

Cablefax Daily™

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What the Industry Reads First

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It's Over: Broadcast Incentive Auction Raises Nearly \$20 Billion

As the **FCC** unveiled results from the Broadcast Incentive Auction Thursday, one thing became crystal clear: It wasn't the auction many originally envisioned. For one thing, early analyst estimates that the auction would bring in as much as \$80 billion turned out to be wildly off the mark, as the 84 MHz of broadcast spectrum ended up raising only \$19.8 billion. That might have been partly due to lower-than-expected participation among some of the biggest wireless players. **Verizon**, for example, didn't even bid, and **AT&T's** \$910 million in bids paled in comparison to top bidder **T-Mobile**, which ponied up \$8 billion for more than 1500 spectrum blocks in 414 PEAs, or "partial economic areas." Meanwhile, **DISH** stepped up with \$6.2 billion in bids for 486 blocks across all 416 PEAs, far more than **Comcast**, which bid \$1.7 billion for 73 blocks in 72 PEAs. Commented **MoffettNathanson's** *Craig Moffett* in a note: "We had expected Dish to be a de minimis player in the auction. Dish's spectrum spending underscores the growing importance of the company's valuation as it relates to their spectrum holdings." Moffett said he had expected Comcast to spend \$6 billion, more than three times where it ended up. Pressed during a conference call by reporters, Incentive Auction Task Force chmn *Gary Epstein* declined to speculate on why bids didn't meet analyst expectations but said the FCC never projected proceeds and always expected market forces to prevail. "Any predictions were made by analysts, not by the Commission," he said. "We're neither thrilled nor disappointed or anywhere in between. This is how the auction worked." The auction was partly designed to compensate broadcast stations that are being forced to relocate to other spectrum bands. Indeed, \$10.05 billion of the nearly \$20 billion raised went straight into 175 station owners' pockets (Chicago station WWTO got the largest amount for a single station: \$304 million). In fact, 36 stations will receive more than \$100 million each—although interestingly 11 of those are non-commercial stations. Factoring in other auction-related expenses, U.S. taxpayers will end up with \$7.3 billion in deficit reduction. FCC chmn *Ajit Pai* cautioned that much work lies ahead during the 39-month transition period for stations to relocate. "While we celebrate reaching the official close of the auction, there is still much work ahead of us," Pai said. "It's now imperative that we move forward with equal zeal to ensure a successful post-auction transition, including a smooth and efficient repacking process." Fellow Republican commissioner *Michael O'Rielly* urged that the transition be handled "thoughtfully and carefully."

Goei at NAB: In the wake of INTX's demise, it appears **NAB** wants to fill any cable vacuum, booking **Altice USA** chmn/CEO *Dexter Goei* for a keynote conversation on "Global Growth and the Future of Media" at the NAB Show April 24-27 in Las Vegas. The discussion will take place on April 25 from 12-12:30pm ET. According to NAB, Goei will discuss opportunities global media firms bring to the U.S. TV market and how to serve an increasingly diverse American audience.

Advertising: **NBCU** and **Kargo** on Thursday announced a strategic sales partnership to create a unified mobile advertising offering access to more than 170 million mobile users over more than 80 premium publisher properties across the mobile web and apps. The companies will also develop advertising products and data targeting capabilities together, tak-

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ing advantage of NBCU's Audience Studio and Kargo's Editorial Graph and SHOPS platform.

Wild Partnership: Discovery Communications has partnered with *Bear Grylls* of Discovery Channel's "Man vs. Wild" and Samsung to promote the new Samsung Gear S3 in a series of short form videos on multiple platforms, including VR. Using cutting-edge video technology, Grylls will fully immerse fans in his latest adventures, showcasing the capabilities of the Samsung Gear S3 in a variety of challenging survival scenarios.

Upfronts: VH1 unveiled its vast slate at Upfronts with five new series and 11 returning show, including a Season 10 pick-up for "RuPaul's Drag Race." New shows on the roster: "Daytime Divas" starring Vanessa Williams and based on the book "Satan's Sisters... A Novel of Fiction" by Star Jones; a personal look inside Ricky Martin's life in an untitled reality series; "Baller Wives" that focuses on the mates of Miami-based pro athletes; the Lance Bass-hosted "90s House," which puts real people in a pre-technology setting; and "Scared Famous" that challenges celebs to spend a little time in a haunted mansion. Returning shows include "RuPaul's Drag Race," "American's Next Top Model," "Martha & Snoop's Potluck Dinner Party" and "Shaunie's Home Court."

Ratings: Three million viewers tuned in for the premiere of AMC's special two-hour debut of its new Western series "The Son," starring Pierce Brosnan. "The Son" was the No. 1 original series on cable for the night, with the two-episode premiere delivering 2.6 million viewers on AMC and nearly 400,000 viewers on sister network SundanceTV in Nielsen Live+3 ratings. -- WE tv's breakout hit "Mama June: From Not to Hot" drew in 2.44 million total viewers in Nielsen live+3 ratings, once again making it Friday night's No. 1 cable program among key demos of adults and women 18-49 and 25-54. Over the course of the season, the series grew its audience by nearly 50 percent from the mid-way point to the finale. -- Disney Channel's one-hour April 7 premiere of "Andi Mack" brought in 14.4 million views on linear TV and on-demand, including 5.4 million views across digital platforms.-- **Brag Book: USA** heads into Upfront season on top, as the No. 1 ad-supported cable entertainment network in 1Q17 among key demos P18-49, P18-34 and P2+, with several shows earning series highs. Its first quarter included "WWE Monday Night Raw," "WWE Smackdown Live," "Chrisley Knows Best" and "Shooter." USA closed out 2016 as the most watched ad-supported cable entertainment network for the eleventh year in a row.

Programming: ABC and ESPN kick off the 2017 NBA Playoffs this weekend with five games. ESPN will carry a Game 1 tripleheader on April 15, with the Milwaukee Bucks visiting the Toronto Raptors, followed by the San Antonio Spurs will host the Memphis Grizzlies at 8pm) and the LA Clippers opposite the Utah Jazz at 10:30pm. "NBA Countdown"—ABC's and ESPN's NBA pre-game show—will provide pre-game and halftime coverage throughout the Playoffs. -- AXS TV will premiere concert special "Def Leppard... And There Will Be a Next Time: Live from Detroit" on April 23. The band will perform live at the DTE Energy Music Theatre. -- ID's newest series "Reasonable Doubt" (premieres April 26) profiles the difficult process of reopening a closed case to offer the convicted's family hope for an appeal, or confirm the truth that their loved one really is guilty. -- Smithsonian Channel showcases a 15-year investigation from the Atlantic coastline to the reefs of the Bahamas and the shores of Senegal to reveal stark new findings about our marine ecosystems, "An Ocean Mystery: The Missing Catch." -- E! greenlit original scripted series "The Arrangement" for a second season.

People: Laurel Weir was upped to svp, research, Paramount Network, TV Land and CMT. She joined Viacom in 2002.

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PROGRAMMER'S PAGE

Mane Story

If you don't know a pegasister or brony, it might be hard to understand the extreme fandom of **Discovery Family's** "My Little Pony: Friendship is Magic." But if you get one of these mega fans talking, you'll soon be schooled. The show, which debuts its 7th season on Saturday at 11:30am, attracts both old and young, male and female. "I think what really makes this brand stand out is the fact they keep it very relevant in regards to the storyline. Throughout its history, and especially now in this new era, there are a lot of references to pop culture, a lot of parodies," said *Angela Sondon*, vp, Discovery Family. "Parents can enjoy it with their kids, and also pick up on nuances and references that may be above their kids' heads. That's what makes it so ideal for Discovery Family, given that for us, our big goal is co-viewing." Helping that have been celeb guest stars. *Weird Al* plays pony fave Cheese Sandwich and *Patton Oswalt* voices the pony Quibble Pants. Season 7 will bring even more guest star fun in the form of *William Shatner* and *Felicia Day*. "Usually the way it comes about [with guest stars] is more often than not, they're fans of the show," Sondon explained. "The creators will see they mentioned it in an article or tweeted about My Little Pony—that's how they get them. They're usually thrilled to be a part of it." And seriously, who wouldn't want to be have an alter pony ego? With such a dedicated fan base, Discovery Family has had fun really ponying it up for the new season. For the past week, there's been a Pony Palooza takeover for the entire daypart across the week. And for the entire month, kids can vote for their favorite eps to air in the 4pm timeslot. Look for the pony tricks to ramp up even more in October when "My Little Pony: The Movie" hits the big screen. — *Amy Maclean*

Reviews: "Killing Richard Glossip," 9pm, Monday & Tuesday, **Investigation Discovery**. If *Richard Glossip's* life were a movie, you might not believe it, particularly the part where he's eaten his last meal three times. Glossip has been on death row for nearly 20 years, convicted of a brutal murder. He swears he's innocent. *Justin Sneed*, the admitted murderer, claims Glossip persuaded him to commit the crime. There's no DNA evidence or fingerprints linking Glossip to the victim, and he's rejected two plea bargains that would have saved his life. Plus he's got *Susan Sarandon*, *Richard Branson* and *Sister Helen Prejean* of "Dead Man Walking" fame on his side. Still, once Oklahoma approves a new execution protocol, the clock for Glossip's execution will restart. Filmmaker *Joe Berlinger* gains tremendous access to the case's principals. While pacing of the two-night film is deliberate, this is an excellent look at justice and the death penalty. -- "Veep," season VI premiere, 10:30pm, Sunday, **HBO**. *Selina Meyer (Julia Louis-Dreyfus)* is out after a brief stint as the nation's 1st female president. Fortunately Selina's egomaniac tendencies remain in excellent shape. If anything, she's freer to insult and bluff her way through life. With the exception of her "body man" Gary (the wonderful *Tony Hale*), Selina's staff has dispersed for the moment, providing even more comedic opportunities. — *Seth Arenstein*

Basic Cable Rankings (04/03/17-04/09/17)			
Mon-Sun Prime			
1	FOXN	1.3	2843
2	MSNB	0.7	1653
2	USA	0.7	1523
4	HGTV	0.6	1406
5	TBSC	0.5	1173
5	ESPN	0.5	1164
5	CNN	0.5	1162
5	ID	0.5	1096
5	HIST	0.5	1044
10	DISC	0.4	999
10	DSNY	0.4	953
10	TNT	0.4	921
10	FOOD	0.4	866
10	A&E	0.4	856
10	TLC	0.4	851
10	BRAV	0.4	821
10	HALL	0.4	812
10	DSE	0.4	81
19	AMC	0.3	746
19	LIFE	0.3	733
19	TVLD	0.3	720
19	ADSM	0.3	707
19	FX	0.3	679
19	NAN	0.3	664
19	VH1	0.3	624
19	NKJR	0.3	614
19	APL	0.3	593
19	HMM	0.3	569
19	DSJR	0.3	547
19	SPK	0.3	535
31	WETV	0.2	543
31	SYFY	0.2	515
31	INSP	0.2	494
31	FRFM	0.2	475
31	LMN	0.2	468
31	TRAV	0.2	430
31	MTV	0.2	422
31	NGC	0.2	421
31	OWN	0.2	414
31	CMDY	0.2	405
31	GSN	0.2	376
31	EN	0.2	365
31	FXX	0.2	363
31	BET	0.2	360

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

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