

CES Wrap Up – See Page 5

5 Pages Today

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What the Industry Reads First

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Rocco's World: Is it the NY Cosmos or the NY Commissos?

Quite entertaining to watch the soccer world's introduction to **Mediacom** founder/CEO *Rocco Commisso* Tuesday, as his purchase of a majority interest in the **NY Cosmos** became official. A sampling of tweets during a media call included quips such as "The guy sounds as NY as can be," "I know Rocco is the new Chairman of the NYCosmos, but this guy should also run for NYC mayor. I love his attitude," and "I love it when he refers to himself in 3rd person." Yeah, they loved him, with Cosmos COO *Erik Stover* even introducing him as the "savior" for both the team and the **North American Soccer League**. Commisso was his usual boisterous self, promising that the first order of business will be to take care of all employees owed money during a tumultuous, touch-and-go period for the soccer club. "Rocco is not known for screwing anyone," he said (yes, in third person), referring to back pay issues. Commisso was frank, saying he's going into the venture with his eyes wide open. "This is not an easy situation from a financial standpoint," he said, though he declined to reveal how much money he's investing. As for whether the Cosmos will be a distraction from his Mediacom duties, the CEO said "I need something else to do. This is ideal at this time of my life." He pointed to Mediacom's long-time management team. "They don't need me to tell them what to do on a daily basis." The company celebrated its 20th anniversary last year, with most of the management team together for most of that time. **Cablefax** named Mediacom Operator of the Year for the 2016, partly because of its strong financials. Commisso's love for soccer is well known, having earned him a four-year scholarship to Columbia and an invitation to try out for the 1972 US Olympic Team. He's a member of the NY Soccer Hall of Fame, and Columbia's soccer stadium is actually named after him. The cable industry has a pretty long track history in soccer, with former **Time Warner** CEO *Steve Ross* among the founders of the Cosmos in 1971. **Discovery Communications** founder *John Hendricks* helped create the now defunct **Women's United Soccer Association**. The cable history wasn't lost on Commisso, who mentioned Ross' Cosmos association and said it's gone full circle. "Time Warner is almost gone. Rocco is still around," he quipped. **One World Sports**, whose future as a network remains uncertain, has held the exclusive rights to Cosmos games. Commisso said that the Cosmos don't have a relationship with the net going forward and that TV rights are on the agenda, but aren't an immediate priority. Of bigger concern will be finding a venue for the team to play before the season starts April 1. *Seamus O'Brien*, chmn of One World, previously headed up



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Cosmos ownership. O'Brien retains a minority ownership interest in the team.

No Mickey Set-Top: Sorry, Mouseketeers. Despite images and stories coming out of **CES** to the contrary, there is no Disney-branded streaming box on the horizon. A potential Disney Consumer Product client in Germany mocked up a Disney-branded box for CES without approval, we're told. The company involved, **SnakeByte**, does not hold a Disney license, and the box shown in photos was a speculative prototype for exploratory discussions about acquiring a license from Disney for some EMEA territories. The early stage discussions did not include plans to release a Disney-branded box. Instead, those talks were focused on SnakeByte licensing Disney-owned franchises and characters for its own boxes. And there's no talk about such boxes in the US.

FCC January Meeting: FCC chmn *Tom Wheeler* may be leaving Jan 20, but he still announced a tentative agenda for the agency's planned Jan 31 meeting. The only item on it is a report and order that would eliminate the requirement that cable operators retain the location of the cable system's principal headend in their public inspection file. It also would eliminate the requirement that commercial broadcast stations retain copies of letters and emails from the public in their public inspection file.

On the Hill: The House advanced two **Commerce Committee** bills on Tuesday, each of which were unanimously approved by the chamber in the previous Congress. The "Small Business Broadband Deployment Act," sponsored by committee chmn *Greg Walden* (R-OR), would exempt small ISPs (providers with fewer than 250K subs) from reporting requirements included in the FCC's Open Internet Order for another 5 years. The "Energy Efficient Government Technology Act," proposed by committee member *Anna Eshoo* (D-CA), would require energy efficient and energy technologies in federal data centers.

Research: The technology, media and telecom (TMT) sector completed just more than 3K deals worth nearly \$700bln in 2016, according to a global M&A report by research firm **Mergermarket**. That's a 4.5% increase in value and 5.7% increase in deal count compared to 2015. The sector accounted for 21.4% global M&A activity, up from 18.5% in 2015. In the US, M&A activity ramped up in the run up to November's presidential election, with companies looking to complete deals before a winner was announced. High profile mega-deals, such as **AT&T's** \$105bln take-over of **Time Warner** and the \$34.5bln acquisition of **Level 3** by **CenturyLink**, were both announced in the month prior to the election, the report noted. Such big-ticket deals made US the most active region last year in terms of M&A activities, with more than 1100 deals worth \$362.7bln. According to Mergermarket, a *Trump Administration* could mean more M&A activity in the US as companies hope for a more business-friendly environment. Europe followed in terms of deal activity, with 992 deals worth \$168.6bln.

Ratings: The total live audience for **ESPN's** College Football National Championship between Alabama and Clemson delivered 26mln viewers when the multi-network MegaCast (TV feeds + streaming) are factored in. That's down slightly from 2016's game between the same two teams (26.7mln). Overall, the playoffs are up for the net with the entire New Year's Six plus the championship averaging 16mln viewers, up 15% from last season's 14mln. -- **CMT** welcomed a new season of the former broadcast series "Nashville" to its lineup last week, with Thursday's premiere delivering 3.1mln viewers across CMT and **Nick at Nite** in L+3 (more than 2mln of those viewers were for CMT alone). -- **UniMás** had 692K total viewers last week, its highest-rated weekly prime performance in the current 2016-17 season for bother total viewers and 18-49s (346K). -- Bowl games put **ESPN** in the #1 spot for prime last week (3.2mln total viewers), with **Fox News** taking second place (2.4mln). The two were much closer in total day viewership, with Fox News having a slight lead over ESPN (1.58mln vs 1.5mln).

Yahoo No More: Following the closing of **Verizon's** planned \$4.8bln acquisition of **Yahoo's** core business; the company will change its name to **Altaba**, according to an **SEC** filing. The filing also revealed that at close the board will be reduced to 5, with *Marissa Mayer*, *David Filo* and *Eddy Hartenstein* among those stepping down. Of course, all this is pinned on the Verizon deal getting done...

Viamedia Deal: **Viamedia** expanded its ad sales reach with **Windstream** to 4 new markets: Houston, Charlotte, Lexington, KY and Lincoln, NE. The company already represents Windstream in the Greensboro, NC and Johnstown-Altoona, PA, DMAs. Windstream currently serves more than 1.4mln HHs nationwide.

BUSINESS & FINANCE

Programming: Nick is expanding its preschool programming slate with the addition of 2 new animated series: "Digby Dragon," which premieres Jan 23 on **Nick Jr.**, and "Trucktown," launching Thurs on **Noggin**, Nick's ad-free video subscription service for preschoolers. In addition, Nick Jr will air a second season of three series, "Teletubbies," "Miffy's Adventures Big and Small," and "Hey Duggee."

People: Karina Kogan joined **Turner's TBS & TNT** as svp of digital media and products. She will report to *Michael Engleman*, evp of entertainment marketing and brand innovation for TBS & TNT. Kogan was most recently evp of digital for **Participant Media**. Prior to that, she was evp and chief marketing officer of **Buzzmedia**. -- **Univision Comm** upped *Rosemary Mercedes* to evp and chief communications officer, effective immediately. She has been interim head of corporate communications and public relations since Aug 2016. She will continue to report to *Randy Falco*, pres/CEO of Univision. -- **Comcast** promoted *Lisa Bonnell* to svp and general auditor. She will report to the Audit Committee of the Board of Directors of Comcast and to *Mike Cavanagh*, sevp and CFO of Comcast. Bonnell joined the company in 2011 and has been a senior member of Comcast's audit team. She has also served as svp of operations for **Comcast Business**, the MSO's enterprise arm.

Cablefax Daily Stockwatch

Company	01/10 Close	1-Day Ch	Company	01/10 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			LEVEL 3: 58.45 (0.19)		
DISH:	61.74	0.10	MICROSOFT:	62.62	(0.02)
ENTRAVISION:	6.50	0.05	NETFLIX:	129.89	(1.06)
GRAY TELEVISION:	10.55	(0.4)	NIELSEN:	41.75	(0.61)
MEDIA GENERAL:	18.53	0.08	SEACHANGE:	2.50	0.04
NEXSTAR:	60.45	0.05	SONY:	29.53	0.71
SINCLAIR:	32.35	(0.15)	SPRINT NEXTEL:	8.76	0.06
TEGNA:	21.49	(0.2)	SYNACOR:	3.05	(0.1)
MSOS			UNIVERSAL ELEC:	66.45	(0.65)
CABLE ONE:	578.28	1.39	VONAGE:	7.51	0.13
CHARTER:	298.20	1.94	YAHOO:	42.30	0.96
COMCAST:	70.92	0.09	TELCOS		
GCI:	20.17	(0.05)	AT&T:	40.81	0.01
LIBERTY BROADBAND:	74.23	0.67	CENTURYLINK:	25.20	(0.03)
LIBERTY GLOBAL:	34.01	0.22	FRONTIER :	3.63	(0.05)
SHAW COMM:	21.13	0.14	TDS:	30.24	UNCH
SHENTEL:	27.95	(0.05)	VERIZON:	52.76	0.08
PROGRAMMING			MARKET INDICES		
21ST CENTURY FOX:	29.67	0.20	DOW:	19855.53	(31.85)
AMC NETWORKS:	55.71	(0.74)	NASDAQ:	5551.82	20.00
CBS:	62.69	(0.79)	S&P 500:	2268.90	UNCH
DISCOVERY:	26.34	(0.53)			
DISNEY:	108.38	0.02			
GRUPO TELEVISIA:	20.02	(0.97)			
HSN:	33.95	0.55			
MSG NETWORKS:	22.50	(0.45)			
SCRIPPS INT:	74.29	(0.47)			
TIME WARNER:	93.40	(0.15)			
VIACOM:	42.15	0.35			
WWE:	18.98	0.22			
TECHNOLOGY					
ADDVANTAGE:	1.74	0.03			
AMDOCS:	58.13	0.11			
AMPHENOL:	67.79	0.41			
APPLE:	119.11	0.12			
ARRIS GROUP:	30.16	(0.22)			
AVID TECH:	4.86	0.16			
BLNDER TONGUE:	0.51	(0.02)			
CISCO:	30.38	0.20			
COMMSCOPE:	37.57	0.33			
CONCURRENT:	5.38	(0.06)			
CONVERGYS:	25.61	0.26			
CSG SYSTEMS:	49.83	(0.35)			
ECHOSTAR:	51.52	0.59			
GOOGLE:	804.79	(1.86)			
HARMONIC:	5.05	0.15			
INTEL:	36.54	(0.07)			
INTERACTIVE CORP:	69.91	0.13			

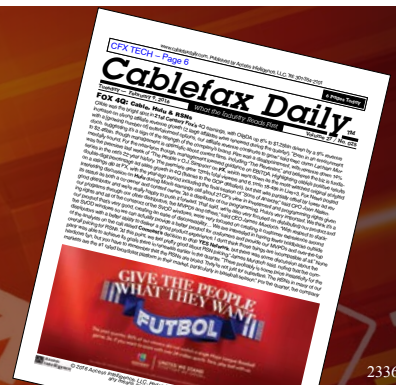
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CES WRAP UP

CES 2017: What the Future Holds

As a place where big and small tech companies show off their best and the latest, CES has become a source for predicting future trends. Some key words for this year's show that ended Sunday include artificial intelligence, virtual reality, HDR/4K, IOT and streaming video.

AI features, such as voice and gesture control, really shined this year. Voice-based user interfaces can be found in many video platforms, IoT services and smart home applications. In fact, it's hard to find a connected platform that doesn't have any AI features. **Amazon**, with its Alexa voice technology, stole much of the spotlight. Several companies announced their integration of Amazon Alexa with their devices. **DISH's** integration means users can use voice command to control their Hopper DVR. **Ford** became the first auto manufacturer to bring Alexa into cars. That means very soon, Ford owners can control in-car navigation system and remotely start, lock or unlock doors, all using voice commands. **Whirlpool** launched Alexa with its next-generation of appliances, allowing customers to talk, literally, to their ovens, refrigerators and washing machines. And **LG** introduced a new smart fridge featuring full Alexa integration. According to Amazon Echo vp *Mike George*, the fridge offers the "full Alexa experience," which includes allowing users to order food from Amazon Prime Pantry.

When it comes to display technology, 2017 might finally be the year of 4K, especially HDR. TV execs at CES said they expect prices for 4K/HDR TVs to keep coming down as 4K/HDR content keeps going up. The **HDMI Forum** announced at CES a new HDMI standard, HDMI 2.1, which adds support for dynamic HDR and 8K. Nearly all the major TV vendors, including **Sony**, **Samsung**, **LG**, **Panasonic** and **Hisense**, demonstrated their new lineup

of HDR/4K TVs. In terms of VR, while a lot of the VR gadgets showcased weren't new, there's a bigger effort to produce and monetize more VR content. For example, **HTC** announced that it's working on a VR subscription service. Sports network execs said at CES that they are experimenting various VR sports programs. **Hulu** used the biggest stage in tech to demonstrate its upcoming streaming service, which aims to focus on providing a seamless experience for live and on-demand content. And much of the discussion on streaming video at CES centered around how to provide a truly intuitive and seamless experience to make streaming service the future of TV.

While CES has already become a hub for policymakers at the federal and local level, this year's show, which occurred just a few weeks before the presidential Inauguration, drew big crowds for its sessions on tech policy. The *Trump Administration* hasn't been 100% clear about its position on tech. At least some attendees got a glimpse into what the future might hold from **FCC** and Hill speakers. "Over the last several years, what we've seen has been lot of reaction in Congress, reacting to things. What I think we're going to see now more is planning," said *Bob Latta* (R-OH) during a 4-Congress member panel that also featured *Darrel Issa* (R-CA) on Saturday. Latta expects GOP FCC commish *Ajit Pai* to be the new agency chmn. Among Issa's to-do list in the new Congress is looking at spectrum allocation for wireless broadband. "Today, more data goes through WiFi than, in fact, goes through cellular. How much spectrum we have in our WiFi? A fraction of what just one carrier owns in the way of cellular. So the reality is that one of the greatest failures in the world is, in fact, selling spectrum, and one of the greatest successes in the world is sharing spectrum," said Issa.

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