

Independent Show Preview on p 4

Cablefax Daily™

Friday — July 21, 2017

What the Industry Reads First

Volume 28 / No. 138

TCA Ahead: CTAM's Portion of Tour Expands Beyond Cable

When the **Television Critics Association** summer tour kicks off next week, **CTAM** will see the number of days it manages jump from three to five. The change comes as the Critics Association has asked CTAM to oversee the production of the streaming players' sessions in addition to those of the cable networks. It's just another sign of the blurring of what is television these days. **Hulu** will present at the tour this year, with CTAM already in talks with other streaming players about potential participation in the winter tour. **Crackle** presented at the last winter tour and may be coming back. For the uninitiated, the TCA tour happens twice a year, with journalists from the US and Canada descending on Beverly Hills and Pasadena for panels and interviews involving upcoming programming. It traditionally was exclusive to broadcast, but cable was added to the tour in the 1980s. **NCTA** managed the production of the cable portion of the tour until 2005 when it turned the reins over to CTAM. While streamers such as **Netflix** and **Amazon** have participated in past tours, this is the first time streaming services will be alongside pay-TV channels in the schedule. Previously, Netflix and Amazon hosted their own days on the tour. "It's obviously great for CTAM, and I think it speaks to our reputation with the TCA," said CTAM communications director and TCA organizer *Mary Shaw*. New participants gain greater efficiency and the support of CTAM's expertise in producing impactful sessions, while CTAM members gain the advantage of a more level platform for showcasing their content. Joining Hulu on the CTAM portion of the tour this year are **Epix, Nat Geo, AT&T Audience Network, AMC Networks, Ovation, Discovery Communications, Viacom, ESPN, HBO, El Rey, Turner, Hallmark, Starz** and **A+E Networks**.

North of the Border: Rogers Communications, the largest cable operator in Canada, added 11K new broadband subs during 2Q, but lost 25K video subs. The story on the TV side is about the same as last quarter, during which the company lost 24K subs. The company saw similar video losses during the first two quarters of 2016 (26K in 1Q16; 23K in 2Q16), after which the severity of losses decreased (14K in 3Q16; 13K in 4Q16). The company now has 2.2mln broadband subs, 1.8mln TV subs and 1.1mln home phone subs. Rogers' cable revenue in 2Q was flat YOY, while adjusted operating profits for cable increased 3%. Rogers is pinning hopes for its video business on a licensed version of **Comcast's X1** set-top system, which it plans to bring to market with a soft launch early next year.



ENTER TODAY!

ENTRY DEADLINE: JULY 21

FINAL DEADLINE: JULY 28

CALL FOR ENTRIES

Cablefax's Trailer Awards recognize the most effective and buzz-worthy trailers promoting shows and series running around the world on cable, broadcast, mobile, the web and beyond. This is your chance to gain recognition for promos and sizzle reels that entice viewers to watch and engage with their favorite shows.

cablefax.com/awards

Questions: Contact Mary-Lou French at mfrench@accessintel.com.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Community Editor: Alex Silverman, 212.621.4951, asilverman@accessintel.com ● Dir. of Bus Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Marketing Manager: Alex Virden, 301.354.1619, avirden@accessintel.com ● Production Manager: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

Rogers pres/CEO *Joe Natale* called X1 a “proven product,” citing both Comcast and **Cox’s** success with it. He added it will take a number of years to roll the platform out across the company’s entire customer base. Asked whether X1 could mitigate video sub losses given the cord-cutting trend, Natale said, “I would be careful not overstate what you’re seeing there.” The company, which also includes the country’s largest wireless business and a media division, saw overall 2Q revenue grow 4% YOY and operating profits increase 35%.

Viewer Protection Act: Broadcasters are cheering legislation introduced Thursday by *Frank Pallone* (D-NJ) to help cover the expected shortfall for costs related to the **FCC** Incentive Auction. Broadcasters and MVPDs have requested \$2.1bln, significantly more than the \$1.75bln Congress has set aside. Dubbed the “Viewer Protection Act,” the legislation would create a \$1bln emergency fund to reimburse TV station relocation costs if the FCC certifies to the Treasury that it’s needed. The bill also would fund a \$90mln viewer education effort to inform the public about channel reassignments. Viewer protection fund money could also be used to reimburse MVPDS and FM radio stations that incur costs due to the shuffle of TV stations. Any money left over could be used to help low-power stations.

Breathing Room: The industry has until Sept 28 to decide if it wants to take its fight against the **FCC’s** 2015 Open Internet rules to the US Supreme Court. On Thursday, the high court granted a request from **NCTA, AT&T, ACA** and others to give it an extra 60 days to submit such a petition. The groups said extra time was warranted because of the FCC’s current rulemaking that would reclassify broadband as an information service.

More Watchable TV Everywhere: The nearly 500 small- and mid-sized TV operators who use the **WatchTVEverywhere** authentication and authorization platform now can use **Apple’s** single sign-on capabilities. This week 10 **NCTC** members affiliated with wTVE launched the updated platform: **Comporium, Fidelity, Liberty Cablevision of Puerto Rico, MCTV, Northland, Service Electric, Shentel, Vast Broadband, Vyve Broadband** and **Wave**. Previously, only the 14 largest pay-TV providers supported the Apple feature.

A+E Networks Programmers: **A+E Networks** on Thursday announced several promotions and hires, headlined by the elevation of *Robert Sharenow* to pres of programming. Sharenow, who previously served as evp/GM for **A&E** and **Lifetime**, will work closely with A+E Portfolio Group pres *Paul Bucciari*. A+E also hired **MTV2’s** *Eli Lehrer* to serve as evp, programming for **History**. Lehrer, A+E evp, programming *Elaine Frontain Bryant* and Lifetime evp *Liz Gateley* will each report to Sharenow. Thomas Moody has been promoted to A+E Networks evp, program strategy and acquisitions, also reporting to Sharenow. The group also announced *Paul Cabana* will step into the newly created position of evp, **Biography** and **History Digital**, in which he will oversee content strategy for both brands.

More Markets for YouTube TV: **YouTube TV**, the Internet player’s virtual MVPD, launched in 10 additional markets Thursday. Dallas-Fort Worth, DC, Houston, Atlanta, Phoenix, Detroit, Minneapolis-St. Paul, Miami-Ft. Lauderdale, Orlando-Daytona Beach-Melbourne and Charlotte all now have the service. It triples the service’s footprint since its April launch. Subscribers pay \$35 a month for a lineup that features nearly 50 networks.

Programming: **Z Living** acquired multiple seasons of “The Dr Oz Show.” The health entertainment net will launch the show with a Labor Day marathon on Sept 4. -- Following the final season of “Game of Thrones,” creators *David Benioff* and *D.B. Weiss* will begin production on “Confederate,” an original drama series for **HBO** that examines what might have happened if the South successfully seceded from the Union during the Civil War and slavery remained legal. -- “The Hughleys” and “In Living Color” are coming to **Aspire** as part of an agreement with **Fox Studios**. “The Hughleys” will premiere Aug 5 with a marathon airing from 12pm-1am ET before moving to the 6pm-8pm ET timeslot every weeknight. “In Living Color” will also premiere with a marathon on Sept 4 from noon-1am ET before taking over the 4-6pm ET timeslot previously occupied by “The Hughleys.”

People: **NCTC** recruited *Jon Radloff* for the new video solutions vp position. Formerly vp of product development, Radloff has been operating in a consulting role for NCTC since January. He’ll now transition to helping members make sure their video platforms remain relevant. -- Online video platform **Vimeo** appointed *Anjali Sud* as CEO, replacing interim CEO *Joey Levin*, who remains CEO of parent company **IAC**. Sud previously served as gm and svp of Vimeo’s creator business, which provides content professionals with monetization and distribution tools. Sud has been with Vimeo since 2014 and has previously held various positions at **Amazon** and **Time Warner**.

PROGRAMMER'S PAGE

'Jury Speaks' Looks at Cases Through New Lens

Many who lived through the *O.J. Simpson* trial thought they knew everything there was to know about the case before ESPN's eight-hour documentary series, "O.J.: Made in America" brought volumes of new information to light. Now, *Nancy Glass*, the producer behind the upcoming **Oxygen** series "The Jury Speaks," says the new series' O.J. treatment takes an unprecedented look at the case from the jury's perspective. "We almost didn't cover the O.J. Simpson case because there has been a lot of coverage," Glass said. "But that was also what inspired this: having covered that case and knowing that while the public went wild over one thing, for the jury it was something else." Each installment of the four-part series, which premieres Saturday, shines a light on the jury from a different high-profile case: O.J., *Michael Jackson*, *George Zimmerman* and *Robert Durst*. The production team was able to round up several jurors from each case to share their perspectives on the facts of the case, performance of counsel, deliberations and impact the verdicts had on the rest of their lives. At the end of each episode, the former jurors reunite to re-vote. In the case of the Simpson trial, jurors reflected on the eight months they spent sequestered from the outside world, unable to contact family members, go to work, watch TV or even discuss the case with one another. Several compared it to being in prison themselves. These memories, along with the presence of prosecutor *Chris Darden*, who was absent from the ESPN film, help set Oxygen's O.J. doc apart. The theme that emerges from the series is that there are factors often overlooked by the public, ranging from prosecutorial incompetence to strict interpretation of the law, that prevent a jury from convicting a man deemed guilty in the court of public opinion. - *Alex Silverman*

Reviews: "Mission Critical: Sharks Under Attack," Monday, 10pm, **Nat Geo Wild** and "Return to the Isle of Jaws," Monday, 9pm, **Discovery**. It's happened. Next week National Geographic Wild's SharkFest will be going head to head with the big fish, Discovery Channel's Shark Week. Both begin Sunday and tout appearances from swimmers without dorsal fins: *Michael Phelps* (Discovery) and *Ryan Lochte* (Wild). "Mission Critical: Sharks Under Attack" is a misnomer for Wild's informative program. A better title: "Cape Cod Under Attack." Great whites are feeding dangerously close to Cape beaches, an abundance of seals attracting them. Photographer *Brian Skerry* hopes his photos will offer better PR for sharks, deflating the predatory image they've had since "Jaws" and leading to adoration and conservation. "Return to the Isle of Jaws" has nothing to do with the aforementioned "Jaws." It's a remote island off Australia where great whites congregate. Yet just males are present and they're not attacking each other. Researchers hope to find out why. Like Mission Critical, Discovery's program features fantastic footage. Wild's show has more science, Discovery's plays up danger. Both are fine viewing. -- "Risk," 9pm, Saturday, **Showtime**. This fascinating close-up of *Julian Assange* and **Wikileaks** is transparent, but ultimately opaque, with many questions left unanswered. Still, its intimacy is excellent. - *Seth Arenstein*

Basic Cable Rankings (7/10/17-7/16/17) Mon-Sun Prime			
1	FOXN	0.9	2056
2	MSNB	0.8	1726
3	ESPN	0.7	1640
4	HGTV	0.6	1467
4	USA	0.6	1428
6	TBSC	0.5	1270
6	HIST	0.5	1162
8	ID	0.4	961
8	DISC	0.4	953
8	A&E	0.4	912
8	HALL	0.4	904
8	DSNY	0.4	896
8	CNN	0.4	892
8	FX	0.4	889
8	NAN	0.4	846
8	HMM	0.4	764
8	DSE	0.4	88
18	FOOD	0.3	822
18	TLC	0.3	747
18	TVLD	0.3	722
18	BRAV	0.3	712
18	TNT	0.3	683
18	AMC	0.3	674
18	ADSM	0.3	670
18	LIFE	0.3	613
18	INSP	0.3	604
18	VH1	0.3	566
18	DSJR	0.3	558
18	NKJR	0.3	549
18	OWN	0.3	540
18	SPK	0.3	533
18	UDN	0.3	379
33	FRFM	0.2	566
33	APL	0.2	499
33	SYFY	0.2	473
33	NGC	0.2	462
33	TRAV	0.2	453
33	EN	0.2	440
33	LMN	0.2	430
33	WETV	0.2	423
33	MTV	0.2	404
33	TRU	0.2	400
33	ESP2	0.2	374
33	CMDY	0.2	371

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

Cablefax Industry Jobs

3 Tips to Finding and Hiring the Perfect Candidate

TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.



THE INDEPENDENT SHOW - PRESHOW ISSUE

Cablefax Daily™

Friday — July 21, 2017

What the Industry Reads First

Volume 28 / No. SPECIAL

Indy Show Heads to Indy

Amid a climate in which trade shows have folded and industry groups are under review, the **ACA** and **NCTC** are gearing up for what they expect to be the biggest and possibly best-attended Independent Show in the event's 12-year history. The annual gathering of independent cable operators, suppliers and technology partners hits Indianapolis from July 23-26.

As those who have attended the event know, there's a sense of solidarity, and even chumminess, that separates the Independent Show from broader industry gatherings. There's a golf outing, family events, community service efforts, cocktail receptions and, this year, even a visit to Indianapolis Motor Speedway for **NASCAR's** Brickyard 400 with **NBC Sports**. While ACA pres/CEO *Matt Polka*, whose organization puts the event on in conjunction with the NCTC, takes pride in fostering a fun and familial atmosphere, he insists attendees not lose sight of the critical learning opportunities the show offers.

"Those who come to our show—members, vendors and others—oftentimes will say, 'Hey, we really liked this because this is what the industry sort of used to be when it was more collegial, there was more camaraderie,

families were included," he said. "We are all that, but at the same time, we're not old school. This is cutting-edge. The level of speakers that we have and the level of expertise on important issues of the day—not only today, but looking forward—is top notch."

This year's lineup features 50 speakers on a diverse range of issues, up from 38 last year. Conference organizers loaded the front of the lineup with some heavy hitters, with keynote speakers *Shelly Palmer* and Rep *Susan Brooks* (R-IN) both scheduled to take the stage Monday morning.

Palmer, whose daily newsletter on tech and media reaches more than 600,000 inboxes each morning, plans to discuss the ways in which cable can adapt to keep up with the three "megatrends" he is observing in business and technology. (See page 2 for more on Palmer's outlook)

Brooks, who serves on House Communications subcommittee, will speak to the regulatory environment in DC amid the battle over Title II and with infrastructure issues on the agendas of both Congress and the **FCC**. "These are issues that affect what our members do from a business perspective and the certainty they have go-



Fully-Managed IP Video Transition

DELIVER THE EXPERIENCE YOUR CUSTOMERS DEMAND

evolutiondigital.com

- ✓ INTEGRATED CABLE CHANNELS
- ✓ OTT SERVICES
- ✓ IP VIDEO ON DEMAND
- ✓ UNIVERSAL SEARCH

See live demos at
The Independent Show, booth 319

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Community Editor: Alex Silverman, 212.621.4951, asilverman@accessintel.com ● Dir. of Bus Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Marketing Manager: Alex Virden, 301.354.1619, avirden@accessintel.com ● Production Manager: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

ing forward,” Polka said. “It’s always important to hear the changing perspectives of members of Congress as they interact on these issues.”

In the first year since the shuttering of the annual Cable Show, **NCTA CEO Michael Powell** will make his Independent Show debut as the third keynote speaker Tuesday morning. NCTC pres/CEO **Rich Fickle** said attendees can look forward to Powell sharing his perspective on the big picture in the industry, as he deals with larger MVPDs and programming groups. In addition, his past life as an FCC chair makes him a powerful voice on the massive shift occurring in the nation’s capital.

Other key topics on the agenda include migration to IP, OTT strategies, virtual MVPDs, industry consolidation and IoT offerings. This year’s show also features an increased number of breakout sessions, with topics ranging from cybersecurity to advanced advertising.

Organizers are optimistic about surpassing the record 461 member operators who attended the 2014 event in K.C. Registration is already up from last year in Orlando. This year’s show will also host 143 exhibiting companies, 21 of whom are first timers. Fickle is particularly excited about the newcomers.

“We’ll talk about the direction we’re taking with some of our suppliers, new partners,” he said. “There are some new partners that will be at the show that aren’t traditional cable vendors, they’re going to help with that migration to IP video.”

Keynote Preview: What Palmer’s 3 ‘Megatrends’ Mean for Cable

Make sure you get your morning coffee before Shelly Palmer’s keynote on Monday. Audience members will need to be sharp to keep up with the media and tech consultant’s barrage of forward-looking concepts, ranging from voice control to the open-source movement. They all tie into Palmer’s three “megatrends” driving change: *on demand*, *machine learning* and *autonomy*.

“You put those three things together, and there’s never been a time in human history like that before,” Palmer said. “We are on the cusp of sharing the planet with things of our design that in many cases can react significantly quicker and in different ways than we might expect, than we can.”

Even with technology changing business as we know it, Palmer remains bullish on independent cable going forward. One key asset operators have, he said, is data from long-standing customer relationships. In addition, he sees opportunity in home security with the proliferation of IoT-enabled devices.

He adds independent operators’ flexibility gives them an edge over “big cable.” “They can get a couple of people in there that are talented and kick the s*** out of **Comcast** because they can move 1000 times faster for a lot less money,” Palmer said. “It’s just a question of desire and willingness.”

Optimizing Field Force Operations. A Solution for Today, A Strategy for Tomorrow

Discover how leading providers are increasing their field force efficiency and saving money TODAY with advanced, automated solutions to provide the strategic framework for the FUTURE.

Download the new industry analysis from Stratecast to learn how you can optimize your field service operations.

Visit www.csg.com.



Compliments of CSG

CSG
INTERNATIONAL

Cable Cares: Independent Show Offers Opportunities to Give Back

For the first time in the Independent Show's history, attendees will have built-in opportunities to give back to the community in which the event is being held. Both efforts this year, sponsored by **Outdoor Sportsman Group's Sportsman Channel** and **Christians in Communications**, respectively, are aimed at feeding the hungry in Indianapolis.

Sportsman is bringing its decade-old Hunt. Fish. Feed. program to the local **Good News Ministries** with the help of volunteers from the Independent Show. The Indy stop is one of 11 on this year's Hunt. Fish. Feed. tour, which



Former Vice Presidential candidate, Alaska Governor and Sportsman Channel host, Sarah Palin, was joined by Matt Hutchings, Executive Vice President and Chief Operating Officer of Kroenke Sports Entertainment, parent company of Outdoor Channel, Sportsman Channel and World Fishing Network, as they prepared food during the Hunt. Fish.Feed program's stop in Las Vegas in 2015.

includes events across the country in conjunction with **Comcast, Charter and Midcontinent Communications.**

The program ties in perfectly with Sportsman Channel's focus on the outdoor lifestyle, tapping into game and fish donated by sportsmen and women to help feed hungry individuals and families. One deer produces 70 pounds of edible meat, good for feeding up to 150 people in need. Since its launch 2007, Hunt. Fish. Feed. has served more than 30,000 meals and donated 12,000 pounds of game meat and fish to shelters.

For its July 23 effort associated with the Independent Show, Sportsman plans to feed 200 people, just five miles from Marriott where the conference is being held. Led by executive chef *Scott Leysath*, volunteers will prepare and cook donated food, serve lunch to the 200 guests and clean up over the course of five hours.

"Hunt.Fish.Feed. highlights the impact we strive to achieve in communities across the country as outdoor lifestyle enthusiasts," OSG Networks pres/CEO *Jim Liberatoro* said. "We look to call attention and present a solution to the problem of hunger throughout the country and we are very pleased to be able to coincide our Hunt.Fish. Feed. event with the Independent Show in Indianapolis."

For those conference attendees not participating in Wednesday's golf tournament at Brickyard Crossing, Christians in Communications is offering a chance to score a different kind of victory. In addition to hosting prayer breakfasts throughout the conference, CIC will lead volunteers in boxing, sorting and preparing food and groceries for **Gleaners Food Bank**, located just 10 minutes from the Marriott. Like Hunt. Fish. Feed., CIC's work with the food bank represents a chance for independent cable operators to show that they care about the communities they service.

SAMSUNG

Samsung's Wireless Gateway Solution.

Give your customers the speed and experience they deserve.

- Gigabit speeds
- Extended range
- Dual-band concurrent Wi-Fi

Please visit booth # 429 for more information.



Cablefax **is *THE* Place to Advertise**

Launching a new product?

Send a targeted eblast!

.....

Premiering a new show?

Advertise in our Daily newsletter!

.....

Want to be a thought leader?

Promote your content to
our audience!

The Cablefax brand reaches the top executives in corporate management, business development, programming, content acquisition, technology and policy.

Deliver your message with impact
and influence the industry's elite.

Work with Cablefax Today!

Rates & More Information: Olivia Murray at omurray@accessintel.com or 301-354-2010