

# Cablefax Daily™

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What the Industry Reads First

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## Peak TV Ponderings: What Metrics Matter?

On the same day that reports suggest **Apple** will indeed enter the original content game, the gang that coined the phrase “peak TV” was sitting in front of critics in Pasadena pondering what all of this means for measuring success. “We’ve identified it and labeled it but we haven’t tried to use it as an excuse for lack of performance,” said *John Landgraf*, CEO of **FX Networks** and **FX Productions**. “That bar seems to go up every year a little bit more than the year before.” The larger question might be exactly how to measure performance when a growing number of content players either ignore or play down traditional ratings. “Every show has to sort of demonstrate a certain amount of value to us, and that’s not always going to be through sheer numbers,” noted *Nick Grad*, co-president of FX Networks and FX Productions. “That’s going to be through buzz, awards, you know, how much it sort of penetrates culture, how passionate a certain subset of the audience is about the show... those are all really significant to us.” Landgraf pointed out that advertising used to account for more than half of FX’s revenue; now it’s 35%. “So we were probably more focused on ratings when advertising revenue was a more significant part of who we were,” he said, noting that these days he thinks about whether people will still be talking about the show in 20 years. “Meaning, can it be something in the culture that survives even after its ultimate finish or cancellation; can it be something that has some enduring purpose and value in the culture?” Landgraf asked. “And that’s the exciting thing about television is it’s moved from a disposal medium that was consumed live and only designed essentially to get people there to watch commercials, to something that is like movies—an art form that can create works of art that are still relevant 10, 20, 30, 40 years later.” Welcome to the party, Apple. But be prepared to drink at a very high bar.

**#TrumpTransition:** The latest member of President-elect *Donald Trump*’s **FCC** transition team is *Carolyn Roddy*, currently an attorney based in Atlanta. She served as regulatory counsel at **Sprint**, Southeast in the ’90s and was an attorney at the FCC for 12 years. Other members of the transition team include **American Enterprise Institute** fellows *Jeffrey Eisenach*, *Mark Jamison* and *Roslyn Layton*, and *David Morken*, co-founder of **Republic Wireless and Bandwidth**. Roddy represents corporate clients before federal, state and municipal regulatory and legislative bodies, according to her **LinkedIn** profile. She has worked on issues such as USF and broadband stimulus program.



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**Zero-rating:** House Commerce GOP leaders blasted the FCC Wireless Bureau's report on zero-rating. In a joint statement Thurs, committee chmn **Greg Walden** (OR) and **Communications Subcmte** head **Marsha Blackburn** (TN) said "we are disappointed to see the FCC moving controversial items like the recent staff report on zero-rating in the waning hours of Chairman Wheeler's tenure. Chairman Wheeler's decision to move forward with this report is a rare trifecta of anti-consumer policy, inappropriate use of delegated authority, and directly contradicting a request of Congress." The report, released Wednesday, said zero-rating practices such as that used in **AT&T's DirecTV** Now service could potentially harm consumers and disrupt competition. The GOP pair said they hope the FCC can refrain from taking action on controversial items in the remaining days of the current administration and that they look forward to working with the next Commission. Less than a week to go...

**Beta Research:** ESPN came out on top in a **Beta Research** survey of ad execs regarding their intention of increasing ad spending on the network in the next 12 months. Some 54% of those surveyed said they plan to increase spending. **HGTV** followed with 47%. **Food Network** placed 3rd with 41%, followed by **Discovery Channel** and **TNT** at 40%. The phone survey was completed from July to Oct last year with 228 professionals (160 from ad agencies and 68 from advertisers).

**House Commerce Update:** **Mike Doyle** (PA) is the new top Democrat on the **House Communications Subcommittee**, replacing **Anna Eshoo** (CA). Other Democratic members on the subcmte are **Doris Matsui** (CA), **Raul Ruiz** (CA), **Peter Welch** (VT), **Yvette Clarke** (NY), **Bobby Rush** (IL), **Eliot Engel** (NY), **GK Butterfield** (NC), **Debbie Dingell** (MI), **David Loebsack** (IO), **Frank Pallone** (NJ) and **Jerry McNerney** (CA). In a statement, Eshoo said "senior members like myself must consider the best interest of our party and our need to develop leaders for the future. In other words, it's time to walk my talk. I therefore am not seeking to be re-elected Ranking Member of the Communications and Technology Subcommittee. Instead, I'm asking to retain a seat on the subcommittee and to hopefully join the Health subcommittee where I worked for many years. It's my hope that my long local and federal experience creating and working with health care systems can be of use to the critical debate ahead." Eshoo has backed many **FCC** initiatives over the past few years, including the Open Internet proceeding, set-top reform, allocating more spectrum for mobile broadband, and broadband privacy overhaul.

**Fox Sports Teams with Intel:** **Fox Sports**, through its **Fox Sports Lab** initiative, is working with **Intel** to launch the "Be the Player" enhancement, a feature that displays a POV perspective from any player on the field without having a physical camera attached to the player. Using the Intel 360 Replay tech, which synthesizes a player's view on the field, the feature allows a moment to be recreated in 3D with a "virtual camera" at the player's eye line. The initiative followed Fox Sports' collaboration with **GoPro** in Nov to offer POV camera from the hat of referees working the Big 10 Championship Game.

**Ratings:** **WE tv's** "Marriage Boot Camp: Reality Stars" returned for its seventh season on Friday with solid growth from the previous season premiere in **Nielsen** live+3 ratings. Among women 25-54, the premiere ep was up 13% to nearly 500K viewers, and up 10% to 615K among adults 25-54. Among total viewers, the premiere was up 5% to 903K. -- **Univision Deportes** had a record 2016, posting 33% YOY growth in prime among adults 18-49, averaging 124K in the demo.

**Programming:** Latino-targeted **NBC Universo** is set to premiere "Sons of Anarchy" en Español on Tues at 10pm EST. The net acquired US cable rights from 20th Television to air the seven seasons of the FX original series in Spanish for the first time in the US. -- **TLC's** "Long Island Medium" returns for a new season on Feb 19. -- **Nat Geo WILD** and **Mashable** announced a new partnership to co-produce and co-distribute 2 original series for the brands' digital and social platforms. The first series will examine how animals use tools in their natural habitats to survive. The second will be a comedy series allowing Mashable to combine its sense of Internet humor with some of National Geographic's archival content. Both series will begin production in early 2017.

**NAMIC Chapters:** **NAMIC** announced its 2017 newly elected and incumbent chapter officer. **Comcast's Stacy Cole** will head the Atlanta chapter, while **Time Warner Cable/Charter's Monica Alexander** is president of the Carolinas. Comcast's **Andre Brown** leads the Chicago chapter and **MetaMedia's Raoul De Sota** heads up Denver. NAMIC Mid-Atlantic's president is **Kashyap Kabaria** of Time Warner Cable/Charter. Also serving as chapter presidents are Comcast's **David Vang** (Minnesota), **Media General's Kamilah A'Vant**, **Clear Channel Outdoor's Sandra Garcia-Lowery** (New York), Comcast's **Mia Beasley-Bonds** (Philly), **Transparent Marketing Agency's Jennifer Littles** (South Florida), **Z Living's Tisha Harris** (Southern California), **Scripps Nets' Jill Hollingsworth**

# BUSINESS & FINANCE

(Tennessee) and Time Warner Cable/Charter's *Iba Sambe* (Texas, formerly Houston).

**WICT's New Board:** WICT announced the members of its 2017 board of directors. *Martha Soehren*, chief talent development officer & svp, **Comcast University & Comcast Cable**, enters her third and final year as board chair. *Marva Johnson*, regional vp, state government affairs (South), **Charter**, was elected to the position of vice-chair and will become chair in 2018. *Angela Santone*, evp & global chief HR officer, **Turner**, rose to exec committee and will serve as treasurer. New at-large members are: *Karen Buchholz*, svp of administration, **Comcast**, *Lisa Hook*, pres/CEO of **Neustar**, *Mary McLaughlin*, regional svp, beltway region, **Comcast**, *Judith Mills*, group vo, HR, **Mediacom**, *Michael Parks*, vp, talent management, **Cox**, *Lisa Schawrtz*, co-pres, **Sundance Selects & IFC Films**, and *Alaka Williams*, svp, network HR, **Scripps Networks**.

**People:** **Freeform** named *Amit Ziv* vp of strategy and business development. He will report to *Tom Ascheim*, pres of the network. Prior to joining Freeform, Ziv was svp of business operations, development and strategy for **EPIX**.

**Correction:** **Altice USA's** viewing trend report (**CFX**, 01/12) looks only at **Optimum** customer data. It does not include **Suddenlink** data.

## Cablefax Daily Stockwatch

Company	01/12 Close	1-Day Ch	Company	01/12 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	62.28	0.39	LEVEL 3:	58.22	(0.28)
ENTRAVISION:	6.35	(0.2)	MICROSOFT:	62.61	(0.58)
GRAY TELEVISION:	10.65	(0.3)	NETFLIX:	129.13	(1.37)
MEDIA GENERAL:	19.12	(0.16)	NIELSEN:	42.01	0.42
NEXSTAR:	64.85	(0.15)	SEACHANGE:	2.68	0.14
SINCLAIR:	33.10	(0.5)	SONY:	30.87	0.43
TEGNA:	21.71	(0.05)	SPRINT NEXTEL:	8.46	(0.17)
<b>MSOS</b>					
CABLE ONE:	574.03	(12.37)	SYNACOR:	3.30	0.05
CHARTER:	297.19	(2.35)	UNIVERSAL ELEC:	67.00	(0.85)
COMCAST:	71.42	(0.29)	VONAGE:	7.61	0.12
GCI:	20.01	0.02	YAHOO:	42.11	(0.48)
LIBERTY BROADBAND:	74.50	(0.43)	<b>TELCOS</b>		
LIBERTY GLOBAL:	34.92	0.01	AT&T:	41.01	0.40
SHAW COMM:	21.07	(0.31)	CENTURYLINK:	25.18	(0.06)
SHENTEL:	27.40	(0.25)	FRONTIER:	3.53	(0.08)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	29.81	(0.27)	TDS:	29.83	(0.32)
AMC NETWORKS:	56.24	0.14	VERIZON:	52.68	0.22
CBS:	62.36	(0.62)	<b>MARKET INDICES</b>		
DISCOVERY:	27.21	0.70	DOW:	19891.00	(63.28)
DISNEY:	107.53	(1.91)	NASDAQ:	5547.49	(16.16)
GRUPO TELEVISA:	19.94	UNCH	S&P 500:	2270.44	(4.88)
HSN:	33.65	0.45			
MSG NETWORKS:	22.25	UNCH			
SCRIPPS INT:	75.39	0.98			
TIME WARNER:	93.85	0.17			
VIACOM:	42.25	(0.2)			
WWE:	19.14	0.15			
<b>TECHNOLOGY</b>					
ADVANTAGE:	1.78	0.01			
AMDOCS:	58.74	0.08			
AMPHENOL:	67.97	0.15			
APPLE:	119.25	(0.5)			
ARRIS GROUP:	29.19	(0.91)			
AVID TECH:	5.03	(0.02)			
BLNDER TONGUE:	0.66	0.11			
CISCO:	30.04	(0.11)			
COMMScope:	36.74	(0.41)			
CONCURRENT:	5.38	UNCH			
CONVERGYS:	25.29	(0.3)			
CSG SYSTEMS:	50.15	0.03			
ECHOSTAR:	52.79	0.38			
GOOGLE:	806.36	(1.55)			
HARMONIC:	5.10	UNCH			
INTEL:	36.71	(0.24)			
INTERACTIVE CORP:	69.93	(0.79)			



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## PROGRAMMER'S PAGE

### Deep Water...

If you take the plunge with **Nat Geo's** "Sea of Hope: America's Underwater Treasures" (Sun, 7pm), you'll get a lesson on protecting underwater habitats along with exquisite views of marine life. But that's only part of the story. Some of the behind-the-scenes happenings as ocean explorer Dr *Sylvia Earle* and her team of teenage aquanauts embark on a quest to preserve our oceans are nearly as interesting. The hour-long doc culminates in President *Obama* revealing he's creating the world's largest marine preserve in the northwestern Hawaiian Islands and the first national marine monument in the Atlantic Ocean. The president takes a walk with Dr Earle and then goes snorkeling. Viewers are told that renowned National Geographic photographer *Brian Skerry* captured the first-ever footage of a US president diving underwater. But there was a bit more drama than that. "The White House people seemed skeptical and said there was no room on the boat," despite an invitation to come along from chief White House photographer *Pete Souza*, Skerry told the audience at a DC screening of the doc. After an interview in which Obama praised Skerry's work, suddenly there was a seat for him. For the record, Skerry reports Obama is a "phenomenal swimmer" and very fit. Another memorable moment is some beautiful footage of divers swimming with dolphins. Observant viewers may notice that author *Max Kennedy*, part of the expedition, is fully clothed. That's because off camera he convinced the ship captain to just let him jump in with the marine mammals clothes and all. Skerry, who had just spent two years covering dolphins, at first ignored it. "That'll be over in 10 seconds," he said, describing how dolphins never stick around in such instances. Sure enough, they started to swim away. But then something amazing happened. They swam back, frolicking there for several minutes. "I started to panic I was not going to have a still," said Skerry (he thankfully did manage to get in the water in time for a few shots!). While Obama gets big billing in the doc (Nat Geo is premiering it ahead of 2-hour special "Obama: The Price of Hope"), Dr Earle and her enthusiasm for what's fathoms below is the real star. "I am in awe of anyone who has done so much for ocean conservation," Obama says on meeting her. So are we. — *Amy Maclean*

**Reviews:** "The Young Pope," premiere, Sun, 9pm, **HBO**. We sometimes urge viewers to hang in with new series. A confession: "The Young Pope" takes 4 eps of penance before reaching absolution. Initially viewers feast on appetizers: a Fellini-like, fictitious Vatican drama with gorgeous production values and gorgeous *Jude Law* as an initially unlikeable impenetrable pontiff, American and holier-than-thou (really). -- "Is O.J. Innocent?," Sun, 9pm, **ID**. More O.J., but an interesting, investigatory take. Not bad. -- "Obama: The Price of Hope," Sun, 9pm, **Nat Geo**. This is masterful filmmaking. The footage is tremendous, ditto the storytelling: clear, ostensibly dispassionate, with great access to advisors and cabinet members who, since they're out of power, offer more candor in seconds than they allowed themselves during years of White House employment. The president, too, is extremely candid, which makes for a tremendous inside-the-oval-office look at the economy and ObamaCare, for example. Yet hagiography this is not, or a hatchet job. It's extremely subtle, loading the screen with Democrats, yet omitting to mention the name of the president who preceded Obama and left him with an economy on the brink. Eventually it becomes opaque: the filmmakers believe "The Price of Hope," the president's undying optimism, cost him. Spent largely and perhaps unwisely to reform healthcare, hope cost his congressional majority and a successful presidency. — *Seth Arenstein*

### Basic Cable Rankings

(1/02/17-1/08/17)

#### Mon-Sun Prime

1	ESPN	1.4	3247
2	FOXN	1.1	2437
3	HGTV	0.8	1761
4	TBSC	0.7	1598
4	DISC	0.7	1583
6	USA	0.6	1522
7	HIST	0.5	1259
7	ID	0.5	1165
7	DSNY	0.5	1149
7	FOOD	0.5	1099
7	TNT	0.5	1088
7	DSE	0.5	106
13	MSNB	0.4	1024
13	FX	0.4	985
13	FRFM	0.4	907
13	TLC	0.4	907
13	HALL	0.4	902
13	ADSM	0.4	860
13	SPK	0.4	817
13	BRAV	0.4	816
13	TVLD	0.4	815
13	HMM	0.4	714
13	NKJR	0.4	707
24	A&E	0.3	749
24	CNN	0.3	744
24	LIFE	0.3	737
24	AMC	0.3	736
24	NAN	0.3	727
24	LMN	0.3	603
24	VH1	0.3	571
24	DSJR	0.3	551
24	OWN	0.3	546
33	APL	0.2	553
33	SYFY	0.2	540
33	INSP	0.2	516
33	TRAV	0.2	493
33	EN	0.2	483
33	GSN	0.2	455
33	CMDY	0.2	446
33	WETV	0.2	444
33	BET	0.2	443
33	ESP2	0.2	443
33	FXX	0.2	415
33	NGC	0.2	407

\*Nielsen data, supplied by ABC/Disney, is based on coverage area of individual networks



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