

Cablefax Daily™

Tuesday — January 10, 2017

What the Industry Reads First

Volume 28 / No. 005

Nevins at TCA: Streaming ‘Actually Changing Everything’

It certainly didn't go unnoticed that **Amazon** and **Netflix** did well at the Golden Globes Sunday night vs premium cable nets. But the changing TV landscape is obviously about a lot more than awards competition from OTT players; it's about a fundamental shift in the relationship between content and its audience, suggested **Showtime** pres/CEO *David Nevins* at **TCA** on Monday. "We know who you are," he said in reference to Showtime's OTT app. "It's incredibly valuable." The audience data gleaned from such apps can even affect scheduling, with Nevins noting "a huge surge of sign-ups post-Christmas" as people load apps onto new devices they received as gifts. That dynamic has prompted the net to juggle air dates to capitalize. In a post-panel scrum, Nevins said Showtime has been rethinking the entire business as streaming explodes. "There's pressure for more, so you have more launches," he said. "It's actually changing everything. It's changing our marketing. It does change almost every one of our processes and how we think about marketing, how we think about acquisitions, how we think about PR. It's all related." Also vital amid so much scripted TV is standing out from the crowd, Nevins said, with Showtime's May 21 premiere of the "Twin Peaks" reboot by original creator *David Lynch* among the kind of event programming that could drive subscriptions. "The version of Twin Peaks you're going to see is the pure heroin version of David Lynch, and I'm very excited to be putting that out," he said. Twin Peaks became a phenomenon during its days on network TV in the early 1990s. And that was before the Internet. "It is for us hard to fathom what Twin Peaks in a social media universe will be, and we're thrilled for the ride," said Showtime pres, programming *Gary Levine*.

Still Going... Cablevision-GSN: An administrative law judge may have ruled in **GSN's** favor in its fight for better placement on **Cablevision**, but the 6-year long saga is far from over. Last week, Cablevision told the **FCC** why it thinks the ALJ decision that it discriminated against GSN by placing it on a sports and entertainment tier is wrong. "The ALJ ignored well-established Commission precedent and judicial authority establishing that only evidence which shows a defendant's discriminatory intent without further inference or presumption constitutes direct evidence," Cablevision said, pointing to Enforcement Bureau filing in 2015 recommending ALJ *Richard Sippel* dismiss the complaint. Instead, Sippel issued a decision in late November finding that Cablevision, now owned by **Altice USA**, discriminated against GSN. The programmer filed the complaint in 2011 after Cablevision moved it to a \$6.95/month sports and entertainment tier, claiming that



Cablefax
TV Innovation
Summit
JUNE 8 | NYC

Register at
the Loyalty
Rate and
Save \$300!

Join Cablefax at this year's TV Innovation Summit, an event that will bring together some of the most accomplished executives in the world of television and broadband marketing, strategy, branding and social media.

As an attendee, you and your team will gain exclusive insight into the successful strategies and tactics that have worked for brands and networks as they motivate, activate and monetize their audiences.

www.CFXTVSummit.com

29319

S A V E T H E D A T E



20th 2017 CABLE HALL *of* FAME CELEBRATION

APRIL 26, 2017 • WASHINGTON, D.C.



STEVE BURKE
CEO, NBCUniversal



JILL CAMPBELL
EVP and COO,
Cox Communications



MICHAEL T. FRIES
CEO, Liberty Global



KEN LOWE
Chairman, President and CEO,
Scripps Networks Interactive



"THE SOPRANOS"
Television drama series;
David Chase, creator; HBO



DAVID ZASLAV
President and CEO,
Discovery Communications

IT'S GOING TO BE ONE BIG PARTY

For more information or to make your sponsorship reservation, contact us at

hof@cablecenter.org or **720.502.7513**

SPONSORS AS OF 1/4/17



www.cablehalloffame.com

#CableHOF

THE CABLECENTER

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Sr. Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Business Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Production: Joann M. Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

Cablevision-affiliated **WE tv** and now-folded **Wedding Central** were competitors that received broader distribution (both nets used to be owned by Cablevision subsidiary **Rainbow**). Cablevision said Sippel erred in concluding that GSN is similar to WE tv and Wedding Central by focusing almost entirely on GSN purportedly targeting the same female 25- to 54-year-old. "In so doing, the ALJ either disregarded or failed to consider at all the sharp differences in the audience that the networks actually attracted and the actual programming that they aired. The evidence showed that WE tv consistently delivered a core audience of women 18–49 and 25–54, while GSN, whatever its audience aspirations, did not," Cablevision said. GSN has filed a petition asking the FCC to compel Cablevision to move it to broader distributed tier, something Cablevision also is fighting. The MSO said the decision clearly states that it will become effective 50 days after release if exceptions aren't filed within 30 days, and Cablevision has filed exceptions.

FX, AMC Shine at Globes: Sorry, **HBO**. This was **FX** and **AMC's** year. The cable nets shut out the premium channel and awards powerhouse at the Golden Globes Sun night, with FX netting 4 wins and AMC taking 3. **Netflix** had 2 wins in TV categories, while **ABC** and **Amazon Video** each had one. AMC's "The Night Manager" had the most wins of any TV program at 3, while a FX's "Atlanta," Netflix's "The Crown" and FX's "People v OJ Simpson" each had 2 wins each. Atlanta won in the best comedy category, while The Crown won in drama. HBO had dominated nominations for the 2017, with its 14 nominations more than any other network or streaming service.

The Commisso Cosmos: It looks like **Mediacom** chief *Rocco Commisso* is close to wrapping up the purchase of minority interest in the NY Cosmos (**CFX**, 1/6). The team, the reigning champs of the North American Soccer League, have a media call scheduled for Tues, which may have more details.

Retrans Update: **Hearst** and **DirecTV** ended their week-long retrans dispute, with stations returning to the DBS provider's lineup just after 12am Saturday morning. DirecTV lost 32 stations in 26 markets just after midnight Jan 1. -- **Altice USA** said that **Meredith**-owned **WFSB (CBS)** in CT could go dark for **Optimum** customers in the state. The current agreement expires Friday at 5pm ET. "WFSB has been trying for months to get Optimum from Altice to negotiate seriously," the station said. Altice USA's take is that it's offered an increase in retrans fees, but Meredith has threatened to pull the station unless it gets a "nearly 300%" increase. If WFSB goes dark on Optimum, the majority of its CT customers, which reside in Fairfield County, will continue to have access to CBS programming on WCBS. -- Meanwhile, the **American Television Alliance** continues to sound the retrans alarm. Most in the industry think retrans reform faces an even greater challenge under Trump and a GOP-led Commission, but the ATVA is still trying. In an ex parte filed Fri, the group noted that 10mln viewers in 25 states began the year with a blackout and urged the FCC to revisit the issue. Last year, FCC chmn *Tom Wheeler* concluded in a blog post that the existing rules are sufficient.

VidAngel Held in Contempt: A federal judge on Fri held streaming service **VidAngel** in contempt for failing to stop streaming films from major studios. The service, which lets user filter language, nudity, violence and other content out of TV shows, is being sued by **Disney**, **20th Century Fox**, **Warner Brother** and **Lucasfilms**. "Because we are confident that Congress intended for movie filtering to be legal without permission from Hollywood, we believe that ultimately we will be victorious, and remain prepared to go all the way to the Supreme Court," VidAngel CEO *Neal Harmon* said in a statement. VidAngel, which said it looks forward to presenting its case to the 9th Circuit, said it will look for allies in Congress that can take action, such as strengthening the Family Movie Act. VidAngel was found in contempt for not immediately removing content owned by the studios and was ordered to pay \$10K in Disney legal fees.

OTT Play: **NBC Sports Group**-owned **Playmaker Digital** and **Turner's iStreamPlanet** have a long-term deal in place to offer for OTT live streaming and VOD solutions to sports leagues, professional team franchises, regional and national sports nets, the Olympics organization and more. The two companies worked together recently to stream the Rio Olympics.

Ratings: **FS1** is crowing that its "Skip and Shannon: Undisputed" edged out **ESPN2's** "SportsCenter" by 1% on viewership (122K vs 121K) from 10am-noon on Thurs. The show debuted on FS1 four months ago and has steadily gained audience.

Programming: **A&E** will premiere the 5th and final season of "Bates Motel" on Feb 20 at 10pm ET/PT. -- **Investigation Discovery** renewed "People Magazine Investigates" for a 2nd season, expected to debut in late 2017. -- **Verizon's** go90 reupped two **New Form** original series, "Mr Student Body President" and "Miss 2059." -- **HLN** premieres new series "How It Really Happened with Hill Harper" on Jan 27. The 12-ep series revisits some of the biggest crimes, trials and celebrity

BUSINESS & FINANCE

tragedies of our time.

People: Discovery Comm named *Gabriel Sauerhoff* as svp, digital distribution. He had been vp, digital media distribution. -- **Sprout's** beefing up its leadership team, with 3 execs tapped for newly created roles. *Chanon Cook*, previously **IFC's** vp, research & analytics, becomes vp, insights & strategy. *Dea Connick Perez* joins as vp, program strategy & acquisitions. Perez had been principal of **Dea Connick Perez Media Consultancy**, where she oversaw acquisitions and programming strategy for the **Qubo Channel** and **Ion Life**. *Shane Lindley*, most recently of **Epix**, comes on board as vp, digital. -- Ex-**Comcast** *Michael Cook* was named CTO for asset management firm **BuildSourced**. He was most recently Comcast's vp, technology. -- **NBCU Telemundo** named *Monica Gil* to the newly created role of evp, corporate affairs. She'll oversee corporate communications, government relations and community relations. She had been **Nielsen's** svp, gm of multicultural growth and strategy.

Association News: **Discovery Comm/OWN HR svp Eric Hawkins** was named president of **CTHRA's** board. The executive committee includes *Seth Feit*, group vp of talent for **Charter**, as vp; *Rob Fodge*, vp of Comcast Business for **Comcast**, as secretary; *Tom Tooker*, vp of HR at **A+E Networks**, as treasurer; and *Cheryl Middleton Jones*, svp, HR for **Scripps Networks Interactive**.

Cablefax Daily Stockwatch

Company	01/09 Close	1-Day Ch	Company	01/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	61.64	0.28	LEVEL 3:	58.64	(0.06)
ENTRAVISION:	6.45	(0.1)	MICROSOFT:	62.64	(0.2)
GRAY TELEVISION:	10.95	(0.1)	NETFLIX:	130.95	(0.12)
MEDIA GENERAL:	18.45	(0.11)	NIELSEN:	42.36	(0.15)
NEXSTAR:	60.40	(0.6)	SEACHANGE:	2.46	(0.01)
SINCLAIR:	32.50	(0.8)	SONY:	28.82	(0.14)
TEGNA:	21.69	0.19	SPRINT NEXTEL:	8.70	0.01
MSOS					
CABLE ONE:	576.89	6.89	SYNACOR:	3.15	UNCH
CHARTER:	296.26	(1.9)	UNIVERSAL ELEC:	67.10	0.50
COMCAST:	70.83	0.56	VONAGE:	7.38	0.02
GCI:	20.22	(0.17)	YAHOO:	41.34	0.11
LIBERTY BROADBAND:	73.56	(0.63)	TELCOS		
LIBERTY GLOBAL:	33.79	0.45	AT&T:	40.80	(0.52)
SHAW COMM:	20.99	0.38	CENTURYLINK:	25.23	(0.15)
SHENTEL:	28.00	(1.15)	FRONTIER:	3.68	(0.07)
PROGRAMMING					
21ST CENTURY FOX:	29.47	(0.05)	TDS:	30.24	(0.53)
AMC NETWORKS:	56.45	1.18	VERIZON:	52.68	(0.58)
CBS:	63.48	(0.81)	MARKET INDICES		
DISCOVERY:	26.87	(0.61)	DOW:	19887.38	(76.42)
DISNEY:	108.36	(0.62)	NASDAQ:	5531.82	10.76
GRUPO TELEVISA:	20.99	(0.15)	S&P 500:	2268.90	(8.08)
HSN:	33.40	(0.05)			
MSG NETWORKS:	22.95	UNCH			
SCRIPPS INT:	74.76	0.38			
TIME WARNER:	93.55	(1.2)			
VIACOM:	41.80	0.55			
WWE:	18.76	0.30			
TECHNOLOGY					
ADVANTAGE:	1.71	(0.03)			
AMDOCS:	58.02	(0.94)			
AMPHENOL:	67.38	(0.7)			
APPLE:	118.99	1.08			
ARRIS GROUP:	30.38	(0.29)			
AVID TECH:	4.70	0.15			
BLNDER TONGUE:	0.53	(0.02)			
CISCO:	30.18	(0.05)			
COMMSCOPE:	37.24	0.26			
CONCURRENT:	5.44	(0.1)			
CONVERGYS:	25.35	(0.36)			
CSG SYSTEMS:	50.18	0.14			
ECHOSTAR:	50.93	0.01			
GOOGLE:	806.65	0.50			
HARMONIC:	4.90	(0.05)			
INTEL:	36.61	0.13			
INTERACTIVE CORP:	69.78	0.13			

Cablefax Daily is **THE** Place to Advertise

Launching a new product? Let the industry know!
 Premiering a new show? Let the industry know!
 Celebrating an anniversary? Let the industry know!

Deliver your message with impact and influence the industry's elite.
 Advertise in Cablefax Daily today!

Rates & More Information: Rich Hauptner at rhauptner@accessintel.com or 203-899-8460 | Olivia Murray at omurray@accessintel.com or 301-354-2010