

Cablefax Daily™

Monday — October 23, 2017

What the Industry Reads First

Volume 28 / No. 203

Til Next Time: Expo Attendance Falls, But New Blood Flocks to Show

As last year's **SCTE-ISBE Cable-Tec Expo** neared its close, word came from **NCTA** that its annual trade show would shutter. While consolidation had taken a toll on **INTX** over the years, attendance for the 2016 Cable-Tec Expo in Philly surged 21% over the previous year to more than 10K. This most recent gathering in Denver didn't quite hit that mark, with 8,800 registered attendees, but organizers were expecting that. Philadelphia traditionally draws a larger crowd with many coming from the Northeast, plus it's a hub for international travelers. Still many from outside the US still made their way to the Mile High City, accounting for 22% of the crowd. And 19% were first-time attendees at this year's show. Also significant was the amount of industry collaboration for a conference that once drew only the techiest of folks. "The spirit of industry networking seemed stronger than ever in Denver," *Rob Stoddard*, svp of communications & public affairs for **NCTA**, told **Cablefax**. "With a major executive presence, big turnout, and strong media attention, Cable-Tec Expo made great strides in driving education and excitement around our industry's commitment to innovation. And it offered a terrific platform for showcasing the work and impact of many of our industry groups." **The Cable TV Pioneers** had a sold-out crowd for its dinner, its first as part of the Expo, with the banquet featuring a packed overflow room. The group plans to host the dinner again at Expo next year in Atlanta. The Cable Center hosted a one-day immersion with SCTE-ISBE on Monday to show college students, graduate-level candidates and recent grads the inside of the industry, with **DISH** CTO *Vivek Khemka* keynoting. On Wednesday, the Center used the show to relaunch its Mavericks Lecture series, bringing in **Comcast** co-founder *Julian Brodsky* to sit for a fireside-style chat with veteran industry journalist *Stewart Schley*. Brodsky kept the early-morning crowd engaged with tales of Comcast's early days and the camaraderie with his fellow co-founders, *Ralph Roberts* and *Daniel Aaron*. He also offered a positive outlook for the industry. "Clearly there's a trend away from linear appointment viewing long-term video, but you look at the technology, you look at what the X1 platform can do, you look at tying that to mobility. It's just a different business, and I think it's heading in that direction. It's profitable," he said. Also hooking up to the Expo wagon were **ACA** and **NCTC**, which joined with SCTE for a special experience track for small and mid-sized cable operators. At an ACA-sponsored panel at the Innovation Theater on the Expo floor, attendees got a download on key issues like net neutrality, M&A review,



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- **Bill Binford** – Verizon
- **Chris Brush** – Disney & ESPN Media Networks
- **Sol Doten** – Ovation
- **Jonathan Freeland** – Cox Communications
- **Mark Greatrex** – Cox Communications
- **Rick Lang** – Comcast
- **Hestia Lei** – Sony Playstation Vue
- **Kristin Malaspina** – Charter Spectrum
- **Bill Osborn** – Outdoor Channel
- **Court Passant** – CBS Corporation
- **Randy Rovegno** – Pop
- **Heather Symmes** – Uptv, Aspire and UP Faith & Family
- **Angela Turner** – Revolt TV

NEXT WAVE

- **Jerry Arias** – Comcast Spotlight
- **Linda Cabral** – Disney & ESPN Media Networks
- **Kristen Cuffee-Brown** – Cox Communications
- **Laura Emmet** – DirecTV
- **Alan Gutierrez** – Fox Global Networks
- **Mary Luther** – Outdoor Sportsman Group
- **Nico McCarthy-Moya** – Ovation
- **Jennifer McNab-Baumann** – A+E Networks
- **Michele Monte** – Comcast
- **Joanna Rodriugez** – DirecTV
- **Allison Ross** – Disney & ESPN Media Networks
- **Angelina Watkins** – Sony Playstation Vue
- **Shelly Williams** – Roku

Register: www.cablefax.com/event/cablefax-awards-gala-2017

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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 ● Associate Editor: Sara Winegardner, 301.354.1701, swinegardner@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: Charlotte Clay, 301.354.1710, cclay@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, client-services@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

privacy rules and next-gen broadcast standard ATSC 3.0. **WICT's** 8-year-old Tech It Out initiative returned to the show, and the first-ever Fall Technical Forum was produced by NCTA and **CableLabs** with SCTE, consisting of 98 workshops and technical papers. Expo exhibitors clocked in above 400, with 75 first-timers. "While all of the metrics around SCTE-ISBE Cable-Tec Expo 2017 were strong, what's most important is how we've continued to improve the quality of the program offered to attendees," SCTE-ISBE CEO Mark Dzuban said in a statement.

Retrans Blackout: MyNetwork-TV affiliated station **KFVE** of Honolulu went dark on **DirecTV** Thursday. The station is an independent owned by **HITV**. It's being sold to **American Spirit Media**, whose stations went dark on DirecTV and **U-verse** on Sept 21 and remain dark. The KFVE sell has been pending **FCC** approval for several years.

SCTE Olympics: The first CORTEX Olympics at "Expo Evening" placed a spotlight on the brightest minds at **SCTE-ISBE's** Cable-Tec Expo. **Cable ONE's** Kevin Troub became champion of the IP Challenge while **Greg Brakefield** of **Comporium Communications** bagged his fourth Cable-Tec Games title since 2011. This marked the first year the two annual skills competitions were held concurrently. Fun fact from SCTE: only 3 of the past 10 International Cable-Tec Games at Expo have been won by someone not named Greg B.—because Greg Brakefield's archrival, Greg Babinski of **Charter**, owns three of those titles, claimed the Games in 2008, 2014, and 2016.

Talking Walking Dead: Microsoft Xbox will have an expanded presence at **AMC's** Season 8 premiere of "The Walking Dead" on Sunday, which is also the 100th episode of the series. The company will sponsor a red carpet livestream starting at 4:30pm PT from the premiere event in LA that will air on social networks including **Facebook Live, Twitter, YouTube** and Microsoft's own **Mixer** platform. Xbox is the first advertiser to buy in on **AMC's** new six-second ad format, making the investment for the first three eps. Xbox will also produce a 30-second spot with footage from the red carpet to be included in a two-hour episode of "The Talking Dead" to air following the premiere.

Programming: YouTube greenlit "Swipe Right," a female ensemble comedy based on a true story from creator **Carly Craig**. She teamed up with **Daniel Reisinger** to craft the eight-episode series centered on relationships in the digital age, set to premiere on **YouTube Red** in 2018. -- **FXX** is celebrating Halloween with a 13-hour marathon of "The Simpsons" Treehouse of Horror episodes beginning at 11am. Ahead of the event, the net will air a week of mini-marathons of the Treehouse eps during primetime. **FX** will separately air a Halloween movie marathon beginning on Oct 28 at 11am.

People: **Jennifer Zaldivar-Clark** is expanding her role at **Viacom**, taking on the title of svp, talent for **Paramount Network**. She'll lead the newly-formed talent division while continuing to serve as svp, talent and communications at **TV Land**.

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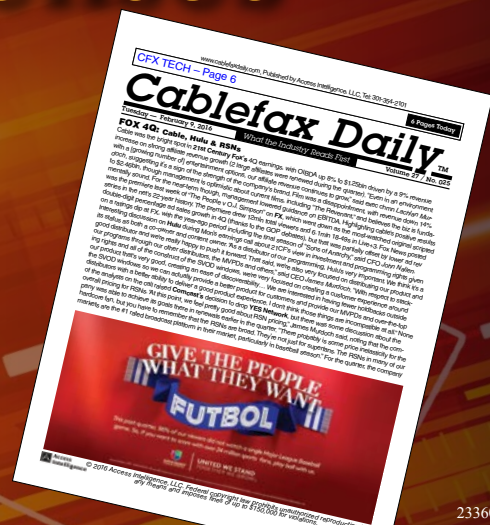
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