

Cablefax Daily™

Tuesday — April 3, 2018

What the Industry Reads First

Volume 29 / No. 063

Out of Time: DISH Drops Univision Lifestyle Channels

Another carriage dispute looms. **Univision Communications'** lifestyle channels have been dark on **DISH** since around 7pm ET Saturday when the current carriage dispute expired. Univision said it offered an extension agreement to DISH to keep the channels live but was refused. "We are very disappointed that DISH has decided to drop our lifestyle channels (including **Telehit** and **Bandamax**) from its lineup of Spanish-language programming," Univision said in a statement to **CFX**, adding that the dispute is unrelated to any current carriage or retrans agreements for Univision, **UDN**, **UniMas** or **Galavisión**. "Together, Telehit and Bandamax serve an often-ignored audience that looks to consume culturally-relevant content that represents their world in ways other channels do not: by providing the music, lifestyle and celebrity entertainment geared toward a young Latino audience. Despite our disappointment, we are actively negotiating to restore the music and movie programming audiences love to their lineup." Dish rebutted the claims from Univision, saying they had yet to receive a proposal or begin any sort of negotiations. "DISH constantly evaluates the content we carry, and we work to provide channels that our customers desire at the best value," it said in a statement, also arguing that viewership for the channels in question has dropped nearly 40% over the past five years. "We are providing very similar channels (**Azteca Cinema**, **Estudio 5**, **Videorola** and **Azteca Clic**) in their place at no extra cost so that our customers don't miss out on culturally-relevant entertainment they enjoy." It's not the first time the pair have fought. Last July, DISH filed a suit in NY's Southern District against Univision Local Media, Univision Networks and Univision Puerto Rico after the programmer announced it would stream all 46 matches of the Liga MX season via **Facebook Live**. DISH also claimed the programmer failed to deliver promised content, seeking monetary damages and a permanent injunction stopping Univision from allowing its linear service or any component of it from being distributed live on free Internet and wireless services. Univision recently found itself free from its major courtroom battle with **Charter** when the two companies agreed to dismiss claims against one another. That followed a month-long blackout on **Verizon Fios**, which ended in mid-November after a new agreement was finally reached.



What will your initiatives,
teams and shows win this year?

Enter today: www.cablefax.com/awards

Questions? Email Mary-Lou French, 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 ● Associate Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: 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

Let's Get Ready to Rumble: Disney revealed that **ESPN+**, the subscription service from Disney and **ESPN**, will launch on April 12 with a \$4.99/month price tag, or \$49.99/year. The service will be completely integrated into a redesigned ESPN app and can also be accessed through ESPN.com. Four key pillars of content will be offered through the service, according to Disney: live sports events, high-quality original shows and films, exclusive studio programs and an on-demand library. Live events will be featured from the **MLB**, **NHL**, **Top Rank Boxing**, **MLS**, college sports, **PGA Tour**, **Grand Slam Tennis**, rugby and cricket. In addition to the MLB games included in the package, fans can purchase the entire MLB.TV out-of-market package through ESPN+ for an additional \$24.99/month.

Partnering Up: Redbox announced it will use **Mediamorph's** cloud-based enterprise solutions to streamline the process of managing its available content and pricing. The content rental company will also integrate the solutions into Redbox On Demand, the online streaming service that launched in December on **iOS**, **Android**, **Apple TV**, **Chromecast**, **Roku** and **LG** and **Samsung Smart TVs**.

Open Call: The **FCC** is launching a Honors Engineer Program in an effort to recruit current students and recent engineering school grads to the FCC, as well as to the technology and communications sectors as a whole. The one-year career development program will place participants in areas including the facilitation of the deployment of broadband services in the US, the introduction of new communications technologies and services such as 5G and IoT and the development of policies to encourage innovation. Candidates will be selected based on their backgrounds and demonstrated interest in government service and/or the communications sector.

Programming: Contractor *Mike Holmes* is bringing his family along for the job in **DIY Network's** "Holmes: Next Generation." Debuting April 17 at 9pm, the six-episode series will see Mike, daughter *Sherry* and son *Mike Jr.* fix do-it-yourself projects gone wrong.

People: Showtime named *Dominic Pagone* to the role of svp, entertainment publicity, reporting to evp, communications *Johanna Fuentes*. From Los Angeles, Pagone will oversee the Showtime entertainment PR teams on both coasts, including the consumer PR team and entertainment operations staff. He spent the last 18 years at **FX**, becoming svp of communications in 2015 and guiding the trade communications, talent relations, public affairs and photo publicity for **FX**, **FXX**, **FXM** and **FXP**. -- *Lauren Townsend* is joining **Starz** as evp, communications. Townsend will replace departing exec *Theano Apostolou*, who has served in the position since 2013. Townsend will operate as the company's chief press officer and spokesperson for the company, having direct oversight of all media relations initiatives.

Cablefax

Leaders Retreat

April 30-May 1, 2018

The Ritz-Carlton, Amelia Island, FL

www.cablefax.com/events

The Cablefax Leaders Retreat is like nothing else in the industry.

This exclusive and curated meeting of the minds will bring together VIPs, special guests and top executives for strategic discussions and interactive sessions unlike anything you've ever experienced. Participants will get a one-of-a-kind experience that produces unique takeaways and insights to help future-proof their business for the next 18 months. **Register today at www.cablefax.com/events.**

REGISTRATION QUESTIONS:

Mary-Lou French
mfrench@accessintel.com

SPONSORSHIP OPPORTUNITIES:

Olivia Murray
omurray@accessintel.com
301.354.2010

PROGRAM INFORMATION:

Mike Grebb
mgrebb@accessintel.com

CFX TECH

Plugging the App Gap

It's difficult to look at the news without seeing the words "Facebook" or "Cambridge Analytica" in the headlines. With Congressional committees calling on Facebook CEO *Mark Zuckerberg* to testify on the issue of the harvesting of personal information from 50 million people, or one in three Facebook users. Facebook released a statement March 21 promising to introduce and pursue steps including "taking action on potential past abuse and putting stronger protections in place to prevent future abuse."

But how did it happen in the first place? Despite the privacy policies put in place by the social media platform, there remained the "app gap." Even if you were to mark your profile as "private," the moment that you took one of the quizzes that circulated often on the site, the developer could access everything from your religious affiliation to pictures from your recent vacation,

In an interview for **C-SPAN's** 'The Communicators' series, **NCTA** pres/CEO *Michael Powell* called the "extraordinary moment" ultimately predictable. And he's not wrong. The **ACLU** published an article in 2009 questioning Facebook's policies, and the risks that come with putting your personal information online are now being taught in schools to young children.

"Essentially you have a brilliant platform-based advertising model that emphasizes precision propaganda, and that precision propaganda can be used for good or evil," Powell noted. "A big part of communication conversation going forward will have to be necessarily comprehensive and include how to think about companies whose enormous profits derive from the amassing of massive intimate data sets that they monetize to various forces."

The issue will no doubt make a regular appearance in regulatory circles, including those within cable. So

what makes cable more trustworthy than Facebook or another social media platform? It's not that the FCC has stricter rules in place. It has its focus on infrastructure providers.

There's more on the line, according to Powell. Social media platforms are free. You gain access by selling your personal information. Customers must make a purchase to receive their cable packages, and there are plenty of options to choose from. The battle to maintain subscriber numbers has only become more vicious as cord-cutting becomes the norm. If the service falls below a customer's expectations, there are no penalties to them for finding another provider. More than a quarter of consumers have cancelled a pay-TV service over what they perceive as poor customer experience in the last 12 months.

Those subscriber losses are felt. If Facebook loses 100K subscribers, the effect can be insignificant considering another 100K people could be signing on for the first time on the other side of the globe.

"If you have a problem with how Facebook has misled us, abused our privileges, abused our relationship with them, we need to use the instruments of regulation to curb its power," **University of Virginia** professor *Siva Vaidhyanathan* said in a recent conversation with *NPR's Michel Martin*. "If we act as citizens, we have a chance. If we act as Facebook users, we have no chance."

As the industry moves towards advanced advertising and artificial intelligence, there may not be a more critical time for major players to reassure customers of the safety of their information. While cable and technology companies can do their best to review their privacy policies and reassure customers, a proactive response from the FCC may mean more than any privacy policy ever could.

- Sara Winegardner

SCTE · ISBE CABLE-TEC
EXPO 2018
 ATLANTA, GA
 OCTOBER 22-25

2018 Fall
 Technical Forum
 SCTE · ISBE · NCTA · CABLELABS

VISION OF
 THE FUTURE

REGISTRATION
 OPENING
 SOON!