwhile, the requirement to provide video description with VOD programming over QAM infrastructure would be "extremely burdensome for smaller operators with limited resources, especially for smaller MVPDs who are facing declining video revenues and no longer investing in their VOD platform because they cannot effectively compete in the VOD market against over-the-top providers, like **Netflix**, **Amazon**, and **Hulu**," ACA said. MVPDs who are investing in their VOD platform generally are migrating to an IP VOD service. ACA also noted the lack of record support showing a need for a video description requirement for VOD offerings.

**Unlock the Box:** **Amazon** reps met with *Matt Paul*, legal advisor to Democrat **FCC** commish *Jessica Rosenworcel*, last week to discuss their support for an app-based approach in the agency's effort to revamp the set-top market. According to an ex parte filing posted Mon, Amazon said an app-based approach could be "a vehicle for fostering competition and giving consumers choice in the display, selection, and use of video programming. Consumers deserve this choice in the short-term." The company also expressed concern that the proposed licensing and industry group process could delay competition and customer choice. In that context, Amazon reiterated its support for taking advantage of the existing app marketplace. "The standard practices and guidelines of app-stores are well-understood, transparent, and accepted by media companies, including cable programmers and MVPDs that work within these practices to provide apps to phone and tablet devices today," Amazon said. And based on standard appstore practices and guidelines for publication, the company recommended the Commission adopt a rule that within one year of adoption, subs should have access to an app on widely distributed devices enabling MVPD subs to access and display the video content offered by MVPDs. The FCC also should give MVPDs unable to reach agreement with a device maker on in-app transactions the flexibility to comply with the rule by offering a "consumption only" app—that is, an app that allows users to access already purchased content but does not enable the purchase of new content, according to Amazon. In terms of facilitating consumer search on third-party devices, Amazon said the minimum requirements are basic programming information (including season and episode identity in some canonical format) and consumer entitlement information. "Without those essential pieces the consumer search experience would be frustrating for consumers and discouraging to device makers," it said. Finally, the company said the FCC has "ample authority" under the Communications Act to adopt these proposals.

# BUSINESS & FINANCE

**Ratings:** The premiere ep of IFC's new horror-comedy series "Stan Against Evil" drew 679K total viewers, including 318K adults 18-49, across a back-to-back Halloween Night sneak and its Nov 2 premiere.

-- **Hallmark Channel's** seasonal programming event "Countdown to Christmas" over the past weekend drew a crowd. The original movies "The Mistletoe Promise" (Nov 5) and "A Perfect Christmas" (Nov 6) drove the net to be #1 among all cable nets on Saturday and Sunday in Total Day among Household and Women 25-54 ratings. Sister net **Hallmark Movies & Mysteries'** annual holiday programming event the "Most Wonderful Movies of Christmas" also scored with the new, original world premiere movie "Love Always, Santa" (Nov 6), which became the network's most-watched original movie premiere of 2016 among Women 25-54.

**Programming:** Food Network's "Cooks vs. Cons" returns for a new season of the suspenseful competition on Nov 23.

**Editor's Note:** Congrats to our just announced 2016 Overachievers Under 30, who will be celebrated at **Cablefax's** Dec 14 reception at The Standard High Line in NYC! And don't forget about the Most Powerful Women awards luncheon in NYC on Nov 17! More info at [www.cablefax.com](http://www.cablefax.com). See you there!

## Cablefax Daily Stockwatch

Company	11/08 Close	1-Day Ch	Company	11/08 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	56.68	0.43	INTEL:	34.74	0.05
ENTRAVISION:	5.95	UNCH	INTERACTIVE CORP:	65.64	0.70
GRAY TELEVISION:	7.35	(0.85)	LEVEL 3:	53.65	1.72
MEDIA GENERAL:	16.94	0.07	MICROSOFT:	60.46	0.04
NEXSTAR:	49.50	0.90	NETFLIX:	124.34	(0.24)
SINCLAIR:	26.20	UNCH	NIELSEN:	44.65	UNCH
TEGNA:	18.76	0.19	SEACHANGE:	2.40	(0.05)
<b>MSOS</b>					
CABLE ONE:	586.87	7.56	SONY:	30.64	0.24
CHARTER:	262.26	5.10	SPRINT NEXTEL:	6.27	0.09
COMCAST:	62.52	1.01	SYNACOR:	2.75	UNCH
GCI:	15.80	0.26	UNIVERSAL ELEC:	64.10	1.90
LIBERTY BROADBAND:	66.24	1.14	VONAGE:	6.36	(0.04)
LIBERTY GLOBAL:	33.14	1.01	YAHOO:	41.16	0.11
SHAW COMM:	20.21	0.40	<b>TELCOS</b>		
SHENTEL:	24.45	0.90	AT&T:	36.99	0.18
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	27.09	(0.3)	CENTURYLINK:	24.15	0.83
AMC NETWORKS:	52.35	(0.97)	FRONTIER :	3.24	0.03
CBS:	57.73	0.11	TDS:	25.74	(0.16)
DISCOVERY:	25.85	0.30	VERIZON:	47.66	0.20
DISNEY:	94.38	(0.05)	<b>MARKET INDICES</b>		
GRUPO TELEVISA:	25.50	(0.01)	DOW:	18332.43	72.83
HSN:	33.70	2.45	NASDAQ:	5193.49	27.32
LIONSGATE:	22.84	0.43	S&P 500:	2139.53	8.01
MSG NETWORKS:	18.95	(0.2)			
SCRIPPS INT:	65.20	(0.23)			
STARZ:	33.41	0.44			
TIME WARNER:	87.87	0.13			
VIACOM:	41.70	(0.25)			
WWE:	17.01	(0.8)			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	1.79	0.05			
AMDOCS:	58.35	(0.57)			
AMPHENOL:	66.79	0.25			
APPLE:	111.06	0.65			
ARRIS GROUP:	27.01	0.43			
AVID TECH:	6.04	(0.16)			
BLNDER TONGUE:	0.56	(0.02)			
CISCO:	30.99	0.05			
COMMSCOPE:	33.88	1.00			
CONCURRENT:	5.95	(0.05)			
CONVERGYS:	28.36	(0.47)			
CSG SYSTEMS:	39.91	0.31			
ECHOSTAR:	46.79	0.74			
GOOGLE:	790.51	7.99			
HARMONIC:	4.95	0.05			



## CALL FOR ENTRIES

Final Deadline: November 11

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