

Cablefax Daily™

Friday — September 1, 2017

What the Industry Reads First

Volume 28 / No. 168

Retrans Watch: Raycom, DirecTV Still Talking; Dispatch Sounds Alarm

DirecTV got a reprieve from an impending retrans deadline with **Raycom**, but another broadcaster is also threatening to go dark with both the satellite provider and **AT&T U-verse**. Raycom and DirecTV said they agreed to extend discussions beyond Thursday's (8/31) 11:59 pm deadline, but didn't say when the extension would expire. Meanwhile, **Dispatch** warned that its stations in Indianapolis (**NBC**) and Columbus, OH (**CBS**) could go dark if a new deal isn't reached on Friday. Notre Dame's football season opener is set for Saturday on Dispatch's **WTHR**, however, there are no Ohio State games on **WBNS** as the Columbus **ABC** affil has those rights. DirecTV lost Dispatch stations for three days in 2014. It also has a history with Raycom, with U-verse losing stations in March for 11 days and DirecTV losing them in 2014 (yes, at the same time Dispatch was dark). Retrans hasn't been front and center at the **FCC**, with Title II and broadband expansion taking up more attention. But some are attempting to get the Commission to take a second look at retrans rules as part of its media modernization initiative, intended to eliminate or modify regs that are outdated, unnecessary or unduly burdensome. Several commenters, including **CenturyLink**, **Frontier** and **Verizon**, urged the FCC to repeal the network non-duplication and syndicated programming exclusivity rules and to make retrans rates public. Broadcasters obviously aren't fans of such maneuvers. Neither is the **MPPA**. It called on the agency to disregard such requests, declaring the current retrans the only reason that negotiation for carriage of broadcast programming has "any resemblance to a free market."

Net Neutrality: Reply comments in the **FCC's** Restoring Internet Freedom docket continued to be posted to the agency's website Thursday. Among those new additions were comments from **Apple**—significant in that it's the first time the company has weighed in on the proceeding. Apple said it remains open to "alternative sources of legal authority" for the rules—meaning something besides Title II. However, the company stressed that it would only be willing to consider those options if the rules provide strong, enforceable protections like what were put in place with the 2015 Internet order. It emphasized that there should be "no paid fast lanes" and ISPs should be transparent with traffic management and network performance of consumer connections. "These key principles are reflected in the

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FCC's current rules and should form the foundation of any net neutrality framework going forward," the tech company wrote. Apple's take sounds a bit similar to **Amazon's** initial comments to the FCC, which encouraged the agency to use "whatever authority is advisable to have in place rules that are legally sound and enforceable and that preserve the open Internet..." On Wednesday, *Reuters* reported next week's planned **House Commerce** net neutrality hearing, which **Alphabet, Charter, Comcast, Facebook, AT&T, Netflix** and **Verizon**, had been invited to testify at, was scrapped after no companies publicly committed to appearing.

Six-Second Ads: **Fox Networks Group** is making good on a promise of shorter ad slots, with six-second spots to debut on **Fox Broadcast's** "America's Game of the Week" during the first week of **NFL** regular season (Sept 10). Similar short ads will appear as part of **FS1's** college football and **MLS** coverage. Fox said the six-second ad format will be deployed in a variety of forms, including a shorter commercial load or in-game execution, designed to most seamlessly integrate with each type of sport. Fox sold-out its inventory of six-second spots last month for the "Teen Choice" awards, becoming the first network to air six-second ads on live broadcast TV.

On the Hill: The **House Communications** subcmte will hold a hearing Thursday that will delve into broadcast spectrum repacking as a result of the incentive auction. Cost estimates for the process have already topped the \$1.75bln allocated for the process. There also have been concerns raised over the 39-month timetable for repacking. -- **Senate Commerce** will hold a hearing Wednesday on abuse and waste in the **FCC's** Lifeline program. It comes after a June **GAO** report that found recurring problems with the program that subsidizes low-income Americans access to telecom services.

Targeted Ads: **FuboTV** will use **Nielsen Marketing Cloud's** Data Management Platform to power its addressable TV advertising capabilities. With the Nielsen DMP, advertisers can custom-segment and reach network audiences across the virtual MVPD's more than 70 regional and national sports, entertainment, news and information channels.

Ratings: **TV One's** "When Love Kills: The Falcia Blakely Story" emerged as the net's top movie premiere of all-time, bringing in 1.2mln unique viewers Monday. It's the net's top movie premiere among HHs (598K), total viewers (759K) and 25-54s (409K). In fact, it was TV One's best Monday prime performance among the 25-54s of all time. An encore was slated to run Thursday (Aug 31) at 10pm. -- **OWN** ordered more eps of docu-series "Black Love" after the show's debut Tuesday drew 1.2mln viewers. It ranks as OWN's most-watched unscripted series debut ever. The series also hit high marks on social media, becoming the #2 most social primetime episode on national cable.

Programming: **Disney** ordered third season pickups for three of its comedy series: "Stuck in the Middle" and "Bunk'd" from **Disney Channel** along with **Disney XD's** "Walk the Prank." Production on each will begin this fall. -- "Teen Titans Go!" is coming to **Hulu** thanks to a new deal with **Warner Bros. Domestic Television Distribution**. Hulu is the only SVOD service to hold the **Cartoon** series. Each of the show's past seasons will become available for streaming Sept. 1, with the fourth season becoming available following its Cartoon Network run. -- **RLTV** scored syndication for its commissioned "EmPower Lunch," which brings together successful women to share business insight, entrepreneurial tips and topics such as the value of relationships. The premiere ep will air on **DISH's Sky Angel** Channel Saturday at 5pm ET, and on **ABC 7** in NY at 3pm ET Sunday.

International: **A+E Networks** is expanding the **History** brand into Vietnam, making the channel available with full subtitles on **MobiTV**. It also will be partnering with Vietnam's **Thaole Entertainment** to further localize History content and connect with Vietnamese audiences. -- **CBS** is launching its All Access SVOD service in Australia, a move that coincides with the company's acquisition of Australian broadcaster **Network Ten**. The company also recently announced plans to make All Access available in Canada next year.

People: **NBCU Telemundo** tapped *Karen Barroeta* to serve as svp, marketing and creative for Telemundo networks. From her Miami location, Barroeta will be developing and executing consumer marketing initiatives across the entirety of the company's platforms. Barroeta was previously svp marketing & creative for NBCU International Networks Spanish Latin America, a five-channel joint venture with **Ole Communications**.

PROGRAMMER'S PAGE

'Biggie' - A Hip Hop Love Story

For many hip hop fans growing up in the '90s, there is one artist who reclaimed and revolutionized the East Coast rap scene—*The Notorious B.I.G.* or *Biggie Smalls*. Behind raps detailing the realities of hustling was *Christopher Wallace*, a young man who used the spotlight as a way to provide for his family before becoming the victim of a drive-by shooting in 1997. His life is detailed in **A&E's** upcoming documentary "Biggie: The Life of Notorious B.I.G.," the first biography to be authorized by Wallace's estate. Premiering Monday at 8pm, the special goes deeper than anything released before, thanks to the crew's access to exclusive archival footage and recordings. These recordings, combined with interviews conducted with those closest to Big, create an honest look at the greatness (and the downfalls) of the Brooklyn native. Crafting an authentic narrative of Big's life was crucial to those closest to him, including his mother *Voletta Wallace* and widow *Faith Evans*. "Our hope was to make this an intimate story where Big is telling his own story as well as those who really know the truth," *Mark Ford*, the film's director, told **CFX**. The magic of the process occurred when the interviews and original recordings of Big would come together to offer multiple perspectives on the same story, like the first time Ms. Wallace found crack cocaine in Big's bedroom. "We were able to meld Ms. Wallace's version of events with Big's version of events, and it was a really amazing discovery as a filmmaker to be able to find those moments and hear the story from different points of view to create a truth and understanding of those events," Ford remarked. By bringing together these elements, Ford's been able to create a film that transcends the bounds of hip hop to become accessible to anyone. "It's a love story," Ford explained. "There's so much love that came out of those interviews, universally, for the man, and I hope the film's able to capture some of that." — *Sara Winegardner*

Reviews: "Road to 9/11," 9pm, Monday-Wednesday, **History**. With the anniversary of 9/11, 2001, approaching, History gets the jump on informative programming coming viewers' way with this fine, three-part series. During its opening moments it foreshadows what's coming: Talking heads stress 9/11 should not have occurred. The curveball, though, is how the program tells the story. It argues 9/11 began in the late '80s, with the mujahidin in Afghanistan and in 1990, with the assassination of right wing Rabbi *Meir Kahane* in NYC. His shooter, *El Sayyid Nosair*, is linked to a little-known mujahidin *Osama bin Laden*. Drawing on 60 interviews, the series tells the story of how the FBI and NYPD officials made the link. From there they discovered and infiltrated a NYC terrorist cell, but problems arose. It's fascinating. -- "Becoming Cary Grant," 9am, Friday, **Showtime Family Zone** and streaming on demand, **Showtime**. It's ironic that one of the themes of the films of *Alfred Hitchcock*, a director closely associated with *Cary Grant*, is that things aren't always what they seem. Using home movies Grant shot and excerpts from his unpublished autobiography, this short doc has a similar theme. Dapper, dashing, sexy and full of confidence on screen, Grant was a bundle of nerves and doubts inside. LSD treatments helped him understand himself better, though, he says. — *Seth Arenstein*

Basic Cable Rankings (8/21/17-8/27/17)			
Mon-Sun Prime			
1	FOXN	1.1	2444
2	MSNB	0.8	1849
3	USA	0.7	1587
4	HGTV	0.6	1418
4	CNN	0.6	1363
6	TBSC	0.5	1284
6	ESPN	0.5	1185
6	ID	0.5	1079
9	HIST	0.4	1006
9	DISC	0.4	918
9	DSNY	0.4	911
9	HALL	0.4	837
9	A&E	0.4	814
9	TWC	0.4	749
9	HMM	0.4	658
9	DSE	0.4	81
17	FOOD	0.3	826
17	ADSM	0.3	782
17	FX	0.3	775
17	MTV	0.3	756
17	TLC	0.3	749
17	TNT	0.3	686
17	TVLD	0.3	647
17	LIFE	0.3	630
17	VH1	0.3	616
17	NAN	0.3	576
17	SYFY	0.3	576
17	OWN	0.3	567
17	NKJR	0.3	529
17	NFLN	0.3	495
31	FRFM	0.2	517
31	APL	0.2	515
31	AMC	0.2	513
31	BRAV	0.2	509
31	SPK	0.2	494
31	INSP	0.2	483
31	WETV	0.2	457
31	DSJR	0.2	448
31	BET	0.2	438
31	TRAV	0.2	424
31	NGC	0.2	415
31	TRU	0.2	400
31	EN	0.2	384
31	LMN	0.2	377

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

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