

Cablefax Daily™

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What the Industry Reads First

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Trump Orders: Some Companies Speaking Out, But Cable Staying Quiet

Tech companies and a group of millionaires are taking aim at some of President *Trump's* policies. The **Patriotic Millionaires**, a group formed in 2010 to demand an end to *Bush* tax cuts for millionaires, is speaking out against a proposal to reverse the fiduciary rule and overhaul Frank-Dodd financial regulations. The Patriotic Millionaire's advisory board includes *Leo Hindery*, former CEO of **AT&T Broadband** and its predecessors, **TCI** and **Liberty Media**. Former **BlackRock** managing partner *Morris Pearl* chairs the group, which counts former **Google** software engineer *David desJardins* and net neutrality advocate/law professor *Lawrence Lessig* among its members. "The President campaigned as a champion for working people—yet this proposal looks exactly as if it were pulled from a Wall Street policy wish list," read a statement from the group. "This policy reversal will not serve regular Americans, it will only serve to make it easier for big banks and financial companies to cheat their customers and once again destabilize our economy." Meanwhile, 97 tech companies—including **Google**, **Netflix**, **Harmonic**, **Apple** and **Brightcove**—filed a legal brief Monday declaring that Trump's temporary ban on visitors from seven predominantly Muslim countries would violate the Constitution and immigration law. "The order makes it more difficult and expensive for US companies to recruit, hire and retain some of the world's best employees. It disrupts ongoing business operations," the tech companies said. Not on the brief were MVPDs and programmers. An **NCTA** rep said the trade group is not looking at taking similar action. Last week, hundreds of **Comcast** employees took to the streets to protest the temporary ban, holding signs that said things like "Tech Has No Borders." The protest was described as employee-organized. **Cablefax** reached out to several programmers and MVPDs to see if they had any plans to file similar briefs or make a statement, but none indicated that such action was in the works. A lot of eyes have been on **Disney** CEO *Bob Iger*, who was named to Trump's strategic forum filled with business leaders. He did not attend the group's first meeting last week due to a company board meeting. Disney reports earnings on today (Tues, 2/7), so the issue may come up during the company's earnings call.

Pai's Panache: We keep getting little glimpses of *Ajit Pai's* style as **FCC** chairman. On Friday, he responded to letter from **House Commerce** Dems *Frank Pallone* (NJ) and *Mike Doyle* (PA) in which the lawmakers asked him



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to commit to working with colleagues in a bipartisan fashion and not retaliating against any civil servants based on their analysis or work under previous FCC leadership. In his reply, Pai assured the congressmen that he will do his best to hear all points of view and that staff will be treated fairly. He ended each letter with a handwritten, personal postscript. He told Doyle he's excited to work with him "notwithstanding your Steelers' decisive playoff victory over my woebegone Chiefs." For Pallone, he said he was excited to collaborate with the Commerce committee ranking member and his staff, "including David Goldman, one of the best in the business!" An adviser to former FCC com-mish Jessica Rosenworcel, Goldman has served as chief telecom counsel for the committee's Democratic staff since January 2015. On Monday, Pai announced another process reform measure, pledging that his office will share with every Commissioner's office every item that will be considered at an open meeting before anyone discusses the content of those items publicly or the FCC releases the text of those documents. "During the past few years, the Chairman's Office often briefed the press or published a blog about matters to be voted upon at the FCC's monthly meetings before sharing those matters with Commissioners," Pai said. "As a Commissioner, I thought that actions like these were inappropriate and disrespectful of other Commissioners." He still has faced criticism from the FCC's lone Democrat, with *Mignon Clyburn* taking him to task for a rescinding about a dozen actions and reports Friday that were completed under *Tom Wheeler*, including closing an inquiry into zero-rating practices. Pallone is not a fan of a decision issued during Friday's deregulation flurry. He issued a statement Monday criticizing the move to limit nine companies' involvement in the Lifeline program (*CFX*, 2/6). "In making this decision, the FCC's order relies on then-Commissioner Ajit Pai's own testimony before our Committee last year, but at that same hearing he admitted that the FCC had not yet found any evidence of fraud in the Lifeline program," Pallone said, urging the FCC to reconsider the action.

DISH's New Campaign: DISH launched a company-wide initiative dubbed "Tuned In To You," which aims to confront the low customer satisfaction pervasive throughout the pay-TV industry. The program kicked off Monday with "The Spokeslistener" campaign, which challenges the traditional spokesperson convention commonly used in TV ads. The video provider launched a series of TV, radio and digital ads that indicate the common frustrations experienced by pay-TV customers and the solutions offered by DISH.

Super Bowl Report: Viewers spent more than 350K hours watching Super Bowl LI ads on **YouTube** during the game, marking more than 15% YOY growth, according to the Google unit. Mobile played a big role: some 70% of the watch time came from mobile devices. The top 5 ads on YouTube, based on Game Day views as of Feb 6 at 2am EST, are from **Budweiser, Bud Light, Hyundai, Kia** and **T-Mobile**. **TiVo** also released its post-game report highlighting this year's most engaging commercials. The top 5 commercials and promotions are from **Bai Brands, Kia, It's a 10 Haircare, T-Mobile** and **Honda**, according to TiVo. For the 7th consecutive year, TiVo found viewership for the halftime show exceeding that of the overall game. Based on data from the last 9 years, this year's halftime show ranked 3rd right behind 2012's performance by *Madonna* and 2015's halftime show featuring *Katy Perry* and *Lenny Kravitz*. Meanwhile, the game on **Fox** delivered a 48.8/72 metered market HH rating/share, according to **Nielsen**, making it the network's highest metered market rating ever. The game is up 3% over the last Super Bowl on FOX, the 2014 matchup between the **Seattle Seahawks** and **Denver Broncos**.

comScore Warning: Measurement company **comScore** said it's notified the **Nasdaq** Hearings Panel that it will be unable to regain compliance with its **SEC** periodic reporting requirements by a Feb 23 deadline. As a result, its stock may be suspended from trading and delisted. Shares plunged Monday, closing down more than 28%. In October, the company was given until the February date to complete its financial restatement and regain compliance. The company is targeting summer of 2017 to finish the process, blaming the delay primarily on the magnitude of work that it needs to perform in order to review accounting judgments and estimates for transactions that occurred during 2013-2016. If delisted, comScore plans to appeal. "Our business fundamentals continue to be strong, underscored by our healthy balance sheet with \$116 million in cash. We are confident in our strategy, our roadmap for innovation, our unique data and technology assets, and in the value we deliver to more than 3,000 clients, all of which we believe will drive long-term growth for our company," CEO

BUSINESS & FINANCE

Gian Fulgoni said in a statement.

NAMIC & WICT Survey: NAMIC and WICT will team up again for a joint survey for the next edition of the NAMIC AIM and WICT PAR Initiative. The survey, which opens today and will close after five weeks of data collection, examines the current state of ethnic and gender diversity within the cable and communications industry. Mercer will conduct the survey for the associations. It's funded through the support of the **Walter Kaitz Foundation**.

People: A+E Networks named *Laura Fleury* as svp, head of programming, International. She will continue to serve as a senior advisor to A+E networks for crime programming. A 20+-year A+E vet, Fleury was previously svp, programming & development for **LMN**. -- Former **Syfy** and **USA** communications vp *Maureen Granados* has joined **EPIX** as vp, publicity. -- **A+E Networks** appointed *Sun Young Moon* as head of Content and Development, North Asia. She joins the company from **Fox International Channels**.

Editor's Note: Don't forget about our HDR/4K Webinar today at 1:30pm ET. More info at Cablefax.com.

Business/Finance: Charter's subsidiaries closed on the sale of \$1 billion in aggregate principal amount of senior unsecured notes due 2027.

Cablefax Daily Stockwatch

Company	02/06 Close	1-Day Ch	Company	02/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	60.98	(0.87)	MICROSOFT:	63.64	(0.04)
ENTRAVISION:	5.28	(0.08)	NETFLIX:	140.97	0.72
GRAY TELEVISION:	12.10	UNCH	NIELSEN:	41.99	(0.48)
NEXSTAR:	65.55	(0.5)	SEACHANGE:	2.47	0.03
SINCLAIR:	33.80	UNCH	SONY:	31.95	0.29
TEGNA:	23.22	(0.24)	SPRINT NEXTEL:	8.36	(0.08)
MSOS					
CABLE ONE:	642.57	(2.43)	SYNACOR:	3.10	(0.05)
CHARTER:	322.60	(6.11)	UNIVERSAL ELEC:	62.85	(0.1)
COMCAST:	74.54	(0.72)	VONAGE:	6.76	(0.12)
GCI:	19.15	(0.46)	YAHOO:	44.42	0.71
LIBERTY BROADBAND:	83.45	(1.12)	TELCOS		
LIBERTY GLOBAL:	36.13	(0.39)	AT&T:	41.06	(0.19)
SHAW COMM:	21.49	(0.13)	CENTURYLINK:	25.05	(0.37)
SHENTEL:	26.80	(0.5)	FRONTIER:	3.33	(0.09)
PROGRAMMING					
21ST CENTURY FOX:	31.06	(0.34)	TDS:	28.96	(0.74)
AMC NETWORKS:	56.09	(0.18)	VERIZON:	48.02	(0.56)
CBS:	64.67	0.52	MARKET INDICES		
DISCOVERY:	27.97	(0.12)	DOW:	20052.42	(19.04)
DISNEY:	109.56	(0.74)	NASDAQ:	5663.55	(3.21)
GRUPO TELEVISIA:	22.27	0.12	S&P 500:	2292.56	(4.86)
HSN:	34.95	0.30			
MSG NETWORKS:	21.80	0.15			
SCRIPPS INT:	75.51	(0.61)			
TIME WARNER:	96.33	0.46			
VIACOM:	44.30	(0.6)			
WWE:	19.65	(0.05)			
TECHNOLOGY					
ADVANTAGE:	1.81	(0.03)			
AMDOCS:	59.00	(0.29)			
AMPHENOL:	67.09	(0.38)			
APPLE:	130.29	1.21			
ARRIS GROUP:	28.61	(0.18)			
AVID TECH:	5.65	(0.05)			
BLNDER TONGUE:	0.71	0.02			
CISCO:	31.30	(0.02)			
COMMSCOPE:	38.28	(0.25)			
CONCURRENT:	5.26	(0.16)			
CONVERGYS:	24.78	(0.38)			
CSG SYSTEMS:	39.31	(1.08)			
ECHOSTAR:	55.40	(0.65)			
GOOGLE:	801.34	(0.15)			
HARMONIC:	5.15	(0.05)			
INTEL:	36.27	(0.25)			
INTERACTIVE CORP:	75.26	0.54			
LEVEL 3:	58.37	(0.65)			

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

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TIP 3 : Stand Out!

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CFX TECH by Joyce Wang

WiFi in 2017

We chatted with *Kevin Robinson*, vp of marketing at **Wi-Fi Alliance**, about what 2017 has in store for WiFi. Thanks to the continuous rise in usage, more than 9 billion WiFi-enabled devices are expected to be in use at the end of 2017 and more than 3 billion devices are expected to be shipped this year alone, Robinson said. Top WiFi trends include simplifying networks and higher-performance WiFi products. In addition, he said WiFi will play a role in the expansion of augmented and virtual reality and the Internet of Things. There also will be a shift toward Self-Organizing Networks (SONs) and other solutions designed to help simplify WiFi networking and optimize overall network performance. “New products will ‘self-organize,’ bringing a more seamless user experience to homes and offices, and helping to automate the management and optimization of WiFi networks,” said Robinson. As for WiFi device vendors, they are looking to implement WiFi Certified WiGig to enable services including the immersive, high-performance, wireless VR experience, without sacrificing wired-grade performance. Beyond gaming, Robinson said WiGig would help the industry proliferate VR into more scenarios including those in education, sports and healthcare. And WiFi will drive new standards-based features to offer even more relevancy for IoT, he said. 2017 will also see an upgrade in WiFi security as more companies implement security protections at the service or application level. As major wireless carriers like **Verizon** and **AT&T** trial 5G, the next-gen wireless standard capable of delivering gigabit speeds, WiGig will provide “foundational elements for addressing many emerging 5G use cases...” the exec said. The WiGig initiative allows WiFi devices to access the uncongested 60 GHz frequency bandwidth with wide channels to transmit data efficiently at multi-gigabit per second speeds. In 2017 and beyond, there would be more announcements about WiGig-enabled products, bringing multi-gigabit connectivity for a vari-

ety of wireless docking, multimedia streaming, gaming and networking applications, he said. Robinson predicted upcoming WiFi technologies will play an even bigger role to enable 5G technologies, which require high capacity and/or very low latency. The Wi-Fi Alliance is working with its partners on 802.11ax, which allows high demand applications such as streaming video, Virtual Private Network access to office, video conferencing in crowded heterogeneous networks with heavy user-loaded access points. Among other initiatives, the group is also participating in a working group to study coexistence mechanisms enabling shared use of unlicensed spectrum and to define WiFi network baseline performance evaluation. Later this month, Robinson said the WiFi Location program will be introduced, offering advanced features to bring location determination indoors to meet demand for mobile location-based services. The Wi-Fi Alliance will be part of the Wi-Fi Now Conference, current scheduled for April 18-20 in VA. The conference will address themes like next-gen WiFi for the connected home, mobile-WiFi convergence, public WiFi security and carrier-grade WiFi and WiFi Calling.

Altice-NAGRA Deal: **NAGRA**, the digital TV division of the **Kudelski Group**, scored a deal with **Altice USA** to enable encryption and content security for HD and 4K services. NAGRA Connect, the converged CAS/DRM protection solution for broadcast, IPTV, OTT and the connected home, and the MediaLive platform, will be used to allow Altice USA to deploy new IP- and QAM-based content including 4K Ultra HD. Through the use of advanced encryption technology, the NAGRA platform is expected to efficiently coexist within US cable systems while avoiding duplication of precious bandwidth and enabling an open choice of set-top box suppliers.

Got tech news? Reach out to Cablefax Tech editor Joyce Wang at jwang@accessintel.com

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