

# Cablefax Daily™

Tuesday — February 14, 2017

What the Industry Reads First

Volume 28 / No. 029

## Live View: In an On Demand World, Live Video is Still Living

Cable nets are embracing live video a number of ways, from digital activations that promote tune-in and optimize influencers to integrations of live into television programming. On Monday, **Univision** announced a deal that will provide live streams for select matches from **Univision Deportes'** comprehensive-portfolio of **Liga MX** matches to **Facebook Live** this season. The initiative starts February 18 and runs throughout the year. According to **Shareablee**, in 2016 39% of all TV shows posted a live video of some sort online, with ad-supported cable leading the way. The breakdown: 53% of cable shows, 38% of broadcast shows, and 9% of premium cable shows used live video last year. Among those digital live videos that garnered significant reaction were previews, autograph signings and cast-led Q&As, according to **Tania Yuki**, Shareablee CEO. The top post for **HBO's** "Game of Thrones" was an autograph signing at ComicCon; **AMC's** "The Walking Dead's" most-viewed was a preview of the upcoming season. "Expect to see more cast-driven Q&A as well as polling videos from live video," Yuki tells **CFX**. "We've found that live video takes much fewer views to garner comments, so producers should consider producing content that elicits commentary and reaction from viewers." **A&E** scored big with its series "Live PD," which brings live cameras on the scene with members of the police departments in six cities. It debuted in October and has been so popular the network double-downed on programming. "It's a profound and ambitious project," said **Elaine Frontain Bryant**, head of programming for A&E, who said she was pitched on the concept a year and a half ago. "You don't know what's going to happen. We've gotten more prepared to go with the flow, and with our fantastic producers in the field communication has gotten more well-oiled." The show's success led the network to ramp up the content, adding a night so it now airs both Friday and Saturdays, and is drawing a new audience to an otherwise repeat-laden lineup. "It doubled our Friday and Saturday night average. Those are repeat nights. Everyone knows what repeats are doing, everyone faces the same issues in terms of repeat nights," Bryant said. "Certainly live has a feeling of, 'Let's watch it,' and it's such a social show." The top-trending live broadcasts, delivered via online channels or apps, for **Food Network** and **Cooking Channel** are food-focused. "The more we actually show the food on camera, the better it tends to perform," said **Kate Gold**, director of social media and convergent content for the two networks. Food and Cooking broadcast at least one livestream per day during the week, concentrated in the afternoon and evening, Gold said. Recent popular activations showed the making of



HERE I AM. ENTERTAIN ME.

Your customers are ready. Are you?

Ascendon lets you launch new digital services in 60-90 days. Deliver multi-screen, interactive experiences that go beyond consumer expectations without replacing existing front and back end systems. Visit [ascendon.csgi.com](http://ascendon.csgi.com).

**ASCENDON**

**CSG**  
INTERNATIONAL

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 Bus Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Sr. Dir., Market Development: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Jo 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

a giant breakfast pastry to support its “Kids Baking Championship” and the making a breakfast sandwich with an emu egg to promote new series “Ginormous Food.” “I’d say if seeing over 500,000 views on a live video and we have 250,000 when it ends, we’re very happy,” Gold said. The networks also repurpose live content across channels. An **Instagram** of an emu egg being cracked has garnered 8.5 million views, she said, and live content can bring new viewers to existing programming—10,000 to 30,000 on a good day. “That’s why we’re doing more of the convergent lives—videos that are related to shows—so we can make it fun and exciting and top of mind for audience that lives on social and convert them to watch a new show,” she said. Yuki said the timing of live content for shows “wasn’t always following a formula of day before an episode or the week of.” The one genre that saw more time-specific live video was sports around games. Platform-wise, Facebook Live is seeing the lion’s share of the live action. The reason, said Gold, is simple: “Facebook Live lives on in perpetuity. Instagram Live disappears as soon as you stop broadcasting.” – *Cathy Applefeld Olson*

**Verizon Goes Unlimited:** Joining its rivals, **Verizon** launched Verizon Unlimited wireless plan, which costs \$80 a month for unlimited data, talk and text. Customers pay \$140 for 2 lines, \$160 for 3, and \$180 for 4. An additional line (up to 10 lines) costs \$20 per line per month. All plans run on Verizon’s LTE 4G network. While it’s an unlimited offering, Verizon said for those exceeding 22 GB of data usage on a line during any billing cycle, it may prioritize their data behind other customers in the event of network congestion. The willingness of all the carriers to move to unlimited is good news to any inputs to data capacity, **BTIG** analysts said, noting Verizon had already seen an acceleration in data growth in Q4 even before offering unlimited to its customers. “Wireless data capacity can primarily be sourced through additional spectrum and densification of cell sites,” they said. The unlimited plan launch may suggest challenging subscriber trends ahead, **New Street Research** analysts said, and by accelerating consumption into a potential capacity shortfall, Verizon is increasing the urgency for a deal with **Charter**. Verizon has reportedly expressed interest in Charter. **Evercore ISI** analysts saw the unlimited move as likely to drive increased data traffic, with positive lateral implications for spectrum holders, particularly DISH, tower companies and backhaul providers.

**DISH-Bonten:** Over the weekend, **Bonten Media Group** stations returned to **DISH**. The broadcaster’s 13 stations in 8 states had been dark since January 19. Impacted markets included the **Fox** affil in Greenville-New Bern-Washington, NC. Companies said the new pact covers multiple years. It also means that DISH doesn’t currently have any retrans blackouts.

**DISH 4K:** **DISH** will deliver **BBC America**’s “Planet Earth II” live in 4K UltraHD this Saturday, simulcast on BBC America, **AMC** and **SundanceTV**, with subsequent eps airing on BBC America every Saturday night. DISH is also offering a free preview of BBC America, from February 14 through March 30, offering access Planet Earth II in both 4K and HD.

**FCC’s Outage Reporting Test:** The **FCC** will test version 3.0 of the Network Outage Reporting System (NORS) from February 2 to March 2. The latest version aims to improve the overall security and reliability of NORS and allow future updates. Providers of voice communications, including cable companies, are required to report significant disruptions or outages to their communications systems. During the testing phase, companies will continue to file their official NORS reports in the NORS 2.0 system. Upon successful completion of testing, the Commission plans to migrate all filings to the new NORS 3.0 production system at the beginning of March.

**AT&T’s Fiber Expansion:** By the end of February, **AT&T**’s fiber network will be in 51 major metros nationwide, the company said Monday. It’s currently offering a 1 gigabit connection to nearly 4 million customer locations. This month, the telco is launching its gigabit fiber service in Columbia, SC, Jackson, MS, Knoxville, TN, Milwaukee, WI and Shreveport, LA.

**From the Street:** With **Snapchat** parent **Snap** officially filing to go public last week, we were intrigued by a research note from **Needham & Co**’s *Laura Martin* comparing Snap to **Facebook**. “A key distinction between FB and SNAP at IPO date is that FB reported positive 27% net income margins in the year before going public while SNAP lost \$520mm (up 36% y/y). However, SNAP is growing revenue much faster at 589% y/y vs FB’s 88% y/y revenue growth the year before its IPO,” she wrote. Other comparisons: Snapchat’s “daily active users” spend 25-30 minutes on Snapchat every day, while Facebook’s average daily usage is >50 minutes per day, globally. Snap has 100% mobile and Facebook has 95% mobile usage.

**Ratings: FX’s** Feb 8 “Legion” premiere notched 1.8 million adults 18-49 and 3.27 million total viewers on a Live+3 basis. When you throw in two encores, the show’s audience for the night jumps to 2.39 million 18-49s and 4.37 million total viewers (not including VOD or streaming). Of the 69 new primetime cable drama premieres over the past year, Legion ranks

# BUSINESS & FINANCE

#3 in Adults 18-49 and #7 in Total Viewers, Fox Research said.

**NAACP Image Awards:** Broadcasters—specifically ABC’s “black-ish”—were the main television winners at Sunday’s televised NAACP Image Awards, televised on TV One. The lone cable win went to OWN’s “Queen Sugar” for Outstanding Drama Series. Black-ish won in the comedy category, and for comedy actor, actress. *Taraji Henson* (Fox’s “Empire”) and *Sterling Brown* (NBC’s “This is Us”) took home the drama acting honors. Cable picked up more wins in the non-televised portion of the awards. FX’s “The People v O.J. Simpson” won two awards. Other cable wins: *Tichina Arnold* (Starz’s “Survivor’s Remorse”), *Naturi Naughton* (Starz’s “Power”), “BET Love and Happiness White House Special,” OWN’s “Iyanla: Fix My Life,” BET’s “2016 Black Girls Rock” and TV One’s “NewsOne Now with Roland S Martin.”

**Programming:** HBO Sports and WWE teamed with the Bill Simmons Media Group for doc film “Andre the Giant.” The film will explore the WWE superstar’s upbringing in France, his wrestling career and his forays in the entertainment world. -- TCM will kick off the 8th annual TCM Classic Film Festival on April 6th with a 50th anniversary screening of the *Sidney Poitier* and *Rod Steiger* classic “In the Heat of the Night.” The festival is set to take place April 6-9 in Hollywood.

## Cablefax Daily Stockwatch

Company	02/13 Close	1-Day Ch	Company	02/13 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	61.95	0.80	MICROSOFT:	64.72	0.72
ENTRAVISION:	5.35	0.05	NETFLIX:	143.20	(1.62)
GRAY TELEVISION:	12.40	(0.2)	NIELSEN:	44.98	0.67
NEXSTAR:	68.10	0.55	SEACHANGE:	2.50	UNCH
SINCLAIR:	35.70	(0.15)	SONY:	31.68	(0.09)
TEGNA:	23.82	0.16	SPRINT NEXTEL:	8.84	(0.12)
<b>MSOS</b>					
CABLE ONE:	635.85	(3.06)	SYNACOR:	3.15	0.10
CHARTER:	323.02	(1.54)	UNIVERSAL ELEC:	62.20	(0.4)
COMCAST:	75.71	0.56	VONAGE:	6.86	(0.1)
GCI:	20.33	(0.31)	YAHOO:	45.46	0.43
LIBERTY BROADBAND:	84.30	(0.53)	<b>TELCOS</b>		
LIBERTY GLOBAL:	35.46	0.10	AT&T:	40.65	(0.73)
SHAW COMM:	21.40	0.07	CENTURYLINK:	24.62	0.13
SHENTEL:	27.50	(0.15)	FRONTIER:	3.28	(0.04)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	29.72	(0.19)	TDS:	30.63	UNCH
AMC NETWORKS:	55.50	0.30	VERIZON:	48.55	(0.43)
CBS:	65.30	0.90	<b>MARKET INDICES</b>		
DISCOVERY:	29.03	0.55	DOW:	20412.16	142.79
DISNEY:	109.65	0.39	NASDAQ:	5763.96	29.83
GRUPO TELEVISIA:	23.23	(0.13)	S&P 500:	2328.25	12.15
HSN:	35.70	(0.5)			
MSG NETWORKS:	22.00	UNCH			
SCRIPPS INT:	77.47	(0.36)			
TIME WARNER:	96.07	(0.51)			
VIACOM:	46.60	UNCH			
WWE:	22.66	0.69			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	1.89	(0.01)			
AMDOCS:	59.51	(0.39)			
AMPHENOL:	68.97	0.20			
APPLE:	133.29	1.17			
ARRIS GROUP:	29.53	0.43			
AVID TECH:	5.58	0.03			
BLNDER TONGUE:	0.74	(0.01)			
CISCO:	31.97	0.46			
COMMSCOPE:	38.75	0.31			
CONCURRENT:	5.00	(0.09)			
CONVERGYS:	25.14	0.18			
CSG SYSTEMS:	39.59	0.26			
ECHOSTAR:	53.83	0.02			
GOOGLE:	819.24	5.57			
HARMONIC:	5.50	0.10			
INTEL:	35.80	0.46			
INTERACTIVE CORP:	76.48	0.59			
LEVEL 3:	58.01	0.27			

## 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

## CFX TECH by Joyce Wang

### CableLabs Boosts Mobile World Congress Presence

**CableLabs** is going to Mobile World Congress (February 27 to March 2 in Barcelona) for the second executive year. It's just another sign of the increasing convergence between cable and wireless. CableLabs aims to support its members, 24 of which are mobile network operators, through the confluence, said *Phil McKinney*, CEO of the non-profit innovation and R&D lab. With cable operators offering wireless services through MVNO arrangements and wireless operators leveraging cable's infrastructure to support mobile offerings, "you will see interesting features coming together," McKinney said. "The unique role of cable industry is the penetration of the network that they have built over the years." CableLabs will have an expanded presence at MWC this year, hosting sessions with execs to discuss wireless strategies and technology plans. McKinney told us a focus at this year's conference will be 5G, including discussions around standards and rollout plans, as many people still have no clear idea of what 5G is and what value it will bring beyond enabling faster speeds. A panel at MWC will highlight the progress toward achieving the technological elements of 5G to date and discuss what the significance of 5G will be for the telecom industry and those that depend on connectivity. Among the speakers are *Hossein Moiin*, CTO of Mobile Networks at **Nokia**, *Ulf Ewaldsson*, svp of strategy and technology at **Ericsson**, and *Tong Wen*, chief 5G scientist at **Huawei**. CableLabs also is looking to participate in conversations around IoT security, a priority for the group this year as more cable operators expand their IoT offerings. The near-term goal is "getting IoT devices to have some commonality and security built into them," McKinney said. As more IoT devices move into consumers' homes, he said security risks are expected to

increase given lack of interoperability and security standards. Having security built-in is critical as checks and balances are embedded and encoded with private security keys, he said. CableLabs is having its IoT security conference April 12 to 13 in NYC. Speakers include CableLabs execs, **Comcast** vp of tech policy and standards *Jason Livingood* and *Matt Perry*, president and board member of the **Open Connectivity Foundation** (OCF), the open and free IoT standard platform. CableLabs chairs the security subcommittee at OCF. The conference will explore the legitimate and illegitimate use of data from IoT devices and their impact on system design, how public policy can help improve IoT security, and the role of government versus industry in IoT security. At MWC, a IOT security session will look at best practices security strategies for deployments, address impact of security on the different layers and explore the opportunities for cross-industry consensus on security for devices, sensors and users alike.

**Decisive's New App: Decisive Communications**, whose clients include **Comcast** and **Charter**, said it has commercialized a mobile app aimed at making technicians more efficient, accurate and safe while also improving customer service. The app, dubbed "The Drop App," was designed for both iOS and Android smart devices to improve everyday workflow, serving as an automated entry system for underground service line tickets that use GPS-location services to ensure accuracy. It can also eliminate back office intervention. The company said that since its initial deployment in 2015, The Drop App has led to reduced service times, improved customer communication and increased efficiency and accuracy in the field.

Got tech news? Reach out to Cablefax Tech editor *Joyce Wang* at [jwang@accessintel.com](mailto:jwang@accessintel.com)



## Cablefax TV Innovation Summit

JUNE 8 | NYC

Register at  
the Loyalty  
Rate and  
Save \$300!

The TV Innovation Summit offers explanations, insights and case studies from experts in the field on the tools your team needs to tackle the world of television and broadband marketing, strategy, branding and social media.

[www.CFXTVSummit.com](http://www.CFXTVSummit.com)