

Cablefax Daily™

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What the Industry Reads First

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Lift Off to Mars: Q&A With Nat Geo's Tim Pastore

Fresh off a major rebrand of National Geographic's global properties, Nat Geo premieres the 6-part miniseries event "Mars" on Nov 14 at 9pm, a story of the quest to colonize Mars and the first manned mission to the Red Planet. Executive produced by film heavyweights Ron Howard and Brian Grazer, the series is part scripted and part documentary, with experts such as SpaceX CEO Elon Musk lending credibility. We spoke with Nat Geo president Tim Pastore about making the series, experimenting with new formats and the company's new tagline, "Further." **How does Mars fit into your overall programming strategy?** Mars is emblematic of the new programming strategy. Over a year ago was when we announced and shared the exciting transformation and new vision for what the National Geographic Channel will become, that is, as a leading destination for science, adventure, and exploration content, a premium destination. To us Mars is the actualization of that strategy and emblematic of the scope, the ambition and the passion of what the new Nat Geo moving forward will look like. **You had unprecedented access to people and places for the series, including Elon Musk and NASA. Any challenges come with that?** The biggest challenges and most daunting task was how to break the format. How to bust the genre, so to speak, and marry together the feature qualities—the scripted narrative elements—with the documentary elements as well. Also, from just the pure production standpoint, we had crews in Budapest shooting the scripted narrative, doing the heavy research with the National Geographic research team, to make sure that all of scripted elements were rooted in authenticity and all the details were scoured and every line was informed heavily by research and experts. The plethora of behind-the-scenes consultants that we brought on board, all the way to Mae Carol Jemison, the first African American woman gone into space, putting our actors through a kind of space camp and written exams to make sure that their performances were informed by the realities of space and being an astronaut, all the way to sending documentary crews to Antarctica. **So you are experimenting with hybrid formats. Are you doing this with other programming at Nat Geo?** At National Geographic we're not just storytellers—we like to consider ourselves story makers. And for us, that also means how to find new, innovative ways in which to showcase, share, inspire, illuminate a story. So mixing and matching, what I call genre mashups, is fundamentally another narrative technique that we've been experimenting with. We also find this in our current re-imagining of "Explorer," where we are

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introducing a studio format as well into the magazine format with respect to our shorter video stories that are facilitated by correspondents out in the field as well as panel discussions. And then also we have a few coming around the corner that will also exhibit certain hybrids and partnerships. **Since joining forces with 21st Century Fox and putting all content under one umbrella, how has that changed operations and/or content creation?** The formation of National Geographic Partners was really the alignment of all the National Geographic platforms under the same roof. Mars really is, when you talk about the tagline “Further,” and how that gives us the opportunity to market to the community the global reach of National Geographic, Mars is really emblematic of that because it’s not only a television event. The event will also ignite the family platforms and allow us to amplify our storytelling across the other platforms.

AT&T Stream Saver: While it’s fighting **FTC** over mobile data practices in court, **AT&T** continues to roll out data plans designed for streaming service users. The telco’s upcoming DirecTV Now streaming service also caught the attention of the **FCC** recently. AT&T said Fri it’s rolling out a free and data-saving feature starting in early 2017 to customers on its most popular plans with data (including AT&T GoPhone). The program, dubbed Stream Saver, seeks to allow users to stream most HD video at standard definition quality, similar to DVD (about 480p). Customers can still stream video in higher resolution. The free feature can be turned on and off at any time. However, Stream Saver can’t detect and then optimize all video due to the way some content owners deliver video streams, AT&T said. The company’s move came after **T-Mobile’s** launch of Binge On, which allows unlimited video streaming on customers’ mobile devices (without counting against their monthly data allowance) of content from participating programmers, including **Hulu, HBO, ESPN, Showtime, Starz, Netflix** and **YouTube**. While mobile carriers said zero-rating practice has been effective in terms of reducing the data volume on their network and that it benefits consumers, critics said such practice violates net neutrality rules. FCC chmn *Tom Wheeler* said he is monitoring the practice and has been collecting information.

RCN’s Gig in DC: In the metro DC area, **RCN** has rolled out its 1 Gigabit Internet service powered by DOCSIS 3.1. The overbuilder competes with Comcast in the market, with a footprint that includes DC, Montgomery County, Maryland; and Falls Church, Virginia. Service starts at \$69.99/month for the 12 months, with no contract required.

Disney Earnings: **Disney** head *Bob Iger* said during the company’s earnings call late Thurs that Disney’s deals with **Sony, Sling, Hulu** and **AT&T’s DirecTV** are expected to “ultimately move more millennials into the pay-TV universe.” The company is currently negotiating with other distributors to further expand Disney’s presence on these new platforms, he said. Disney’s recent investment in **BAMTech** is also “targeted at expanding our reach,” he said. The company purchased a \$1bln stake in **MLB’s BAMTech** to launch ESPN streaming service in 2017. **BAMTech** is also expanding its business into EU through a deal with **Discovery Comm**. Commenting on ESPN’s linear sub decline a year ago, Iger said the decline was partially caused by the migration to smaller video packages. He said new entrants in the video market, particularly digital MVPDs, “are going to offer ESPN opportunities that they haven’t had before to reach more people,” he said. “So we generally feel bullish about ESPN’s future...We think the long-term prospects for the reason I cited for ESPN are good.”

LEA Awards: Congrats to **WICT SoCal’s** LEA Award winners, who were recognized at a Thurs night gala in L.A. that mixed inspiration, personal stories and humor to acknowledge leadership excellence. Perhaps honoree *Nadya Ichinomiya*, director of IT/television marketing at **Sony Pictures Entertainment**, said it best when she told the audience that “all of us have the power to make a difference in the lives of others. When? Now.” That sense of urgency and community permeated the night, with keynoter and programming veteran *Salaam Coleman Smith* noting that her big break came early in her career when she happened to be the only one in the office who knew Powerpoint, getting her into some top level meetings. “Whatever it takes to get you in the door, work it—and work it well,” she said, noting that millennial women aren’t as obsessed with a glass ceiling but rather “navigating the corporate jungle gym” and finding work-life balance. “That approach may be different, but hopefully the outcome is the same,” she said. One time “hellacious workaholic” and LEA honoree *Donna Thomas*, svp, studio sales at **Vubiquity**, said it took a six-month sabbatical in which she discovered her artistic side and started a foundation. She said it was only then that her career really took off. Honoree *Del Heintz*, senior director, state govt affairs-Western Region at **Charter Communications**, meanwhile, gave a funny and heartfelt speech in which he reminded us that “true kindness is a sign of strength” and not weakness. Congrats to all the LEA honorees, including *Toby Berlin*, pres of **School of Toby**; and *Erika Nolting*, enterprise client executive at **Neudesic**.

Cablefax Week in Review

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	55.55	1.13%	(2.85%)
ENTRAVISION:	EVC	6.50	8.33%	(15.69%)
GRAY TELEVISION:	GTN	9.15	12.96%	(43.87%)
MEDIA GENERAL:	MEG	18.36	9.09%	13.68%
NEXSTAR:	NXST	58.65	23.86%	(0.09%)
SINCLAIR:	SBGI	29.60	15.63%	(9.04%)
TEGNA:	TGNA	21.24	17.87%	(16.77%)

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLE ONE:	CABO	575.13	0.01%	32.62%
CHARTER:	CHTR	272.50	8.90%	48.91%
COMCAST:	CMCSA	66.46	9.56%	17.77%
GCI:	GNCMA	16.88	9.97%	3.62%
LIBERTY BROADBAND:	LBRDA	68.21	7.49%	32.06%
LIBERTY GLOBAL:	LBTYA	30.62	(3.28%)	(27.71%)
SHAW COMM:	SJR	19.26	(1.48%)	12.04%
SHENTEL:	SHEN	26.20	3.56%	(39.14%)

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	27.14	0.74%	(0.07%)
AMC NETWORKS:	AMCX	53.13	1.45%	(28.86%)
CBS:	CBS	57.74	1.28%	22.51%
DISCOVERY:	DISCA	26.44	3.12%	(0.9%)
DISNEY:	DIS	97.68	5.66%	(7.04%)
GRUPO TELEVISIA:	TV	22.35	(7.76%)	(17.86%)
HSN:	HSNI	37.90	5.28%	(25.2%)
LIONSGATE:	LGF	23.09	10.85%	(28.71%)
MSG NETWORKS:	MSGN	20.30	8.27%	(2.4%)
SCRIPPS INT:	SNI	68.47	5.60%	24.02%
STARZ:	STRZA	33.56	5.90%	0.18%
TIME WARNER:	TWX	86.80	0.44%	34.22%
VIACOM:	VIA	42.50	3.79%	(3.39%)
WWE:	WWE	18.10	3.31%	1.46%

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.81	3.43%	0.00%
AMDOCS:	DOX	58.62	0.76%	7.42%
AMPHENOL:	APH	66.63	2.65%	27.57%
APPLE:	AAPL	108.43	(0.38%)	3.01%
ARRIS GROUP:	ARRS	29.02	11.53%	(5.07%)
AVID TECH:	AVID	4.47	(25.13%)	(38.68%)
BLNDER TONGUE:	BDR	0.56	1.80%	39.98%
CISCO:	CSCO	31.36	3.88%	15.46%
COMMSCOPE:	COMM	33.56	4.39%	29.63%
CONCURRENT:	CCUR	5.74	(2.71%)	15.96%
CONVERGYS:	CVG	24.76	(12.04%)	(0.52%)
CSG SYSTEMS:	CSGS	41.79	5.93%	16.15%
ECHOSTAR:	SATS	50.19	10.60%	28.33%
GOOGLE:	GOOG	753.61	(1.1%)	(0.69%)
HARMONIC:	HLIT	4.90	3.16%	20.39%
INTEL:	INTC	34.61	2.98%	0.46%
INTERACTIVE CORP:	IAC	66.57	3.43%	10.86%
LEVEL 3:	LVLTL	53.60	4.08%	(1.4%)
MICROSOFT:	MSFT	59.02	0.51%	6.38%
NETFLIX:	NFLX	114.78	(5.94%)	0.35%
NIELSEN:	NLSN	44.09	1.36%	(5.39%)
SEACHANGE:	SEAC	2.32	(5.31%)	(65.58%)

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
SONY:	SNE	30.11	(2.34%)	22.35%
SPRINT NEXTEL:	S	7.09	15.66%	95.86%
SYNACOR:	SYNC	2.80	1.82%	60.00%
UNIVERSAL ELEC:	UEIC	67.90	13.07%	32.23%
VONAGE:	VG	6.35	2.09%	10.63%
YAHOO:	YHOO	40.42	0.35%	21.53%

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	36.51	0.03%	6.10%
CENTURYLINK:	CTL	23.80	3.25%	(5.41%)
FRONTIER:	FTR	3.19	2.08%	(31.8%)
TDS:	TDS	25.74	1.66%	(0.58%)
VERIZON:	VZ	46.69	(0.83%)	1.02%

Company	Ticker	11/11 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	18847.66	5.36%	8.16%
NASDAQ:	IXIC	5237.11	3.78%	4.59%
S&P 500:	GSPC	2164.45	3.80%	5.90%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. NEXSTAR:	58.65	23.86%
2. TEGNA:	21.24	17.87%
3. SPRINT NEXTEL:	7.09	15.66%
4. SINCLAIR:	29.60	15.63%
5. UNIVERSAL ELEC:	67.90	13.07%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. AVID TECH:	4.47	(25.13%)
2. CONVERGYS:	24.76	(12.04%)
3. GRUPO TELEVISIA:	22.35	(7.76%)
4. NETFLIX:	114.78	(5.94%)
5. SEACHANGE:	2.32	(5.31%)



Call for Entries

Entry Deadline
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