

# Cablefax Daily™

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What the Industry Reads First

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## Privacy Repeal: Senate Gets Ball Rolling; Cable Pledges Privacy Sensitivity

While the **FCC** was in the midst of its lengthy March open meeting Thursday, the Senate was taking steps to dismantle the previous chairman's broadband privacy and data security rules. On a party line vote of 50-48, the chamber voted to repeal the rules adopted by the agency in October. New chmn *Ajit Pai* voted against those rules and had them stayed before they could take effect. The bill now has to pass the House. As the Senate vote was taking place, Pai told reporters that the goal is to make sure when someone goes online their sensitive info is protected, "regardless of the regulatory classification of the institution holding that information." One of cable's complaints about the rules was that companies like **Facebook** and **Google** weren't covered by them. "The FCC should have made sure that the regulatory approach matched the FTC framework and to the extent that they were dissimilar, created symmetry in terms of regulation of companies in the same space," Pai said. Net neutrality proponents fear that rolling back the privacy regs is a first step in repealing the 2015 Open Internet order that classified broadband as a Title II common carrier service. At a news conference after Thursday's FCC meeting, Pai told reporters there's been no strategizing about a post Title II world. Democratic FCC commissioner *Mignon Clyburn* and **FTC** commish *Terrell McSweeney* joined together to express their disapproval of the Senate action: "This legislation will frustrate the FCC's future efforts to protect the privacy of voice and broadband customers. It also creates a massive gap in consumer protection law as broadband and cable companies now have no discernible privacy requirements." That's not how cable sees it, with **NCTA** issuing a statement that this moves closer to re-establishing the FTC privacy framework that applies equally to everyone operating online. "Our industry remains committed to offering services that protect the privacy and security of the personal information of our customers," the group said. Pai and Acting FTC chmn *Maureen Ohlhausen* have pledged to work together on developing this new framework. In the meantime, look for cable to reassure that a repeal won't bring the wild, wild west to their customers' privacy. **ACA** noted its members "remain subject to a variety of state and federal unfair and deceptive trade practices, data security and data breach laws. Moreover, they have released a voluntary set of ISP Privacy Principles that cover transparency, consumer choice, data security and data breach notification and are consistent with the FTC's long-standing framework."

**DOJ-AT&T Dodgers Settlement:** The **DOJ** has reached a proposed settlement with **AT&T** over its claims that **DirecTV** shared information over the Dodgers RSN with other MVPDs. AT&T must refrain from sharing competitive sensitive info, but is not required to carry the channel, according to court docs. **Charter** manages the network for the Dodgers. DOJ filed the suit in the fall accusing DirecTV of unlawfully exchanging strategic info with **Cox**, Charter and AT&T (then a separate company) during negotiations for Dodgers RSN **SportsNet LA**, which was managed by Time Warner Cable at the time.



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**Arris Investor Day:** Getting fiber deeper into neighborhoods continues and that's good news for **Arris**. "That's a big multi-year, continuing growth cycle powering our business," CEO **Bruce McClelland** said at the company's investor day Thursday. **Altice USA** has announced a project to deliver more fiber to the home. "Within our product portfolio, we shifted around making sure we have a new set of products that are fairly aligned around where they're going long term," McClelland said. He also gave an update on the pending \$800mln **Ruckus Wireless** acquisition, which is contingent on **Broadcom** closing its acquisition of **Brocade**.

**Channel Sharing:** Thursday's **FCC** meeting included the approval of a report and order allowing for channel sharing by stations outside the broadcast TV spectrum auction. The move is supported by broadcasters, saying it will give greater certainty to stations whose sharing agreements may expire or terminate after the auction. There's a victory for cable in here. In the circulated draft, low-power TV providers wanted to channel share to qualify for must-carry. That was changed over concerns it would increase carriage burdens on MVPDs (sounds like com-mish Michael O'Rielly pushed for the revision). The item approved has it so that only a station that had must carry originally at the existing location able to take must-carry to the new shared location.

**4K Baseball: DirecTV** will broadcast up to 25 **MLB Network** Showcase games in 4K UHD, starting with Chicago at St Louis on April 4. That's up from 23 games last year, the first time **AT&T** collaborated with MLB to offer 4K broadcasts. The games are available to subs with 4K equipment with a DirecTV Choice package or higher.

**Iger Contract Extension:** And the guessing game over whether **Disney** CEO **Bob Iger** ever will retire continues. An SEC filing Thursday revealed that his contract expiration was extended from June 30, 2018 to July 2, 2019. Iger, who has been with Disney for 43 years, said during the company's 1Q earnings call that he was open to staying on if it's in the best interest of the company. The extension gives the board more time to find a successor.

**Business Services Video Surveillance: Comcast Business** introduced "SmartOffice," a video surveillance solution designed to improve efficiency for small and medium sized businesses through advanced monitoring. Businesses can record, store, access, and share surveillance video on a 24x7 basis, with cloud storage features.

**Programming: History** debuts unscripted series "Road Hauks," April 8. It follows the creation of custom off-road vehicles from **Kenny Hawk** and his crew. -- **Half Yard Productions** and **Atlantic Crossing Productions** have entered into a development deal with Royal Couturier **David Emanuel** (yep, the man who designed the world famous wedding dress for Diana, Princess of Wales). Emanuel is host of "Say Yes to the Dress UK."

**WICT Rising Leaders:** **WICT** announced the 180 participants for its Rising Leaders program, a weeklong immersion program for undertaking increased leadership responsibilities. A grant from the **Walter Kaitz Foundation** will support eight scholarships in this year's program for RLP designees from smaller companies and industry nonprofits.

**Don't Miss Out:** Next week, **Cablefax** brings together the brightest stars in the multiscreen universe for the Multiscreen Breakfast on March 30 at the Yale Club in NYC. Come celebrate with honorees from the Digital and Tech Awards, as well as the stellar Most Innovative People in Multiscreen. More info: [www.cablefax.com](http://www.cablefax.com). See you there!



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# PROGRAMMER'S PAGE

## Snapchat Surgery

If having your naked body with strategically placed emojis snapped out into the universe doesn't sound appealing, you probably don't want to book an appointment with Dr *Michael Salzhauer*. The plastic surgeon is better known to his social media fan base as Dr Miami. His decision to **Snapchat** surgeries has landed him his own series on **WE tv** (premieres March 31, 10pm). After having his **Instagram** account deleted, he decided to give Snapchat a go at his 15-year-old daughter's urging. "It was completely lucky without any real planning to it," he said during a panel at **NATPE**. "The first day we snapped we had about 1800 viewers based purely on word of mouth... The next day 4K, then 8K. Within a month, 100K people were tuning in." Salzhauer's own show on WE tv is no replacement for his Snapchat surgeries, with the series focusing more on the behind-the-scenes of the flashy doctor and his staff. "No doctor lets you into the operating room. We think it's very unique," said WE tv pres/gm *Marc Juris*. And while the Snapchat angle is interesting, Juris believes Dr Miami would be a good series even without it because it has all the compelling elements of storytelling along with good characters. If you're wondering about Salzhauer's patients, 95% seek him out often because of Snapchat. Some come in and "it's almost like performance art for them" and they have a list of what songs to play in surgery and who to shout out too, he said. "A stuffy, extremely private person is not going to be in my office," he said. Given his success on social media, why not just stay a social media star? "There are stories I can't tell on my Snapchat," the doctor says, not to mention the production values are magnitudes better. Salzhauer believes he was the first doctor to use Snapchat in this way, with now "literally hundreds of surgeons and dentists" following suit. Something to keep in mind when you schedule your next doctor's visit! — *Amy Maclean*

**Reviews:** "The Incredible Dr. Pol: 100th Episode," 9pm, Saturday, **Nat Geo Wild**. We'd like to say Dr. Jan Pol's 100th episode and the special preceding it at 8pm were delightful. We doubt the good doctor or his colleagues would see things that way, especially when they're working with large animals and asking them to hold still as an arm is inserted, uh—the notes Wild sent say Dr. Pol has stuck his arm "up 409 cows' butts." Wild has done a wonderful job reminiscing about its top-rated series, ensuring viewers know Dr. Pol off camera is the same as he is on—the most real reality star, a total hoot and animal lover. Appropriately the special includes a great segment showing Pol being smacked by ornery animals he's trying to help. Pol smiles and, as he says, "I move." In episode 100, Dr. Pol indeed is moved, but without moving. An abused, gentle St. Bernard named Killion is the cause. And it's a beautiful moment. -- "The Americans," 10pm, Tuesday, **FX**. On occasion we return to a series after a middling review. Long one of cable's best, "The Americans" deserves the chance for a reprieve. Fortunately, the Cold War spy thriller is strong next week as stakes are raised several times. And the kicker is a long-lost character reappears. — *Seth Arenstein*

Basic Cable Rankings (3/13/17-3/19/17) Mon-Sun Prime			
1	FOXN	1.1	2543
2	TNT	0.9	2174
3	TBSC	0.8	1929
3	MSNB	0.8	1775
5	USA	0.7	1681
5	HGTV	0.7	1577
7	DISC	0.5	1272
7	AMC	0.5	1239
7	TRU	0.5	1138
7	HIST	0.5	1125
7	CNN	0.5	1084
7	ID	0.5	1053
7	DSE	0.5	104
14	FOOD	0.4	964
14	DSNY	0.4	946
14	A&E	0.4	853
14	TLC	0.4	835
14	HALL	0.4	813
14	HMM	0.4	603
20	FX	0.3	804
20	LIFE	0.3	779
20	NAN	0.3	746
20	ADSM	0.3	742
20	TVLD	0.3	741
20	VH1	0.3	657
20	FRFM	0.3	653
20	APL	0.3	645
20	NKJR	0.3	643
20	BRAV	0.3	625
20	ESPN	0.3	620
20	SYFY	0.3	599
20	SPK	0.3	579
20	DSJR	0.3	577
20	OWN	0.3	529
20	LMN	0.3	493
36	WETV	0.2	537
36	INSP	0.2	508
36	TRAV	0.2	500
36	MTV	0.2	474
36	NGC	0.2	448
36	GSN	0.2	417
36	BET	0.2	410
36	EN	0.2	398
36	WGNA	0.2	391

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



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