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# Cablefax Daily™

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What the Industry Reads First

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## Upfront & Center: NBCU Talking Data, Scripps Looking at Live

With the upfronts upon us, we're getting a taste of what the big players have on tap. On Thursday, **NBCU** announced that it is committing \$1bln of data-driven inventory, including enhanced audience targeting platform and programmatic TV, ahead of the upfront. With NBCU relying on its "Audience Symphony" platform, it's a sign of the company's confidence in its data products being able to deliver the audiences advertisers need, with the programmer making guarantees on something other than **Nielsen** data. "By bringing together premium content at scale with guarantees based on business priorities, we're giving clients the best of both worlds: The audiences they need and the targeting they crave, which is superior to other platforms," *Linda Yaccarino*, chairman, NBCU advertising sales and client partnerships, said in a statement. How does it work? NBCU offered up the example of an automobile company receiving access to the most relevant audience of potential car buyers for its brand across the entire portfolio, before any NBCU inventory is committed in the upfront. The optimized media investment will be fully guaranteed to deliver against those precisely defined customers across all platforms, replacing traditional age and gender measurement. Part of **Scripps Networks Interactive's** message during selling season will be the power its portfolio has in live viewing, with the company adopting the upfront theme "Environment Matters." "Our viewers are very engaged to the content, the advertising. They're passionate about the categories. They prefer watching our channels live with commercials," Scripps national ad sales pres *Jon Steinlauf* said in an interview. "We have a lot of examples of how the data in the world of TV buying today is favoring us. We just finished 2016 with 10% ad growth of our US TV business, which is well above the market overall." There's no final number yet for total ad growth for cable, but some estimates put it in the low single digits. Scripps will be touting that all six of its networks grew ratings in 2016 on adults 25-54, C3 total day. Scripps has about 4K hours of new content coming across all of its networks as well about 100 new pilots in development, according to *Kathleen Finch*, SNI's chief programming, content and brand officer. "We're really doubling down and creating a lot of content for all six networks, especially the big three—**HGTV, Food Network** and **Travel Channel**," she said. "We overdeliver to our viewers on the content they want... Pretty much any night of the week, our fans will find premieres on the schedule." Scripps holds its NYC upfront presentation on March 22. It will then go on a nationwide roadshow for the 10th year. Even with Scripps' success with live viewing, it's staying very much

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in the digital game. For example, it was the first food partner with **Snapchat**. “We think about the entire family when we’re creating content... We know mom might be watching Food Network, but the teenage daughter is looking at cupcakes with the Food Network Snapchat Channel,” Finch said. “We do very much think about growing that millennial audience. In addition to that 30-year-old audience that buys their first house or has their first child, we’re also reaching back a little bit further to start seeing the audience of the future.” Last upfront, Scripps sold about 50% of its commercial time for the ‘16-’17 season, with most of the negotiations taking place in June. It generated approximately \$1.1bn in sales for the six networks combined, with YOY growth around 10%. “We expect to sell about the same amount of inventory” this upfront,” Steinlauf said. “We like selling at about the 50% level because we have so many advertisers that buy in other cycles.” As far as predictions on volume and CPMs, the ad exec isn’t convinced that cable overall will see as good as a year as it did in ‘16-’17 (“it’s too early to say”), but he is confident it will be at least as good again for Scripps.

**Univision & Charter:** Univision and its portfolio of networks and stations continue to be on **Charter’s** line up. The two companies have agreed to forgo a preliminary injunction hearing and instead will pursue an expedited schedule that will allow the court to rule more quickly. Univision filed suit last year after Charter began to invoke **Time Warner Cable’s** rate card. Charter briefly lost Univision stations before the court stepped in and issued a temporary restraining order that kept them on (with a Charter bond) while legal proceedings continued. According to the docket, Univision stations will remain on Charter until motions on summary judgment have been decided. That likely won’t be until the summer at the earliest.

**More OpenTV Litigation:** This time Canada’s **Shaw** is the subject of a patent infringement suit from **Kudelski Group** subsidiaries **OpenTV** and **Nagravision**. They want a preliminary injunction to stop deployment of **Shaw’s** “BlueSky TV,” a licensed version of **Comcast’s** X1 platform. Comcast and the Kudelski units are already battling each other in court over patents. This new lawsuit alleges that Shaw is infringing on 6 patents, including ones related to pay TV purchasing and viewership monitoring. Several similar patent suits have been filed by OpenTV, including one against the **NFL** in January.

**Drop Scare:** According to public notices, **Charter** intends to drop **NBCU’s Chiller** at the end of April. Chiller is the horror-focused net into which **FearNet** was folded after **Comcast** bought out **Sony** and **Lionsgate’s** stakes in 2014.

**Disney’s Pyne to Exit:** Longtime **Disney** exec **Ben Pyne** plans to step down from his role as **Disney Media** Distribution pres. He’ll stay on through summer to aid in the transition. Pyne’s 25-year track record at the company includes growing **Disney Channel** from 6.5mln subs in 1992 to nearly 100mln US homes today. Throw in international, and you’ve got an additional 500mln subs. No word yet on how Disney will replace him. Pyne was named pres, global distribution of Disney Media Networks in 2007. He worked with teams around the world to create an integrated distribution team. He’s on **Hulu’s** board as a Disney rep and is also on the boards of the **T. Howard Foundation** and **CTAM** Educational Foundation.

**FCC Meeting:** Continuing **FCC** chmn **Ajit Pai’s** pilot program, the agency is publicly releasing the draft text of all 6 items that will be considered at its March 23 meeting. Among the items is a Report and Order that would authorize channel sharing outside the context of the incentive auction that thus allow stations with auction-related channel sharing agreements to continue to operate if their agreements expire or terminate. It will also consider a proposal that would enhance service quality and a new provider compensation plan for video replay services.

**Altice-Audience Partners:** **Altice USA** agreed to acquire **Audience Partners**, which provides audience-based digital ad solutions worldwide. As part of the deal, Altice will integrate Audience Partners into its advertising platform, which is expected to allow customers to implement multiscreen addressability and advanced analytics.

**Broadband Hearing:** **President Trump** said on Tuesday that he looks to create a \$1 trillion infrastructure package. While he didn’t mention broadband, **Senate Commerce Committee** chmn **John Thune** (R-SD) seemed confident that broadband will make the package. That said, it’s hard to say what the infrastructure might entail, Thune acknowledged during the committee’s broadband infrastructure hearing on Wednesday. Meanwhile, mayors and local leaders from 62 cities and counties wrote to the President, Senate Majority Leader **Mitch McConnell** (R-KT) and House Speaker **Paul Ryan** (R-Wi) this week to urge promoting broadband access and affordability as part of the potential infrastructure initiative.

**Snap IPO:** **Snap**, the parent company of **Snapchat**, started trading on **NYSE** Thursday, with shares going as high as more than \$25. The company priced its IPO offering at \$17 a share. Snapchat’s “Discover” section features content provided by

# BUSINESS & FINANCE

programmers such as ESPN, Comedy Central, the Food Network and MTV. The company is looking increasingly like a cable company, at least on the revenue model side: It's now buying programming from creators with an up-front fee, similar to the way cable MSOs buy content from programmers.

**USF Update:** The FCC took another step towards implementing the Connect America Phase II auction in which service providers will compete for up to \$1.98bln to offer rural voice and broadband services. The move followed several petitions regarding auction format and eligibility, among other things. The agency declined to adopt specific preferences for certain states and Tribal lands or to adopt alternative interim deployment obligations for a subset of Phase II auction recipients. It did adopt preferences that will be implemented in the Remote Areas Fund auction for states where the Phase II offer of model-based support was declined, subject to certain conditions. The Commission granted a petition for reconsideration of its decision to retain the option to re-auction certain areas served by high latency bidders if a set subscription rate isn't met.

**People:** MTV named *Amani Duncan* svp, music for MTV, reporting dually to MTV, **VH1**, **Logo** head *Chris McCarthy* and *Bruce Gillmer*, **Viacom's** Head of Music and Music Talent. Duncan had been vp, brand marketing for **C.F. Martin & Co** (Martin Guitar).

## Cablefax Daily Stockwatch

Company	03/02 Close	1-Day Ch	Company	03/02 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	60.82	(1.17)	MICROSOFT:	64.01	(0.93)
ENTRAVISION:	5.55	UNCH	NETFLIX:	139.53	(3.12)
GRAY TELEVISION:	14.00	(0.45)	NIELSEN:	45.10	0.03
NEXSTAR:	70.80	(2.35)	SEACHANGE:	2.49	(0.01)
SINCLAIR:	40.90	(0.9)	SONY:	31.41	(0.12)
TEGNA:	26.00	(0.29)	SPRINT NEXTEL:	8.73	(0.11)
<b>MSOS</b>					
CABLE ONE:	623.50	(11.03)	SYNACOR:	3.10	0.05
CHARTER:	323.95	(1.22)	UNIVERSAL ELEC:	66.55	(1.55)
COMCAST:	37.45	(0.14)	VONAGE:	5.99	(0.01)
GCI:	19.40	(1.75)	YAHOO:	45.94	(0.3)
LIBERTY BROADBAND:	83.44	(0.75)	<b>TELCOS</b>		
LIBERTY GLOBAL:	34.79	(0.41)	AT&T:	42.07	0.03
SHAW COMM:	20.74	0.03	CENTURYLINK:	23.53	(0.51)
SHENTEL:	27.45	(0.8)	FRONTIER:	2.81	(0.11)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	30.20	(0.21)	TDS:	26.52	(0.47)
AMC NETWORKS:	60.52	(0.27)	VERIZON:	49.98	0.17
CBS:	67.15	(0.11)	<b>MARKET INDICES</b>		
DISCOVERY:	28.49	(0.03)	DOW:	21002.97	(112.58)
DISNEY:	110.59	(0.45)	NASDAQ:	5861.22	(42.81)
GRUPO TELEVISIA:	25.57	(0.2)	S&P 500:	2381.92	(14.04)
HSN:	37.80	(0.35)			
MSG NETWORKS:	22.05	0.15			
SCRIPPS INT:	78.96	(1.03)			
TIME WARNER:	98.96	0.06			
VIACOM:	44.45	(1.45)			
WWE:	20.52	(0.35)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	1.80	(0.01)			
AMDOCS:	61.66	0.33			
AMPHENOL:	70.48	(0.4)			
APPLE:	138.96	(0.83)			
ARRIS GROUP:	25.36	(0.59)			
AVID TECH:	5.53	(0.14)			
BLNDER TONGUE:	0.73	0.02			
CISCO:	34.39	(0.05)			
COMMSCOPE:	38.91	(0.55)			
CONCURRENT:	4.97	UNCH			
CONVERGYS:	21.56	(0.69)			
CSG SYSTEMS:	39.04	(0.68)			
ECHOSTAR:	53.99	(0.09)			
GOOGLE:	830.63	(4.61)			
HARMONIC:	5.90	UNCH			
INTEL:	35.91	(0.02)			
INTERACTIVE CORP:	73.92	(0.37)			
LEVEL 3:	56.98	(0.67)			

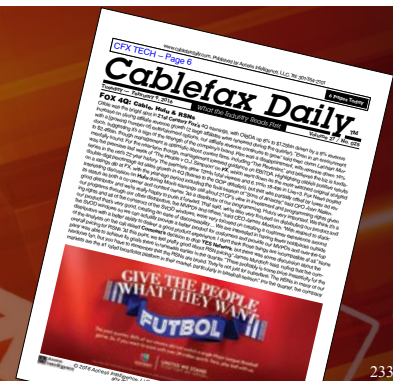
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# PROGRAMMER'S PAGE

## Goodbye, Dream of the '90s

If you're a fan of IFC's "Portlandia," you're in a lot of pain right now. That's because you've been loving Season 7, which draws to a close this month, and it's only now sinking in that Season 8 will be the show's last. No more lesbian bookstore owners. No more mayoral antics by *Kyle MacLachlan*. And no more solving all your problems by simply "putting a bird on it." But as your Dream of the '90s slowly turns into a nightmare, fear not: Creators and longtime pals *Fred Armisen* and *Carrie Brownstein*, along with co-creator *Jonathan Krisel*, told us earlier this year during TCA that the show (and its beloved characters) will probably live on. Somehow. "It will always be a part of us," says Armisen. "I'm sure we'll never really say goodbye. It's going to be ways to repackage it in a certain way... We'll always work together in some form or another." Says Brownstein: "I feel like people are just discovering the show. Netflix, streaming. I think the show has a whole second life on there... People are discovering the show all the time." In a way, Portlandia has found cult success in a bizarre idea: Set a sketch show in Portland and populate it with characters spellbound by their own sustainable, green liberalism and well-intentioned humanity. Never mean spirited, it's the kind of show that shines a light on all of us, no matter what cultural proclivities. "It's just a feel-good, lots of funny stuff, zero drama thing to watch," explains Krisel. "A friend of mine was going through a divorce, and somehow watching the show made everything okay." And if Portlandia's 2011 debut and subsequent rise perfectly captured Obama's America, it's perhaps fitting that its long kiss goodnight occurs as the nation shifts into Trumpland. "It has put me in a weird mental space going into the next season," admits Krisel. Stay tuned... — *Michael Grebb*

**Reviews:** "Feud," series premiere, 10pm, Sunday, **FX**. The title of this 8-part, limited series about *Joan Crawford (Jessica Lange)* and *Bette Davis (Susan Sarandon)* made us expect fireworks. Instead, in the first episode at least, we get a slow, steady burn. The plot begins in 1960 Hollywood. Then as now, female actors beyond their 30s were starving for good roles as the ingénue *Marilyn Monroe* dominated. Eventually Crawford conceives of making a film of "What Ever Happened to Baby Jane?" *Kathy Bates, Stanley Tucci, Alfred Molina* and *Catherine Zeta-Jones* bolster the slow-moving opener, which is heavy on talk and light on action. Movie buffs will keep watching, as will those interested in Hollywood history. We will, too, hoping for Lange-Sarandon sparks. — "Cesar Millan's Dog Nation," series premiere, 9pm, Friday, **Nat Geo WILD**. Permission to cry is granted during this emotional opening ep. In addition to Cesar's usual dog-training segments, he and son Andre visit a center where dogs help teach autistic and emotionally challenged kids. The experience touches Andre (ditto your critic). It's beautiful television. -- "Planet Earth II: Jungles," Saturday, 9pm, **BBC America**. You've yet to watch this incredible series? Start now, as dad's glass frog and tree monkey display impressive parenting skills. This ep's narration (*Sir David Attenborough*) is great, but glass frog tadpoles produce the wow moment. You'll see. — *Seth Arenstein*

Basic Cable Rankings (2/20/17-2/26/17)			
Mon-Sun Prime			
1	FOXN	1.2	2672
2	HGTV	0.7	1592
2	HIST	0.7	1510
2	MSNB	0.7	1487
5	USA	0.6	1500
5	TBSC	0.6	1453
5	AMC	0.6	1290
8	TNT	0.5	1248
8	DISC	0.5	1224
8	ESPN	0.5	1216
8	DSNY	0.5	1105
8	ID	0.5	999
13	FOOD	0.4	1030
13	CNN	0.4	972
13	FX	0.4	884
13	TLC	0.4	821
13	NKJR	0.4	679
13	DSE	0.4	90
19	ADSM	0.3	804
19	LIFE	0.3	727
19	TVLD	0.3	720
19	HALL	0.3	701
19	SYFY	0.3	671
19	A&E	0.3	668
19	SPK	0.3	627
19	FS1	0.3	627
19	NAN	0.3	619
19	BRAV	0.3	589
19	DSJR	0.3	584
19	APL	0.3	579
19	VH1	0.3	565
19	HMM	0.3	524
19	OWN	0.3	517
34	BET	0.2	520
34	FRFM	0.2	511
34	INSP	0.2	496
34	WETV	0.2	479
34	GSN	0.2	464
34	TRAV	0.2	428
34	MTV	0.2	420
34	CMDY	0.2	389
34	LMN	0.2	387
34	FXX	0.2	370
34	EN	0.2	367

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



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