

# Cablefax Daily™

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What the Industry Reads First

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## Scripps 4Q: Ratings up, International M&A Eyed

2016 was a good year for **Scripps Networks Interactive**, which saw total day C3 viewing up for all 6 US networks. And three channels—**HGTV**, **DIY** and **Cooking Channel**—had their best ratings performance in network history. CEO *Ken Lowe* sounded optimistic about those elusive millennials, reporting that while their engagement with Scripps networks primarily comes from social, they tend to grow into linear TV viewing as they age. “They have continued to use social media and engagement in a way that our traditional audience in the past hasn’t. So it’s a new type of viewer coming in,” Lowe said during Tuesday’s earnings call. Given that, it’s not surprising to hear that Scripps is focusing domestically on opportunities around the digital space. Scripps’ portfolio is on pretty much all of the virtual MVPD platforms as part of their “broad bundles or skinnier bundles,” according to COO *Burton Jablin*. “We’re talking to everybody else who is considering launching a virtual MVPD. And our thought on this is that really the dynamics should be consistent with viewing on regular MVPDs,” he said. The company programs its networks in ways that enable an on-demand-like experience, Jablin said. That approach continues in virtual MVPD platforms, no matter what the size of the bundle is, he said. “Remember, we are essentially a skinny bundle already. We’re a bundle of lifestyle networks that work well together, and that’s why we’ve been getting distribution on all these virtual MVPDs that have been announced,” he said. Even though TVE viewing on PC and mobile devices isn’t measured, the good news is the bulk of TVE viewing at Scripps is through devices connected to the TV, which does get measured, Jablin noted. After day 3 of the linear debut, the company does dynamic ad insertion on its own TVE apps and on its owned and operated websites and social media platforms. “That all gets measured because we have all the data from those platforms,” Jablin said. In general, “there’s not a vast amount for us that’s slipping through the cracks.” That said, like the rest of the industry, Scripps is looking forward to a total measurement number and will wait and see when **Nielsen** has that ready, according to the exec. When it comes to M&A, the company is mostly looking outside of US to expand its brands. Earlier this month, Scripps announced a long-term deal with German broadcaster the **ProSiebenSat.1 Group** to launch branded programming blocks starting in the spring. The agreement brings HGTV, Food Network, Travel Channel and DIY Network to viewers in EU. Owning its own content has been a key strategy for Scripps and that will continue.



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“Because we own our own content, we can more effectively utilize our programming across all platforms, a tremendous value proposition to our advertising and distribution partners,” Lowe said. Financially, the company posted earnings of \$52.1mln, compared with \$164mln in the year-ago period, largely due to a \$57.9mln write-down for international assets and negative impact of foreign currency exchange. Quarterly revenue rose 4.3% YOY to \$888.7mln as advertising revenue jumped 7.5%, including a 9.4% domestic gain, while distribution revenue declined 2.1%. Scripps expects 2017 revenue growth of approximately 6%, with positive distribution revenue growth to begin in 1Q17.

**CTAM/ACC Combo:** CTAM and the **Association of Cable Communicators** completed their consolidation, which was first announced last Oct. As a result, *Anne Cowan's* role was expanded from svp of communications and marketing to chief communications officer. Her first task is to launch an executive-level communications steering council to set the integration goals, lay the ground-work for communications and design new education opportunities. Cowan will also act as an advisor to CTAM pres/CEO *Vicki Lins*, continue to co-lead the TV Everywhere and Industry Positioning initiatives, and oversee CableMover communications, corporate marcom and the Television Critics Association tours. Also as part of the consolidation, 2 seats on CTAM's board and 1 seat on the MSO marketing co-op board will be filled. The newly-elected directors, along with the execs serving on the inaugural communications steering council, will be announced in late March.

**MLBAM Scores Amazon Exec:** MLBAM, the interactive media firm of **MLB**, appointed *Michael Paull* as CEO of **BAMTech**, the tech service and video streaming company owned by MLBAM, **Disney** and **NHL**. Paull will start in March and report to the BAMTech board. Paull was most recently vp of digital video at **Amazon**. He joined Amazon in 2012 and oversaw Prime Video and TV on demand business in the US during his tenure. BAMTech's partners include **HBO Now**, the **NHL**, **MLB**, the **PGA Tour**, **WWE Network**, **Riot Games/League of Legends** and **Ice Network**. Through a partnership with **Discovery**, BAMTech also jointly formed BAMTech Europe.

**Paramount Network:** **Spike's** not transforming to **Paramount Network** until next year, but the management team is already shaping up. On Tues, **Viacom** confirmed that **TV Land** exec *Keith Cox* had been elevated to the expanded role of pres, development and production for Paramount Network and TV Land. As exec producer at TV Land, he developed, produced and launched all of the channel's current scripted programming. The Hollywood trades broke the news on President's Day that Cox was poised for the gig and **Spike's** longtime originals evp *Sharon Levy* was leaving voluntarily.

**Comcast's Tech ETA:** Following numerous trials, **Comcast** officially launched Tech ETA, a new feature in the MSO's customer-facing My Account app that gives an estimated 30-minute window for when a technician should arrive. Customers can also see the tech's name and photo. A key customer initiative at Comcast has been narrowing the technician appointment windows from 4 hours to 2. In a blog post Sunday, the company said it closed 2016 with a 97% on-time arrival rate.

**MobiTV Gets Funding:** IP video delivery tech firm **MobiTV** scored \$21mln in funding from **Oak Investment Partners** and **Ally Corporate Finance**. The funding is expected to accelerate expansion of the MobiTV Connect Platform to enable IP delivery for pay-TV providers, the company said. MobiTV customers include companies such as **AT&T**, **Verizon**, **T-Mobile USA**, **C Spire**, **DirecLink** and **Citizens Fiber**.

**Verizon's Yahoo Discount:** **Verizon** will pay \$350mln less for **Yahoo** than originally planned. The companies amended the existing terms of their agreement and agreed to share certain liabilities arising from the data breaches incurred by Yahoo. Verizon's acquisition of Yahoo is now valued at \$4.5bln in cash and is expected to close in 2Q. “We have always believed this acquisition makes strategic sense. We look forward to moving ahead expeditiously so that we can quickly welcome Yahoo's tremendous talent and assets into our expanding portfolio in the digital advertising space,” *Marni Walden*, Verizon evp and president of product innovation and new business, said in a news release Tuesday.

**Press Clippings:** **Apple** reported it is testing a 5th generation Apple TV that features 4K capabilities, **Bloomberg** reported, citing people familiar with the plan. Earlier this month, Apple hired *Timothy Twerdhal* to head its TV unit. Twerdhal was most recently head of **Amazon Fire TV**. The upcoming Apple TV is expected as soon as this year.

**MSG Streaming:** **MSG GO**, **MSG Networks'** live streaming and on demand offering, will provide the programmer's lineup of live local **NHL** games starting on March 2. The games, along with each team's full pre- and

# BUSINESS & FINANCE

postgame shows, will be available on March 2. The streaming platform is currently available for free for subs of participating providers (currently **Optimum, Comcast** and **Service Electric**) who receive MSG Networks as part of their subscription.

**Programming:** HBO's documentary "Rock and a Hard Place" will debut March 27. The film looks at incarcerated young people who are granted a second chance, which is the opportunity to trade a prison sentence for a new start by completing the Miami-Dade County Corrections & Rehabilitation Boot Camp. -- **Showtime** debuts the 2nd season of "Dark Net" on April 6. The docu-series produced by **Vocativ Films** features the dark recesses of the deep web. -- **Hulu** ordered a 10-ep first season of "Castle Rock," based on *Stephen King's* book. Production is set to start this year. -- **Bravo** airs the new season of "The Real Housewives of Potomac" on April 2. And yes you will see a lot more drama.

**People:** **WWE** appointed *Sal Siino* as svp, global content distribution & business development. He will report directly to *Tandy O'Donoghue*, evp, strategy & analytics. Prior to joining **WWE**, Siino was co-founder, president and COO of **WeMash**, where he connected premium content owners with video artists, filmmakers and musicians.

## Cablefax Daily Stockwatch

Company	02/21 Close	1-Day Ch	Company	02/21 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			<b>MICROSOFT:</b> ..... 64.49 ..... (0.13)		
DISH:.....	62.82	(0.07)	NETFLIX:.....	142.60	0.38
ENTRAVISION:.....	5.55	0.15	NIELSEN:.....	45.50	0.42
GRAY TELEVISION:.....	12.55	UNCH	SEACHANGE:.....	2.49	UNCH
NEXSTAR:.....	67.35	(0.45)	SONY:.....	31.23	(0.11)
SINCLAIR:.....	36.90	0.40	SPRINT NEXTEL:.....	9.27	(0.03)
TEGNA:.....	24.59	0.22	SYNACOR:.....	3.15	UNCH
<b>MSOS</b>			UNIVERSAL ELEC:.....	74.00	1.35
CABLE ONE:.....	639.36	3.67	VONAGE:.....	6.09	(0.1)
CHARTER:.....	325.15	(1.4)	YAHOO:.....	45.50	0.40
COMCAST:.....	37.89	0.23	<b>TELCOS</b>		
GCI:.....	20.47	0.59	AT&T:.....	41.73	0.25
LIBERTY BROADBAND:.....	85.21	0.17	CENTURYLINK:.....	24.67	0.39
LIBERTY GLOBAL:.....	37.45	0.70	FRONTIER :.....	3.32	0.03
SHAW COMM:.....	21.58	0.19	TDS:.....	32.39	0.46
SHENTEL:.....	28.80	(0.2)	VERIZON:.....	49.43	0.24
<b>PROGRAMMING</b>			<b>MARKET INDICES</b>		
21ST CENTURY FOX:.....	30.55	0.20	DOW:.....	20743.00	118.95
AMC NETWORKS:.....	57.69	1.86	NASDAQ:.....	5865.95	27.37
CBS:.....	67.46	1.77	S&P 500:.....	2365.38	14.22
DISCOVERY:.....	29.62	0.94			
DISNEY:.....	110.01	(0.05)			
GRUPO TELEVISIA:.....	23.40	0.29			
HSN:.....	37.90	1.95			
MSG NETWORKS:.....	21.60	0.20			
SCRIPPS INT:.....	81.50	5.46			
TIME WARNER:.....	96.42	(0.06)			
VIACOM:.....	47.60	0.60			
WWE:.....	22.26	0.12			
<b>TECHNOLOGY</b>					
ADVANTAGE:.....	1.78	(0.03)			
AMDOCS:.....	59.81	(0.17)			
AMPHENOL:.....	69.58	0.12			
APPLE:.....	136.70	0.98			
ARRIS GROUP:.....	29.95	(0.25)			
AVID TECH:.....	5.97	0.10			
BLNDER TONGUE:.....	0.80	0.05			
CISCO:.....	34.13	0.39			
COMMSCOPE:.....	39.98	0.53			
CONCURRENT:.....	5.03	0.13			
CONVERGYS:.....	24.66	0.12			
CSG SYSTEMS:.....	39.99	0.20			
ECHOSTAR:.....	55.35	0.23			
GOOGLE:.....	831.66	3.59			
HARMONIC:.....	5.60	(0.1)			
INTEL:.....	36.52	0.04			
INTERACTIVE CORP:.....	75.62	0.24			
LEVEL 3:.....	57.82	0.52			

## Cablefax Industry Jobs

### 3 Tips to Finding and Hiring the Perfect Candidate

#### TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

#### TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

#### TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

