

Cablefax Daily™

Wednesday — December 21, 2016

What the Industry Reads First

Volume 27 / No. 245

Year-End Ratings: A Very (Fox) Newsy 2016

Despite drama at the top of the network, there wasn't much doubt who would wear the 2016 crown for prime-time cable ratings. Helped by a presidential election and a year of big headlines, **Fox News** easily took first place with 2.5mln total viewers, according to **ABC/Disney Research** analysis of **Nielsen** data. Only the Big 4 broadcasters are ahead of it. Fox News also is set to win total day as the channel recorded its highest-rated year ever. "As we close out our 20th year, Fox News continues to redefine television news and break ratings records, proving it is indeed the most watched and most trusted television news source in the country," co-presidents *Jack Abernethy* and *Bill Shine* said in a statement. The two were tapped to run the net in Aug after *Roger Ailes* resigned following sexual harassment claims. Nielsen hasn't closed the final 2016 calendar year yet, so this is for Dec 28 of last year through this past Sun (Dec 18). There shouldn't be any big changes though. Fox News' total viewers in prime rose 36% YOY, while 18-49 viewership climbed 51% to 354K. This all fits well with ad spending figures from **Standard Media Index**. Election night is one of the only nights when a cable news net can bring in more for a 30-second spot than one of the big broadcast companies. Both Fox News and **CNN** had higher average costs for the night than **CBS**, SMI reported. Ad spending was up 85.9% at **MSNBC** and 81.7% at CNN for November, compared to Nov 2015, according to the company. Fox News YOY increase was 34.4%, but it still has the largest volume spend. Fox's "The O'Reilly Factor" celebrated yet another year as the #1 cable news program, averaging more than 3.3mln viewers. In the #2 spot is Fox's "The Kelly File" with 2.7mln viewers. **ESPN**, which made headlines in 2016 for ratings declines, took 2nd place among cable nets in prime, with 1.9mln viewers. That's down about 11% from 2015, a dip that's in-line with declines among the other top 10 cable nets. SMI reports that Nov ad spending at ESPN was down 8.4%, with the broadcast nets and ESPN taking hits from declines in football viewership. For example, SMI pegged **NBC's** lost football revenue at 17% YOY. In the cable primetime ratings race, **USA** had the edge over **TBS** as the top general entertainment net for the year (1.7mln vs 1.6mln). Both saw total viewership in prime decline, with USA down 8% and TBS down 12%. **HGTV** is the only non-news nets in the top 10 to not see viewership erosion, with total viewers up



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Here's To A Successful 2017!

Sincerely,

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5% to 1.58mln. And SMI reports that HGTV continues to see double digit YOY growth with a +15.1% YOY, despite a month focused on the election on football. **TNT** and **Discovery** are each down 10% (1.6mln and 1.4mln, respectively), while 8th place finisher **History** is down 11% to 1.3mln total viewers in prime year-to-date. **Disney** suffered the biggest decrease among top 10 nets, losing 23% to average 1.3mln viewers. And while Fox News grabbed the title, CNN had a very good 2016 as well. It finished the year in 10th place with total viewership up 77% to 1.3mln (+90% to 373K for 18-49s) and recorded its most-watched year ever. MSNBC wasn't far behind in the #12 spot, averaging 1.1mln viewers (+87%). In fact, MSNBC had the highest gain in viewership behind only **BEIN Sport Espanol**, whose 30K viewer average represents a 173% increase. Other big gainers include **Nick Jr** (+43% to 594K), **Fox Business News** (+43% to 139K) and **El Rey** (+51% to 53K). Some of the biggest YOY decliners include **Syfy** (-30% to 692K along) with **BET** (-25% to 439K) and **Freeform** (-22% to 812K).

Indie Programming NPRM: The **FCC** Media Bureau extended the comment deadline for the agency's independent programming NPRM to Jan 26 from Dec 27. Replies will now be due Feb 22 instead of Jan 23. The FCC is seeking comments on proposed rules prohibiting unconditional MFNs and "unreasonable" alternative distribution method provisions in agreements between MVPDs and indie programmers. The request for more time came from law firm **Covington & Burling**, which noted the comment period encompasses several federal holidays.

More on Ad Spending: This doesn't bode well for those hoping to receive a VR headset or 4KTV this holiday season. **Standard Media Index** reports that consumer electronics spending decreased by 25% in November, a time when retailers and CE makers often make big buys. Toy and video game companies decreased spending by 9%, while clothing and fashion companies decreased spending by 16.7%, SMI said. Which categories shelled out more money ahead of the holidays? Specialty retailers (+7.6%) and department stores (+16.6%).

Nielsen Buys Gracenote: **Nielsen** will pay \$560mln for **Tribune Media** metadata firm **Gracenote**, which provides audio recognition for more than 12mln movie and TV listings and 200mln music tracks. Nielsen said the purchase will allow it to provide clients with deeper analytics on consumer behavior. The deal's expected to close in 1Q. Tribune bought Gracenote from Sony in 2013 for \$170mln and integrated it with its own Tribune Media Services.

Tech Deal: Mobile technology and research development company **InterDigital** acquired **Hillcrest Labs**, whose sensor processing tech is found in smart TVs, VR systems and other devices. The Hillcrest team of 40 employees will remain based in Rockville, MD.

Union Notes: **AT&T** said 3 tentative agreements have been reached with **CWA** for **DirecTV** workers in 5 call centers. The agreements cover about 2,000 employees working in call centers in Eden Prairie, MN; Englewood, CO; Huntington, WV; Huntsville, AL; and Tulsa, OK; and will place the employees in 3 existing labor contracts. AT&T has now reached 9 agreements with the CWA and **IBEW** this year collectively covering nearly 8K former DirecTV employees, with 6 already ratified.

Encryption Working Group: The bipartisan working group established in March by **House Commerce** and **Judiciary** ranking members released a year-end report Tues, identifying several areas in encryption for future discussion by the committees next Congress. Suggested topics to explore include potentially helping law enforcement agencies navigate the process of accessing information from private companies; examining options to improve law enforcement's ability to leverage metadata; reviewing the circumstances, resources and legal framework necessary to help law enforcement agencies exploit existing flaws in digital products; and the role of encryption in fostering greater data security and privacy. The Encryption Working Group held numerous meetings during the year with a variety of federal, state, and local govt entities, private industry and trade associations, academia and other interested parties.

Programming: If Salton Sea, CA, and Minot, ND, are among your favorite places, then you might want to check out a new **Weather Channel** special. "Vanishing America" looks at places across the world that are in danger of disappearing due to extreme climate change, Wed, 9pm ET. -- **Fusion** bows "O Girls," a doc looking at the first graduating class of **Oprah Winfrey's** Leadership Academy for Girls, Jan 15, 8pm. The 5 young women profiled are now graduat-

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ing from college. -- **HBO** announced an untitled multi-part documentary on *Muhammad Ali*, produced by *LeBron James* and *Maverick Carter's SpringHill Entertainment*. The feature-length program will explore Ali's biggest triumphs and comebacks. -- **IFC** renewed its horror-comedy series "Stan Against Evil" for a 2nd season, which will air in 2017. Season 1 concluded in Nov. -- **Hulu** picked up the US rights to UK series "National Treasure." The 4-part series will debut as a Hulu Original on March 1. The drama examines the fallout that occurs when accusations of sexual misconduct are lodged against a fictional public figure.

People: **FuboTV** named *Joel Armijo* as its first CFO. He joins following his tenure as CFO at **AT&T AdWorks**. This strategic addition comes following the company's announcement last week that a new version of the sports-first virtual MVPD will be launching in the coming weeks with an expanded channel line-up and new features and capabilities.

Editor's Note: With things winding down in the office for 2016, don't miss out on your opportunity to nominate someone deserving for **Cablefax's** Digital Awards. Visit Cablefax.com to submit nominations for those people, shows and networks who excel in digital content, marketing, advertising and social media. Finalists will be honored in the spring in NYC.

Cablefax Daily Stockwatch

Company	12/20 Close	1-Day Ch	Company	12/20 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	58.35	0.28	LEVEL 3:	56.76	0.06
ENTRAVISION:	6.65	0.05	MICROSOFT:	63.52	(0.1)
GRAY TELEVISION:	10.73	0.28	NETFLIX:	125.11	(0.34)
MEDIA GENERAL:	18.65	0.09	NIELSEN:	43.30	0.01
NEXSTAR:	63.40	1.30	SEACHANGE:	2.55	0.06
SINCLAIR:	33.25	0.20	SONY:	28.73	(0.11)
TEGNA:	22.31	0.26	SPRINT NEXTEL:	8.43	(0.01)
MSOS					
CABLE ONE:	618.56	1.86	SYNACOR:	3.10	(0.05)
CHARTER:	290.25	1.34	UNIVERSAL ELEC:	65.50	(0.6)
COMCAST:	71.03	0.88	VONAGE:	7.10	0.18
GCI:	18.78	0.30	YAHOO:	39.16	0.74
LIBERTY BROADBAND:	72.84	0.46	TELCOS		
LIBERTY GLOBAL:	30.83	0.50	AT&T:	42.48	0.36
SHAW COMM:	20.34	0.17	CENTURYLINK:	24.13	(0.06)
SHENTEL:	28.00	0.35	FRONTIER :	3.46	(0.12)
PROGRAMMING					
21ST CENTURY FOX:	28.18	0.06	TDS:	29.27	(0.18)
AMC NETWORKS:	52.02	0.83	VERIZON:	53.12	0.21
CBS:	64.65	0.31	MARKET INDICES		
DISCOVERY:	28.49	0.32	DOW:	19974.62	91.56
DISNEY:	105.44	0.14	NASDAQ:	5483.94	26.50
GRUPO TELEVISA:	20.90	0.27	S&P 500:	2270.76	8.23
HSN:	36.70	0.60			
MSG NETWORKS:	21.50	0.20			
SCRIPPS INT:	72.68	1.93			
TIME WARNER:	95.74	0.66			
VIACOM:	38.60	0.35			
WWE:	18.92	(0.01)			
TECHNOLOGY					
ADVANTAGE:	1.67	UNCH			
AMDOCS:	60.22	(0.03)			
AMPHENOL:	68.31	0.31			
APPLE:	116.93	0.29			
ARRIS GROUP:	31.33	0.17			
AVID TECH:	4.44	0.10			
BLNDER TONGUE:	0.52	(0.01)			
CISCO:	30.56	(0.19)			
COMMSCOPE:	37.21	0.19			
CONCURRENT:	5.24	0.04			
CONVERGYS:	25.06	(0.23)			
CSG SYSTEMS:	49.52	0.41			
EHOSTAR:	52.72	0.06			
GOOGLE:	796.42	2.22			
HARMONIC:	5.40	0.10			
INTEL:	37.20	0.31			
INTERACTIVE CORP:	66.46	0.09			

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

