

Cablefax Daily™

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What the Industry Reads First

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Holiday Programming: What's New This Year?

With Thanksgiving celebrations well underway and Christmas around the corner, cable nets have fired up their holiday programming slate using traditional recipes with new twists. **Crown Media** nets, known for its holiday programming even during non-holiday season, began its round-the-lock holiday schedule on Oct 29 and runs through Jan 1, *Michelle Vicary*, evp of programming and network publicity told us. "Over the years we have developed a keen sense of what our viewers want, especially over the holidays. That's given our annual 'Count-down to Christmas' event a solid foundation on which to build new holiday programming and events each year, while still maintaining our winning formula of a continuous 24/7 non-stop schedule of new, original movies and fan favorite movies from our growing library," she said. **Hallmark Channel** expanded its programming slate of new original movies for its signature holiday programming block "Countdown to Christmas" from 16 to 19 this year. They include a new original holiday movie on New Year's Day, "A Rose for Christmas." Another new development for this year's holiday programming is being chosen by the National Park Foundation to be the first ad-supported net to televise the National Christmas Tree Lighting in DC's President's Park. "One important aspect of our holiday strategy is content creation. On Hallmark Channel, we have had new originals movie premieres every Saturday and Sunday nights for the past several years," Vicary said. This year's Thanksgiving Weekend Event features 5 consecutive nights of new, original holiday premieres beginning the Wed before Thanksgiving. "This strategy was highly successful in 2015, and we're bringing it back this year," she said. For Christmas, Hallmark has developed a programming event for the 12 days leading up to the day, tailored specifically to the experiences of viewers who in their own lives, are heading into the home stretch of their holiday season preparations and celebrations. Meanwhile, **Travel Channel** is rolling out a new week-long programming event called Chill-cation on Dec 25. Running through New Year's Eve, the holiday event will feature the net's top talents embarking on adventures "never before seen on our air," said svp of programming development & production *Courtney White*. Many people vacation during the week of Christmas, and "we have also heard from lots of viewers that their idea of a perfect vacation that week is curling up on the couch and tuning to us. So, whether you are traveling or just want to travel vicari-

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ously, this is a great week for Travel Channel to own. We also crafted Chill-cation as a way to invite everyone in the household to watch. It will be family viewing at its best,” said White. **HGTV** will keep the programming content energetic, family-centric and festive from Thanksgiving to New Year’s Day but, rather than focusing solely on programs with explicit holiday themes or content, “we’ll give viewers more opportunities to see their favorite HGTV stars in new episodes and fresh, fun situations,” said *John Feld*, svp of program development & production at HGTV. Food is a central element to the holidays. “Much like professional athletes who play to win all season, they turn it up for the playoffs and championships, which is similar to what the holidays are like around **Food Network** and **Cooking Channel**,” said *Didi O’Hearn*, svp of programming and development at Food Network & Cooking Channel. “The current landscape allows linear and digital seasonal offerings and holiday-themed content and programming to expand across multiple touch points...” she said. Holiday programming on our air has evolved from purely instructional, meant to aid and inspire viewers’ own holiday meal-making efforts, to also include holiday-themed episodes of recurring series such as “Beat Bobby Flay” and “Chopped,” she said. Not all holiday programs are warm and fuzzy. **Oxygen Media** will go grim for the holidays with its 4-hour event series “Homicide for the Holidays” premiering Dec 3. The crime special delves into the twists and turns that reveal how tumultuous the holiday season can be, featuring firsthand accounts from families of 4 cases. Warning: One of the cases might involve a Psycho Santa taking his piece of the American Dream and tossing it in the flames...literally.

Holiday Programming Advertising: **Travel Channel’s** advanced sales for the holiday stretch from the upfront market were significantly higher than 2015, *Jon Steinlauf*, pres of ad sales & marketing at **Scripps Networks Interactive** said. “The festive content across our brands inspires consumers to shop, and it provides the perfect backdrop for so much of our clients’ creative. Many companies in our largest categories, like retail, auto, CPG, and mobile, dress up their advertising with holiday centric themes and campaigns. The flow of those kind of ads in and out of our holiday friendly environments is seamless,” he said. At **Food Network** and **Cooking Channel**, 4Q advertiser demand is “always robust on all of our Food category platforms,” said *Karen Grinthal*, svp of national ad sales for the nets. “For advertisers in many categories, their volume of holiday sales can make or break their entire year. Food Network and Cooking Channel have a unique position during the holidays, in that everyone is thinking about food and about family gatherings. The conducive environment we provide inspires viewers and is aligned to drive sales. Commitments come in early to ensure the best opportunities in very competitive categories, particularly in retail,” she said. **Crown Media Family Networks** saw several first-time advertisers, most notably **L.L. Bean**, which will be a marquis sponsor of the National Christmas Tree Lighting program to be aired on Dec 5 on **Hallmark Channel**, said *Michelle Vicary*, evp of programming and network publicity. “In general, needless to say, the greater our success during this time of year, the greater our revenue opportunities,” she said.

Mars Ratings: **Nat Geo Channel’s** global event series “Mars,” which premiered Nov 13, reached more than 15.5mln viewers worldwide. In the US, the scripted/unscripted hybrid series averaged 1mln total viewers and 1.9 HH Live+3, according to **Nielsen**. Also in the US, Mars was the highest-rated premiere for P25-54 since the premiere of “Story of God” on April 3 and is the second-most-viewed new series premiere in network history. It was viewed on average for 32.9 minutes. Across all plays for the series premiere, the program was viewed by more than 15.5mln viewers. In the UK, Mars became the highest-rated program in network history. Globally, Mars outperformed network averages in all but 2 markets. It was +126% or better in every region, with Europe +160%. On social media, the series generated nearly 300mln social media impressions, 35mln video views and 4mln engagements to date. For the premiere, the Mars-themed edition on **Snapchat Discover** received some 1mln unique views. #MARS and #CountdownToMars have been used over 150K times since Oct.

Editor’s Note: Don’t forget about the Overachievers among us! That’s right, **Cablefax** will honor our select list of “Overachievers Under 30” at The Standard High Line in NYC on Dec. 14 from 4-6pm—right before the big **Lustgarten Foundation** Rock & Roll Bash three blocks away at Tao Downtown. Show your support of these go-getters by bringing yourself and your team to help us celebrate those who could someday become our bosses! Then do your part for pancreatic research by attending the Rock & Roll Bash right down the street! Sponsorships for the Overachievers event are also available. More info at www.cablefax.com/events

Cablefax Week in Review

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	55.69	(0.29%)	(2.61%)
ENTRAVISION:	EVC	6.75	2.27%	(12.45%)
GRAY TELEVISION:	GTN	9.65	0.52%	(40.8%)
MEDIA GENERAL:	MEG	18.31	0.38%	13.37%
NEXSTAR:	NXST	58.70	(0.51%)	0.00%
SINCLAIR:	SBGI	31.95	(0.78%)	(1.81%)
TEGNA:	TGNA	22.16	(3.4%)	(13.17%)

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLE ONE:	CABO	587.53	0.43%	35.48%
CHARTER:	CHTR	272.31	3.66%	48.80%
COMCAST:	CMCSA	68.95	0.89%	22.19%
GCI:	GNCMA	17.10	3.70%	4.97%
LIBERTY BROADBAND:	LBRDA	68.93	2.25%	33.46%
LIBERTY GLOBAL:	LBTYA	32.31	(1.4%)	(23.73%)
SHAW COMM:	SJR	19.49	0.52%	13.38%
SHENTEL:	SHEN	27.95	4.88%	(35.08%)

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	28.40	2.08%	4.57%
AMC NETWORKS:	AMCX	53.83	2.57%	(27.92%)
CBS:	CBS	60.01	0.02%	27.33%
DISCOVERY:	DISCA	27.35	(0.55%)	2.51%
DISNEY:	DIS	98.26	0.00%	(6.49%)
GRUPO TELEVISIA:	TV	20.37	(4.32%)	(25.14%)
HSN:	HSNI	40.40	3.19%	(20.27%)
LIONSGATE:	LGF	23.66	1.85%	(26.95%)
MSG NETWORKS:	MSGN	19.60	(0.66%)	(5.77%)
SCRIPPS INT:	SNI	70.14	0.70%	27.04%
STARZ:	STRZA	33.89	0.74%	1.16%
TIME WARNER:	TWX	92.78	1.57%	43.47%
VIACOM:	VIA	41.55	(2.81%)	(5.55%)
WWE:	WWE	18.66	0.32%	4.60%

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.74	(0.57%)	(3.87%)
AMDOCS:	DOX	59.55	3.13%	9.13%
AMPHENOL:	APH	68.04	(0.01%)	30.27%
APPLE:	AAPL	111.23	1.08%	5.67%
ARRIS GROUP:	ARRS	29.37	0.75%	(3.93%)
AVID TECH:	AVID	4.35	(7.05%)	(40.33%)
BLNDER TONGUE:	BDR	0.51	(10.53%)	27.50%
CISCO:	CSCO	29.70	(1.51%)	9.33%
COMMSCOPE:	COMM	35.93	1.35%	38.78%
CONCURRENT:	CCUR	5.52	(2.04%)	11.41%
CONVERGYS:	CVG	26.05	1.92%	4.66%
CSG SYSTEMS:	CSGS	44.16	4.57%	22.73%
ECHOSTAR:	SATS	50.43	0.98%	28.94%
GOOGLE:	GOOG	760.99	0.06%	0.28%
HARMONIC:	HLIT	4.75	4.40%	16.71%
INTEL:	INTC	35.19	0.69%	2.15%
INTERACTIVE CORP:	IAC	68.38	1.97%	13.87%
LEVEL 3:	LVLTL	56.57	1.49%	4.07%
MICROSOFT:	MSFT	60.40	0.08%	8.87%
NETFLIX:	NFLX	117.69	2.15%	2.89%
NIELSEN:	NLSN	43.11	1.13%	(7.49%)
SEACHANGE:	SEAC	2.71	3.44%	(59.79%)

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
SONY:	SNE	30.06	2.98%	22.15%
SPRINT NEXTEL:	S	7.69	4.48%	112.43%
SYNACOR:	SYNC	3.10	3.33%	77.14%
UNIVERSAL ELEC:	UEIC	68.75	(1.57%)	33.89%
VONAGE:	VG	6.71	2.13%	16.90%
YAHOO:	YHOO	40.96	(0.56%)	23.15%

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	38.73	3.12%	12.55%
CENTURYLINK:	CTL	24.40	(1.61%)	(3.02%)
FRONTIER:	FTR	3.62	5.85%	(22.48%)
TDS:	TDS	26.83	2.92%	3.63%
VERIZON:	VZ	50.23	4.47%	8.68%

Company	Ticker	11/23 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	19083.18	1.14%	9.52%
NASDAQ:	IXIC	5380.68	1.11%	7.45%
S&P 500:	GSPC	2204.72	1.05%	7.87%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS				
COMPANY		CLOSE		1-WK CH
1. FRONTIER:	FTR	3.62		5.85%
2. SHENTEL:	SHEN	27.95		4.88%
3. CSG SYSTEMS:	CSGS	44.16		4.57%
4. SPRINT NEXTEL:	S	7.69		4.48%
5. VERIZON:	VZ	50.23		4.47%

THIS WEEK'S STOCK PRICE LOSERS				
COMPANY		CLOSE		1-WK CH
1. BLNDER TONGUE:	BDR	0.51		(10.53%)
2. AVID TECH:	AVID	4.35		(7.05%)
3. GRUPO TELEVISIA:	TV	20.37		(4.32%)
4. TEGNA:	TGNA	22.16		(3.4%)
5. VIACOM:	VIA	41.55		(2.81%)

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