

Cablefax Editorial Calendar 2017

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		Awards	Events
JANUARY	<p>CES Coverage</p> <p>Cablefax will be in Las Vegas for the Consumer Electronics Show, providing in-depth coverage of breaking news from the floor and analysis on trends at this year's showcase. We'll deliver the latest info on 4K, HDR, artificial intelligence, IoT, virtual reality and more. Cablefax will guide you through the key trends.</p> <p>TCA</p> <p>Cablefax will brave the bi-annual Television Critics Association press tour, covering relevant news surrounding the changing TV ecosystem, trends around video content and, of course, the endless parade of celebs, execs, producers and writers pitching critics amid an unprecedented glut of original programming. As usual, the winter tour coincides with the Golden Globes—so it's always interesting.</p> <p>NATPE and Realscreen Summit</p> <p>Once again, Cablefax will have coverage from NATPE's Miami Market & Conference and the annual Realscreen Summit in D.C. The publication will feature new trends and business opportunities in the programming space. Realscreen coverage includes a deep dive into the non-fiction programming space, while NATPE puts the spotlight on all things content, including short form, digital, scripted and global opportunities.</p>		
	<p>Black History Month</p> <p>Cable networks and even MVPDs have a host of special content and plans to mark Black History Month. Our coverage will focus on what's new this year and what returns companies get from their efforts.</p> <p>New Administration</p> <p>We'll be exploring the regulatory agenda of a new Congress and President Trump, from what impact it could have on innovation to who are the new major players inside the Beltway. This series will also will explore how the cable news nets are adjusting to the new administration.</p>	<p>Cablefax Best Sellers Deadline: February 3</p> <p>The FAXIES Deadline: February 24</p>	
	<p>Cablefax: The Magazine, Most Influential People in Multiscreen</p> <p>Cablefax's annual Most Innovative in Multiscreen Magazine, salutes those executives who have had a meaningful impact on the state of multiscreen today. Whether they belong to traditional media companies that are expanding their horizons or startups with a vision for the future, these honorees exemplify what's right in the space.</p> <p>The World of Sports</p> <p>Sports rights are expensive, but still very important to live viewing and subscriber satisfaction. This series will look at what's working in the space, what's changing and what's ahead, including how technologies like virtual reality are changing marquee events such as NCAA March Madness.</p> <p>ACA Summit</p> <p>The needs of independent cable operators will be front and center. This year's Summit comes with a new Congress, FCC and president, making it an especially crucial event for the small operators' with lobbying concerns.</p>	<p>The FAXIES Final Deadline: March 3</p>	<p>Digital and Tech Awards Breakfast March 30</p>
APRIL	<p>Cablefax: The Magazine, Cablefax 100</p> <p>Cablefax's annual 100 Magazine is the cable industry's most iconic power list, ranking the most influential cable executives in the industry. This magazine features the annual 100 as well as the top regional players and those executives who are above it all.</p> <p>NAB Show</p> <p>Cablefax will be live from Vegas for the NAB Show. With the demise of INTX, there will be even more of interest for the industry at the annual gathering. We'll report on the hottest trends, panel discussion and what's exciting on the show floor.</p> <p>Cable Hall of Fame</p> <p>This is the 20th celebration of the Cable Center's Hall of Fame, and we'll bring you all the details on this year's honorees. New this year is the first ever induction of a TV show, with the nod going to HBO's "The Sopranos." We'll look at the impact of that series as well as the legacies of this year's honorees—NBCU CEO Steve Burke, Cox Communications COO Jill Campbell, Liberty Global CEO Michael Fries, Scripps Networks Interactive president and CEO Ken Lowe and Discovery Communications president and CEO David Zaslav.</p>	<p>Top Ops Deadline: April 7</p>	

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MAY	<p>Programmatic Buying</p> <p>As traditional media shifts to automated and addressable capabilities, Cablefax will make heads or tails of where the industry sits and how such accountability will change the way business gets done.</p>	<p>Most Influential Minorities Deadline: May 19</p>	<p>FAXIES & Best Sellers Lunch May 3</p>
	<p>Internet of Things</p> <p>As cool as IoT technology is, the market is becoming increasingly fragmented. With more IoT devices and services going into consumers' homes, the challenge is to simplify user experience by having a unified platform. In addition, the lack of IoT standards and security guidelines means potentially significant security risks for not just consumers, but businesses using IoT services such as healthcare providers and financial services. We'll explore potential solutions to achieve IoT interoperability and security.</p>		
JUNE	<p>OTT User Experience</p> <p>Even if you have an impressive streaming content lineup, a clunky OTT user interface could be a major deal-breaker for consumers, many of whom are still getting used to the idea of streaming content and demand a simply user experience. Plus, for many OTT services, it's much easier to attract new customers than keeping them on the service. We'll examine some of the must-haves to ensure a smooth OTT user experience and features that would significantly enhance consumer satisfaction.</p>	<p>Program Awards Deadline: June 9 Final Deadline: June 16</p>	<p>TV Innovation Summit Date: June 8</p>
	<p>TV Innovation Summit</p> <p>This must-attend event brings together distributors, programmers and vendors to discuss the latest trends and challenges surrounding the TV business—and dissect the innovative approaches that executives at all levels are deploying to reach consumers, improve the TV experience and monetize every device and platform. Video content has never had more venues to spread its wings. And the TV Innovation Summit will explore every angle, with the goal of giving attendees career-changing takeaways that they can take back to the office and use to drive new business.</p>		
JULY	<p>Cablefax: The Magazine, Top Operators</p> <p>Cablefax's annual Top Operators Magazine, salutes the operators who are at the forefront of innovation and creativity in the cable industry.</p>	<p>Most Powerful Women in Cable Deadline: July 14</p>	<p>Trailer Awards Deadline: July 21 Final Deadline: July 28</p>
	<p>The Independent Show</p> <p>Independent operators head to Indianapolis for their annual gathering. It will be a chance to explore technology solutions that are working to help small and mid-size operators as well as an opportunity to explore programming and regulatory concerns among this group.</p> <p>Independent Networks</p> <p>With 2016 seeing the demise of some independent networks, this is a temperature reading for how others operating in the space are faring. Independent operators have their own conference this month. Independent programmers don't have such a forum, but have their own set of unique experiences.</p>		
AUGUST	<p>Fall Programming Guide</p> <p>The days of broadcast owning the fall premiere season are long gone. Here's a look at the trends among fall cable programming as well as a breakout of show debuting on streaming services.</p>		
	<p>The Gatekeepers</p> <p>A series of Q&As with MVPD programming gatekeepers</p>		

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SEPTEMBER	<p>Cablefax: The Magazine, Most Influential Minorities Cablefax's annual Most Influential Minorities Magazine, celebrates the men and women who are shaping the industry and opening doors for minorities across all areas of business.</p> <p>Diversity Week Cablefax will be on the ground in New York for all the Diversity Week happenings, including WICT's Leadership Conference, NAMIC's annual conference and the Kaitz fundraising dinner.</p> <p>Generation Z We'll look at the generation coming up behind millennials and how they are changing the ways of business. Coverage will explore what they're watching (along with what they're not watching) as well as how else they're spending their time. Research and experts in the field weigh in on what clicks with Generation Z.</p>	<p>Overachievers Under 30 Deadline: September 15 Final Deadline: September 22</p>	<p>Cablefax & NAMIC Diversity Breakfast September 26</p>
OCTOBER	<p>Hispanic Heritage Month This growing demo has a huge impact on every aspect of the industry. This series we'll explore upcoming trends in the Hispanic marketplace, examine the latest research and look at what networks and distributors are doing to cater to this powerful segment.</p> <p>SCTE Cable-Tec Expo Daily coverage from the Expo show floor along with a preshow special report. We'll look at the technology and standards development that you need to know about right now.</p>	<p>Tech Awards Deadline: October 27</p>	
NOVEMBER	<p>Cablefax: The Magazine, Most Powerful Women Cablefax's annual Most Powerful Women in Cable Magazine, honors the women whose outstanding leadership, innovation and community continues to change the industry for the better.</p> <p>CTHRA Cablefax looks at the HR side of the business. What do the hiring trends and needs say about where cable is headed? Coverage will include HR organization CTHRA's annual Symposium and awards.</p> <p>Holiday Programming It's a time when many families gather around the TV together. We'll look at what's hot this holiday season.</p>	<p>Tech Awards Final Deadline: November 3</p>	<p>Most Powerful Women Luncheon November 16</p>
DECEMBER	<p>2018 Preview What will be the stories, technology and programming that will dominate discussions the coming year? Ahead of CES, we'll give you a rundown of what to be watching.</p>	<p>Digital Awards Deadline: December 1 Final Deadline: December 8</p>	

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