

Cablefax Daily™

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What the Industry Reads First

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Spring Research Break: SVOD, VR Business Strategies Evolve

Research out this week suggests that new video content business models are gelling quickly—along with monetization opportunities. *Streaming Media* magazine and **Unisphere Research's** latest survey explores assumptions around both advertising-based and subscription OTT, as well as transactional VOD, or TVOD. "One of the key takeaways is that linear channels are a natural progression of OTT, once the overall technical issues are solved, and therefore a natural step forward in terms of reducing cost," the report concluded. "Meshing cost reductions together with linear channels is a hybrid approach that offers the best of linear TV alongside key localized VOD content." According to the survey, sports was identified as the single easiest content type to monetize, at 35% globally and in North America. In the European market, the percentage was even higher, with 52% of responses highlighting the ease of monetizing sports content. Meanwhile, Virtual Reality continues to find its way. According to a new study by **Greenlight Insights**, VR revenue growth will continue to be "modest" in the short term, with revenue reaching \$7.2 billion globally by year-end. However, one cautious stat for content creators is that \$4.7 billion of that total relates to the sales of head-mounted displays rather actual content. "We saw mixed results in the global VR industry in 2016—initial sales volume by some high-end manufacturers didn't quite live up to the hype, while PlayStation VR, **Samsung** Gear VR, and low-cost headsets continued to gain traction," said Greenlight Insights CEO *Clifton Dawson*. "There are turbulent times ahead, but our analysis points to VR achieving critical mass in many markets by 2019, building to a considerable global marketplace five years from now." Greenlight said "location-based entertainment" represents the biggest area of VR growth, with "LBE centers" (ie, facilities where consumers can pay to experience the highest-end VR without purchasing equipment or content) "now a core component of an early distribution marketplace for VR content producers." With out-of-home VR strategies, Greenlight analyst *Eddie Lou* sees "a distinct market opportunity for VR content studios and hardware vendors." **[For more insight and perspective on OTT and VR, register for the TV Innovation Summit on June 8 in NYC at www.cfxtvsummit.com]**

Patent Deal: Tivo and Roku signed a multi-year license agreement covering both companies' patent portfolios as well as OTT assets affected by the TiVo-IV licensing partnership. Roku also gets an option to access TiVo's content meta-

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data and other TiVo search and navigation features. *Samir Armaly*, evp, intellectual property and licensing, TiVo's Rovi arm, said the deal "underscores the importance of TiVo's comprehensive patent portfolios."

Fear Not Wireless: MoffettNathanson on Wed argued that unlimited LTE data plans won't significantly eat into cable's broadband business. "We conclude that the risk (to wired broadband providers) of wireless substitution from the wireless industry's new unlimited LTE data plans is lower than intuition might suggest," noted the new report. "The compromises one would have to make in order to go 'wireless only' simply aren't economical or compelling. Yet. Still, it is reasonable to expect at least some substitution around the edges from light users." Do the math on capacity vs costs and usage, and MoffettNathanson concludes that cellular broadband only makes sense for households in which no single member uses more than 22-30GB per month between devices. When you consider that **Comcast** reports on its website that the median Xfinity broadband household uses 88GB per month, MoffettNathanson said that suggests that "a compelling economic incentive for dropping wireline broadband is probably quite small. But the risk is not zero."

Collision Course?: NCTA on Wed came out against the **National Highway Traffic Safety Administration's** 5GHz NPRM that would mandate a system of vehicle-to-vehicle communications as a safety measure to prevent automobile collisions. In comments, the NCTA urged the NHTSA to amend its cost-benefit analysis to properly account for the costs its mandate would impose on broadband consumers and investors; and to consider how it can advance vehicle safety while supporting the **FCC's** efforts to permit efficient, shared use of the 5.9 GHz band.

Ratings: Univision's two-hour series finale of its "Su Nombre Era Dolores: La Jenn Que Yo Conoci" reached 4.5 million 2+, with a full-run cumulative audience of 18.4 million total viewers. The finale was not only the No. 1 program on Sunday night among Hispanic viewers (regardless of language), the finale numbers made Univision the No. 3 broadcast network among young Adults 18-34 during the 9-11pm time period.

Programming: HBO and the **American Museum of Natural History** will present "Saving My Tomorrow: Kids Who Love the Earth," debuting on Earth Day, April 22 on **HBO Family**. Through a mix of music and science, the special includes kids from around the world who are taking on environmental challenges, from endangered animals and pollution to a warming planet. -- "Good Morning America" meteorologist *Ginger Zee's* home renovation will be the focus of **DIY Network's** new four-part series "Renovation Realities: Ben & Ginger," set to premiere on May 6, at 8 p.m. ET/PT. The show will follow Zee and her husband, "Extra" reporter *Ben Aaron*, attempted to make their old 1,800-square foot house into a three-bedroom, three-bathroom fixer upper into their dream home. -- **TLC** is diving into live TV in a four-night event called "This is Life Live," premiering April 23. Each night, hosts *Lisa Joyner* and *DeVon Franklin* will go live from different locations across the country, to share two unique stories of families and their loved ones as they experience an epic, pivotal moment. -- Former ISS Commander *Col. Chris Hadfield* takes viewers on a cosmic road trip across the solar system in **CuriosityStream** Original film "Miniverse" (premieres April 17), which brings the expanse of the solar system down to the scale of the continental U.S. as Hadfield drives cross country exploring planets and celestial bodies. -- **VH1** is kicking off Mother's Day with its second annual "Dear Mama: An Event to Honor Moms 2" (premieres May 8). *Anthony Anderson* is returning as host but will be joined this time around by actress/author *La La Anthony*. -- **MTV** is bringing "Fear Factor" back to life in a reboot of the reality franchise, courtesy of **Endemol Shine North America**. Rap star *Ludacris* has signed on to host and executive produce the project as part of an overarching deal with MTV. The series will include twelve, one-hour episodes that premiere May 30. -- **Syfy** has renewed "The Magicians" for a 13-episode third season pickup. The season 2 finale airs April 19, and Season 3 premieres in 2018. -- **Oxygen Media** is launching Season 20 (that's 2-0) of its acclaimed true-crime franchise "Snapped" with "Snapped Notorious: *Scott Peterson*," a two-part special airing May 7. The event will focus on the infamous trial which led to Scott Peterson's conviction for the murder of his wife and their unborn son and his conviction calling for his death. -- **ESPN** on Wed announced the launch of **ESPNU** and **SEC Network** in Mexico. The nets will be distributed through **Totalplay**, with a presence in more than 20 cities throughout the country.

People: Pope Francis has appointed **EWTN** chairman/CEO *Michael P. Warsaw* as a Consultor to the Vatican's Secretariat for Communications. Warsaw will advise the Pope and the Holy See on matters related to media and communications.



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THE FAXIES



The FAXIES Awards Finalists

Marketer of the Year, VP Level and Above

- **Joni Fernandez**, Univision
- **Jennifer Giddens**, Sprout/NBCUniversal
- **Jennifer Sarlin**, TLC
- **Alexandra Shapiro**, NBCUniversal

PR Executive of the Year, VP Level and Above

- **Liza Burnett-Fefferman**, VH1 + LOGO/VIACOM
- **Tom Caraccioli**, Outdoor Sportsman Group
- **Chris Delhomme**, VH1 + LOGO/VIACOM
- **Alex Slater**, Clyde Group
- **Pam Slay**, Crown Media Family Networks

Acquisition and Upgrade Marketing

- **Boingo Wireless** – Boingo Broadband International Launch
- **DigitasLBI** – XFINITY X1 Voice Remote Engagement DM
- **GALLEGOS United** – Beautifully Bilingual
- **GALLEGOS United** – Interruptions

Advertising Campaign for a Network

- **TLC** – “I AM” Campaign
- **truTV** – “Funny because it’s tru” Campaign
- **USA** – “We The Bold” Campaign

Advertising Campaign for a Single Program

- **BET Networks** – The New Edition Story, An Epic 3-night Miniseries Event
- **Pop** – Baywatch Teases
- **TLC** – Too Close to Home S1B
- **Viewpoint Creative** – A+E 60 Days In Season 2 Promo Campaign

Affiliate and Partnership Marketing

- **A+E Network** – Roots and 23andMe Partnership
- **Big Ten Network** – BTN Tailgate
- **Discovery Communications** – Discovery Channel 2016 Shark Week
- **INSP** – VIP Screening of Savannah Sunrise at Rossmoor
- **Turner Entertainment Networks** – AT&T and CONAN Comic Con 2016

Brand Image and Positioning Campaign

- **Boingo Wireless** – Boingo All In: I Love LA
- **Burrell Communications** – XFINITY: Unplug and Connect
- **GCI** – Alaska Born and Raised campaign
- **Mediacom** – “Spirit of Mediacom” TV
- **The Weather Channel**

Community Relations

- **Altice USA** – Altice Connects
- **Cox Business** – Get Started Tucson
- **Telemundo** – El Poder En Ti
- **Nickelodeon** – Nick Jr. Beyond the Backpack

Corporate Social Responsibility / Green Campaign

- **Nickelodeon** – Nick Jr. Beyond the Backpack
- **Sprout** – Kindness Counts
- **TLC** – Give a Little
- **WE tv** – 2016 Black History Month PSA Campaign

Integrated Marketing Campaign

- **A+E Networks** – USAA and HISTORY Pearl Harbor Anniversary
- **Burrell Communications** – XFINITY X1 Voice Remote: Speak Your Mind
- **Investigation Discovery** – The Vanishing Women
- **National Geographic** – MARS
- **NBCUniversal** – 2016 Rio Olympic Games Resource Site
- **NBCUniversal** – TV Everywhere “TV Always. All Ways.”
- **Telemundo** – El Poder En Ti’s #YoDecido PSA Campaign
- **Turner Entertainment Networks** – iHeartRadio Music Awards presented by Capital One

Marketing Campaign

- **BET Networks** – BET Awards 2016
- **Crown Media** – Countdown to Christmas 2016
- **Sprout** – Sprout Talks Tech
- **SundanceTV** – “Project Five by Five” Presented by Visit Seattle
- **TLC** – Too Close to Home S1B
- **truTV** – Impractical Jokers Ultimate Block Party at Comic Con

Marketing of a Continuing Series

- **Big Ten Network** – BTN Tailgate
- **Discovery Communications** – Investigation Discovery’s A Crime to Remember: Activations You Won’t Forget
- **HBO** – Game of Thrones Campaign
- **NBCUniversal** – The Expanse: Enter The Future
- **NBCUniversal** – The Expanse: Expanse Recat
- **The Weather Channel**
- **USA Network, Universal Cable Productions & Here Be Dragons** – Mr. Robot Virtual Reality Experience

Marketing of a New Series or Show

- **BET Networks** – The New Edition Story, An Epic 3-night Miniseries Event
- **EPIX** – Berlin Station
- **HBO Multicultural Marketing** – Insecure
- **History and A+E Studios** – Roots
- **National Geographic** – MARS
- **Ovation TV** – Versailles Series Launch
- **Pop** – Nightcap Campaign
- **Sprout** – Floogals
- **USA Network & Ludomade** – COLONYTV.COM

Marketing of a Special or Documentary/ Documentary Series

- **CNN** – Finding Jesus
- **EPIX** – America Divided
- **Investigation Discovery** – The Vanishing Women

Marketing Team of the Year

- **Boingo Wireless**
- **Crown Media Family Networks**
- **EPIX**
- **Pop**
- **TLC**

Media Event

- **Bravo** – Below Deck Mediterranean Launch Party
- **Crown Media** – South Street Seaport Tree Lighting Event
- **ESPN** – 2016 ESPN Upfront Event
- **Pop TV** – Nightcap Premiere Event: Crosby Hotel
- **Turner** – FilmStruck Launch

Congratulations to all the finalists! We are looking forward to a fun filled June 9 breakfast, including team photos, and networking with friends and colleagues. Tables will be positioned on a first come basis.

Reserve your table today at www.cablefax.com/events

June 9, 2017 • 8:30 – 10:30 am

Edison Ballroom, NYC

Media Relations Campaign

- **Cox Business** – Get Started Tucson
- **ESPN** – Jessica Mendoza Joins Sunday Night Baseball
- **Hallmark Channel** – Countdown to Christmas
- **Hallmark Channel** – Kitten Bowl
- **National Geographic** – Before the Flood
- **National Geographic** – MARS
- **Oxygen Media** – Strut Press Kit

Multicultural Marketing

- **BET Networks** – The Quad HBCU Campaign
- **Burrell** – The Next G.O.A.T. – Greatest of All Time
- **ESPN** – Cultural Positioning Presentation Kit
- **Gravity Media** – XFINITY ILD Campaign
- **HBO** – Mapplethorpe: Look At The Pictures
- **International Media Distribution** – 2016 Mediaset Italia/Verizon Special Offer Marketing

Nonprofit Partnerships

- **Discovery Communications** – Animal Planet's Puppy Bowl Cares Social Meme Generator
- **GCI** – Monthly Nonprofit Program
- **National Geographic** – Gender Revolution
- **Oxygen Media** – The Prancing Elites Project Season 2 | Prancing Your Profile To Promote Equality
- **Ovation TV & The Ovation Foundation** – Creative Economy innOVATION Grant Awards
- **Telemundo** – El Poder En Ti's Historias de Heroes
- **TLC** – Give a Little Campaign
- **The Weather Channel**

PR Stunt

- **Bravo** – Vanderpump Rules Pub Crawl
- **National Geographic** – MARS
- **UP TV** – McGhee Family Viral Photo Re-creation

PR Team of the Year

- **Hallmark Channel** – Countdown to Christmas: Network Program Publicity Team
- **National Geographic**
- **USA and Syfy**
- **Showtime Network**
- **VH1 + LOGO**

Press Kit

- **Bravo Media** – “Imposters” Season 1 Press Kit
- **Golf Channel** – “Summer of Golf”
- **National Geographic** – Killing Reagan
- **National Geographic** – MARS
- **Syfy** – The Magicians, Season 2

Programming Stunt

- **Investigation Discovery** – Premiere New Year
- **MPRM** – Friendsgiving
- **Sprout** – Black History Month
- **The Weather Channel**
- **UP TV** – GilMORE The Merrier Binge-a-thon

Public Affairs Campaign

- **A+E Networks** – Critics' Choice Awards #See Her Award
- **Altice USA** – Meet the Leaders

Shoestring Marketing

- **BET Networks** – TRAP Karaoke Powered by BET Awards 2016
- **Big Ten Network** – Minifigures
- **Boingo Wireless** – International Launch
- **Pop** – Nightcap Campaign
- **UP TV** – GilMORE The Merrier Binge-a-thon

Social Media During a Program

- **BET Networks** – The New Edition Story
- **National Geographic** – Gender Revolution
- **Pop** – Orwell Games
- **UP TV** – GilMORE The Merrier Binge-a-thon

Social Media Marketing

- **BET Networks** – The New Edition Story
- **Bravo** – Odd Mom Out – Robo Acclaim Trailer Customizer
- **Hallmark Channel** – Countdown to Christmas 2016
- **Hallmark Channel** – Kitten Bowl IV
- **Layer3 TV Acquires Majority of Customers Through Social Media Marketing!**
- **Nickelodeon** – Legends of the Hidden Temple Instadventure
- **truTV** – #truTVisAThing Brand Awareness campaign

Sweepstakes and Games Marketing

- **INSP** – State Plate VIP Sweepstakes
- **RCN** – 2016 Customer Appreciation Sweepstakes
- **USA Network & Ludomade** – COLONYTV.COM
- **USA Network** – Mr. Robot Digital Easter Eggs

Tchotchke

- **BET Networks** – The Quad Lounge Premiums
- **Bravo Media** – Imposters Season 1 Mailer
- **DigitasLBi** – Comcast Business Quick Service Restaurant Dimensional Mailer
- **HBO** – Vice Principals Paddle
- **Showtime Networks** – Twin Peaks Log Pillow

Trade Show Marketing/PR

- **HBO** – Hall of Faces
- **INSP** – INSP Brings Taylor Hicks to The Independent Show

Virtual Reality/Augmented Reality Marketing

- **American Heroes Channel** – Blood & Fury: America's Civil War
- **Crown Media** – Six Flag's Santa Wild Sleigh Ride
- **Syfy Digital** – Incorporated: Incorporated VR
- **The Weather Channel** – “Window to Weather” Campaign
- **Turner Entertainment Networks** – AT&T and CONAN Comic Con 2016
- **USA Network, Universal Cable Productions & Here Be Dragons** – Mr. Robot Virtual Reality Experience

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Think about that for a minute...

Staying Connected

Commentary by Steve Effros

For many years now you've read my basic premise that the business we're in is delivery. We've built an information infrastructure that started out delivering video entertainment but has morphed into one that delivers all sorts of data in many different ways. Of course the backbone of the system is the wire we have linked to most homes in the country. But the infrastructure is now far more sophisticated than that. Satellite distribution on one end and WiFi on the other, along with fiber backbone long lines, are all part of the mix today.



Things are not getting any simpler. Add mesh networks, "5G," and multiple new proposals for the use of other frequencies for local communications links, and you get the idea. And to make things even more complicated, it now appears that "cable operators" like Comcast and Charter are getting ready to offer "wireless" cell phone service too. Now before anyone points out that this new service is not "cable" as we have long thought of it, I need to note that almost all of these new services are designed to be dependent on our core, wired infrastructure for delivery. Whether it is "backhaul" or "cell site" provision doesn't really change things. They all rely on the cable infrastructure in the long run.

Now let's hark back to another long-recognized reality for cable operators: it never really mattered that we weren't responsible nor could we affect the content of a channel like MTV or HBO or CBS. Once someone hooked up to "cable," if they didn't like what they viewed or heard we were the ones who would get the first call. I still remember in the early days of MTV fielding calls from an operator who had a brick thrown through his storefront window along the Gulf Coast because folks were upset by the type of music videos their kids were

seeing and hearing!

So the reality is that our primary role as the one responsible for delivery has always extended farther than our ability or power to control the entire delivery path. A major storm over Long Island once essentially knocked out all the satellite connectivity from HBO's uplink facilities. I can assure you that HBO didn't get the calls, the local cable operator did, and had to start explaining how weather in another part of the country can impact local viewing. It was back then that I started preaching the necessity of explaining, long-term, while things were working right, how our systems worked to our customers so they would understand a little better when, on occasion, they didn't work as well.

We have to keep doing that. The system is only getting more complex, and the consumer frustrations will increase if we don't do a good job of education. A good example is my favorite (and increasingly ubiquitous) home voice command device, the Amazon Echo. I use "Alexa" all the time. But what I'm pointing out here is going to be true for Google Home or any of the other devices as well: once you get used to using them—for instance as your alarm clock in the morning—you come to rely on them. Therein lies the rub. When the power goes out (something we don't control) so does the WiFi link. We have to work with the electronics industry to make sure not only that our connection and delivery works, but their devices' hopefully automatic reconnection to it does as well! We have to help our customers stay connected.

Steve

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(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)



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