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What the Industry Reads First

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5 Questions: ZoneTV's Jeff Weber Talks Bridging Pay TV and OTT

It's been just over a year since former **AT&T** content and advertising president *Jeff Weber* joined **ZoneTV** as CEO. We caught up with him to gauge his thoughts on his former employer as well as to better understand ZoneTV, which works with pay TV operators to bolster their digital first content. Last fall, the company closed a \$4.1mln seed funding round led by **BEST Funds**. Were you surprised by AT&T's changes since you left—the **DirectTV** acquisition, its proposed Time Warner deal? Does this fit into the mission of AT&T? I'm not particularly surprised. Obviously, I had no knowledge of what was going on, so surprised in the sense that everybody was surprised. But not surprised in the sense that *Randall* [Stephenson] and *John Stankey* are big and bold thinkers. They take big steps. They're thoughtful and understand the industry and where it's going. And I mean industry in the broadest sense—beyond just TV or traditional cable. In that sense, I'm not surprised at all. What should the industry be thinking about as a whole as this happens? The notion that the ecosystem and the business models are being pressured or under attack—depending on how dramatic we want to be—is crystal clear. Thinking about how profits are made today and how you think profits are going to be made tomorrow as industries collide. That's sort of a broad statement, but everybody in the industry needs to think about that in their own context. ZoneTV works with AT&T, **Frontier** and **Bell**. Do you have any traditional cable operators as clients? Yes. The company, under the different name **ES3**, has been around for over a decade. I think you'll see more from us publicly over the balance of the year that we're moving into cable and satellite. We're feeling very good about where we're going there. Our history was really taking digital content into an on demand or app experience to the TV. We wanted to think much more broadly about the future of pay TV. What we're doing is really bridging the OTT world, online with traditional pay TV. Our bias is very clearly that the pay TV guys are going to be around for a long, long time. But they need to evolve and modify their offering, and our solution is really taking the best of that digital content and putting it into an enhanced linear experience. ZoneTV curates this digital content and integrates it into operators' traditional linear capacity. What type of content are you showcasing? How do you determine that? The offer-



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ing is a number of channels with a really broad focus. We don't think it's just millennials. We really think of the pay TV audience, and there's every flavor of person under the sun. We want to be able to address their needs in a deep way. So if you have an interest in food or you're really focused on fitness or comedy, think of the genre types. Our view is similar to traditional pay TV. You may not be interested in all of our content, but if we can really super serve a couple of niche areas for you, we can leverage the power of our platform to make sure we're getting the right content for you. How do you deliver this content exactly? A customer will go to the EPG like they typically do. You choose one of the ZoneTV channels and video starts playing. You put the remote down, and we have a curated channel that we think you'll enjoy. However, things like favorites or 'more like this'—things that are available in the OTT world—we make available to you. It's all that OTT world presented in a linear-like structure as opposed to a traditional on-demand app. I think that's part of the magic we deliver.

FCC Meeting: The **FCC** announced its agenda for the Dec 17 Open Meeting, possibly chmn Tom Wheeler's last. There are only 2 items on the agenda: the transition to real-time text technology and improving public alert and warning systems. The agency noted in a release that items that are currently on circulation "may be considered, unless voted on circulation prior to the December Open Meeting." The set-top box proceeding is not among the items mentioned, which include a Notice of Proposed Rulemaking concerning fixed-satellite service systems, an amendment of the Commission's rules regarding public information and the implementing the Freedom of Information Act, among other

Thanksgiving Streaming: **NBCU** is teaming with **Verizon** to offer a 360 livestream of the **Macy's** Thanksgiving Day Parade on Verizon's YouTube page. Until now, the only way to view the parade was through **NBC**. The livestream will be synced with the start of the parade on Thurs at 9am ET on NBC. The 360 Livestream will be promoted through live mentions in NBCU programming, custom social posts, featuring Verizon and Macy's, and advertising running across the networks of NBCU's portfolio.

Ratings: During the first full week after Election Day, **Fox News Channel** topped basic cable in primetime and total day viewership, according to **Nielsen Media Research**. It averaged more than 3mln viewers in primetime and 1.8mln in total day viewers, beating **CNN** and **MSNBC** combined in both categories. -- **The Hallmark Channel's** original movie "My Christmas Dream" scored a 3.9 HH rating and 4.5mln total viewers. The program became the net's highest-rated and most-watched telecast of 2016 among HHs, W25-54 and total viewers. In the Sat 8pm EST time period, the movie helped Hallmark Channel to be the highest-rated and most-watched net among HH and all key demos. The net's "A December Bride" Sun night averaged a 3.6 HH rating and 4.3mln total viewers, becoming the net's highest-rated and most-watched telecast of 2016 among W18-49, A18-49, and A25-54. At **Hallmark Movies & Mysteries**, "Operation Christmas" averaged a 1.7HH rating and 1.5mln total viewers. The premiere marked the net's 2nd most-watched telecast in network history among W18-49, W25-54, A18-49 and A25-54. -- **UP TV's** "Gilmore Girls" marathon, which kicked off Nov 18, reached 3.1mln total viewers in its 1st 3 days. UP saw its best week-end ever in W18-34 and W18-49 delivery, thanks to the programming event, which continues until Fri.

Programming: **Charter's Spectrum Networks'** Thanksgiving week programming includes the **Lakers vs. Warriors** "Home and Home Series." The Lakers will travel to Oakland to face the Warriors on Wed at 7:30pm PT and return to LA to host the Warriors on Fri at 7:30pm PT. -- **Animal Planet** premieres "Ocean Warriors" on Dec 4. The 6-part series features activists, journalists and scientists fighting crime in oceans around the world. -- **IFC** announced its 1st slightly off holiday special: "Joe's Pub Presents: A Holiday Special," starring actor **Tony Hale**. The comedy and music event-special will tape in front of a live audience on Nov 30 and air as a 1-hour special on Dec 21.

Cable & Wireless' New CEO: **Cable & Wireless**, which was recently acquired by **Liberty Global**, tapped **John Reid** as CEO. Reid is tasked with aligning the former UK-based company with Liberty's Latin America and Caribbean division, "while strengthening the company's growth opportunities, in particular triple-play, mobile data and fixed-mobile convergence, and seizing on the significant business-to-business and wholesale opportunities in the region," the company said in a release. Prior to his role as interim CEO, Reid was pres of the company's consum-

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er division.

People: Discovery Networks International upped *Michael Lang* to pres, International Development, Digital and Discovery Nordics. He will continue to report to *Jean-Briac Perrette*, pres/CEO, Discovery Networks International. Lang has been instrumental in developing the overall strategy for **Eurosport Digital's** direct to consumer business, Discovery said. Prior to Discovery, in addition to his most recent stint running his own advisory and sponsor equity firm, Lang served as CEO at **Miramax**. Before Miramax, Lang led business development at **Fox Entertainment** where he helped create **Hulu**, acquire **MySpace** and launch several new cable channels. He started his media career at **Disney**.

Editor's Note: The Consumer Technology Association predicts 4K UHD display shipments will increase 105% in 2016, leaving consumers to wonder where all that next-generation video is hiding. Join *Cablefax* on Dec 8 for an introspective Webinar that will dig into the pay-TV industry's race to roll out 4K and HDR services. We will discuss what's on the horizon from operators in terms of moving to HDR/4K, how programming is hitting the market, how 4K/HDR will shape the video market, as well as the latest technologies supporting 4K/HDR delivery. Check out cablefax.com/webinars for more details.

Cablefax Daily Stockwatch

Company	11/22 Close	1-Day Ch	Company	11/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			INTEL:	35.48	0.50
DISH:	56.07	(0.1)	INTERACTIVE CORP:	68.69	0.23
ENTRAVISION:	6.85	0.20	LEVEL 3:	56.62	(0.34)
GRAY TELEVISION:	9.65	0.10	MICROSOFT:	61.12	0.26
MEDIA GENERAL:	18.13	UNCH	NETFLIX:	118.04	0.08
NEXSTAR:	57.95	UNCH	NIELSEN:	42.91	0.32
SINCLAIR:	31.75	0.40	SEACHANGE:	2.71	0.04
TEGNA:	22.62	0.22	SONY:	30.18	0.42
MSOS			SPRINT NEXTEL:	7.65	0.20
CABLE ONE:	588.29	1.02	SYNACOR:	3.00	0.05
CHARTER:	272.99	8.89	UNIVERSAL ELEC:	69.25	(1.1)
COMCAST:	69.03	0.83	VONAGE:	6.75	0.15
GCI:	16.93	0.13	YAHOO:	41.01	(0.1)
LIBERTY BROADBAND:	69.40	1.47	TELCOS		
LIBERTY GLOBAL:	32.99	(0.04)	AT&T:	38.55	0.81
SHAW COMM:	19.62	0.07	CENTURYLINK:	25.24	(0.3)
SHENTEL:	27.75	0.65	FRONTIER :	3.59	0.08
PROGRAMMING			TDS:	26.49	(0.17)
21ST CENTURY FOX:	28.27	0.47	VERIZON:	49.49	1.18
AMC NETWORKS:	53.11	0.67	MARKET INDICES		
CBS:	60.93	0.64	DOW:	19023.87	67.18
DISCOVERY:	27.46	(0.09)	NASDAQ:	5386.35	17.49
DISNEY:	97.71	0.08	S&P 500:	2202.94	4.76
GRUPO TELEVISA:	20.68	(0.67)			
HSN:	40.25	0.80			
LIONSGATE:	23.67	UNCH			
MSG NETWORKS:	19.60	0.10			
SCRIPPS INT:	69.33	(0.14)			
STARZ:	34.02	0.05			
TIME WARNER:	92.33	0.77			
VIACOM:	41.60	(1.15)			
WWE:	18.24	(0.14)			
TECHNOLOGY					
ADDVANTAGE:	1.74	(0.01)			
AMDOCS:	59.69	1.01			
AMPHENOL:	68.02	0.05			
APPLE:	111.80	0.07			
ARRIS GROUP:	29.04	0.05			
AVID TECH:	4.31	(0.18)			
BLNDER TONGUE:	0.52	UNCH			
CISCO:	29.89	(0.16)			
COMMSCOPE:	35.70	0.21			
CONCURRENT:	5.50	0.08			
CONVERGYS:	25.86	0.48			
CSG SYSTEMS:	43.69	0.91			
ECHOSTAR:	50.36	0.06			
GOOGLE:	768.27	(0.93)			
HARMONIC:	4.70	0.05			



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