

# Cablefax Daily™

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What the Industry Reads First

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## Association Evaluation: NCTA Board to Examine Cable Organizations

A committee from NCTA's board, led by Comcast's *David Cohen* and Advance Newhouse CEO *Steve Miron*, is gearing up to launch a survey and study of the cable industry's various groups, such as **WICT**, **The Cable Center** and **CTAM**. The survey may be disseminated as soon as this week. It has been more than seven years since NCTA's board collected similar feedback on associations, with the board launching a survey in 2010 after attempting to consolidate association activities into two weeks in the fall and spring. Those so-called Cable Connection Spring and Fall weeks were short lived, with groups like **NAMIC** taking a hit to attendance and revenue as key events were moved to new dates and locations. There is no talk at this point of trying to revive Cable Connections, but with NCTA's board voting last fall to end the industry's trade show after 65 years, it seems logical to evaluate the state of the industry. In a statement, NCTA said the committee's review is a result of ongoing changes that continue to alter the makeup of the industry that NCTA represents. "This process is similar to past NCTA Board review committees and its purpose is to gather valuable information that will enable both NCTA member companies and industry organizations to evaluate value of the programs and events historically and currently provided," NCTA said. "The review committee work will continue for the coming months and we have no comment on the specifics of the review or potential outcome." Several association changes have taken place since the 2010 survey, including the **Association of Cable Communicators** being folded into marketing group CTAM, the demise of CTAM's annual Summit and the re-establishment of Diversity Week in NYC. There also have been a lot of changes in terms of who is in charge of these groups. WICT pres/CEO *Maria Brennan* is one of the few leaders who was in her same role for the 2010 survey. "The thing I loved about it last time is I'm sure the thing I'm going to love about it this time. It's like getting free research," she said. "We're getting very useable information and data from cable leaders that we wouldn't otherwise be getting unless we commissioned our own survey." No details on how this year's survey will work. The 2010 iteration ranked groups' perceived value by some NCTA members (21 of 31 NCTA member companies responded). NCTA didn't reveal survey specifics, but it sounds like the NCTA committee's 2017 survey may go to a broader swath of the industry. Cable Center head *Jana Henthorn* sent a letter last week informing its mailing list that it had shared email addresses with NCTA because the committee had "developed a brief survey to gain better insight into the work and mission value of our industry associations and nonprofit organizations." **SCTE**, **WICT**, **NAMIC** and HR org **CTHRA** ranked the highest in the 2010 survey, with **Kaitz**, **Emma Bowen** and **CTAM** falling in the middle of the pack. **The Cable TV Ad Bureau** (now the **Video Advertising Bureau**), Cable Center and Assn of Cable Communicators were perceived "not to provide much value," though the survey noted that the low ratings could be skewed for CAB because of the large share of cable ops in the survey and that ACC's rating may reflect a lower likelihood of interaction with CEOs and sr mgmt team members of NCTA. Cohen, Comcast's sr evp and chief diversity officer, stressed to **Cablefax** at that time that the survey was merely providing information and not a target on any organization. Brennan said she's looking forward to the

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feedback, noting that the last survey helped to move the WICT Leadership Conference from spring to the fall as part of Diversity Week. "We sure are glad that did come out of it because it's been such a great story for us," she said.

**Airing of Grievances:** Free Press on Monday called on the FCC to address actions that have allegedly "chilled free speech and public participation in FCC decision-making processes." The advocacy group in a letter to FCC general counsel *Brendan Carr* pointed to an incident at an open meeting on May 23 in which it says FCC security forced two members of the group to change out of shirts that read, "Protect Net Neutrality." Free Press in the letter said this instance was "one in a growing series of FCC efforts to stifle free speech and public participation at open meetings." The group threatened to "pursue other legal options" if the FCC does not take a number of specific actions, including articulation of a policy to protect the First Amendment rights of the public and reporters, by June 12. The FCC declined to comment on the letter.

**Certified:** The **Arris** Qi3 HD set-top received CAL and iTASS certifications, enabling ARRIS to bring the Qi3 to a number of service providers. The Qi3 can operate as a standalone HD set-top or as a multiroom DVR client in a video gateway system. Arris is also integrating the TiVo service into the Qi3, with other integrations possibly to come.

**You and I:** You.i TV added support for Roku Scene Graph 7.6, extending its video experience platform's cross-platform reach. Apps built on You.i Engine for Roku support features of the platform including deep linking, in-app purchasing, analytics and Roku Advertising Framework. **Filmstruck**, the SVOD service from **TCM**, is first to market on this solution with an 86KB BrightScript footprint.

**On the Green:** **Mediacom Business** will again serve as the official broadband provider for the **PGA Tour's** Principal Charity Classic in Des Moines. The DOCSIS 3.1 Gigasphere platform will power communications services at the tournament, and 1 GB Internet connections will be available in various locations throughout the Wakonda Club.

**Ratings:** True crime programming remains hot, and **Investigation Discovery** is reaping the benefits. The net, which took on the ID branding in 2008, drew an average of 969K viewers in primetime last month, marking its best May ever and a 10% YOY increase. So far this year, the net ranks No. 5 among ad-supported cable nets in W25-54 and No. 10 in P2+ during primetime. -- Game 3 of the Stanley Cup Final on Saturday drew 3mln viewers on **NBCSN**, up 6% YOY, and a 1.60HH rating. Games 2 and 3, the only two games in the series that will air on the cable net, averaged 3.1mln viewers (up 16% YOY) and a 1.72 HH rating. The series thus far, including game 1 on **NBC**, is averaging 3.6mln viewers (up 20% YOY) and a 2.07 HH rating.

**Programming:** **Fox News** re-signed *Eric Bolling*, who hosts "Fox News Specialists" weekdays at 5pm ET, to a long-term contract. The show has averaged 1.9mln viewers since its launch on May 1, including 341K in the A25-54 demo. -- **ESPN** is bringing back country musician *Hank Williams Jr.* to perform a new version of his "Monday Night Football" theme song, "All My Rowdy Friends." The net in 2011 pulled the song, which features the signature "Are you ready for some football?" catchphrase, after Williams made controversial comments about then-President *Obama*.

**People:** **A&E** svp, drama programming *Gabriel Marano* is leaving the net to take the position of svp, drama programming and development at **Fox Broadcasting**. Marano, who will be based in LA, will supervise the development and production of scripted series for Fox.

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