

# Cablefax Daily™

Friday — April 6, 2018

What the Industry Reads First

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## Cable Hall of Fame: Honorees Emphasize Support, Family

The Ziegfield Ballroom in NYC put on its cable top-hat Wednesday night for **The Cable Center's** Hall of Fame celebration to induct this year's honorees, most of whom cited luck, hard work and support from family as the source of their career success. **Advance/Newhouse** pres *Nomi Bergman* said she's proud to be "an example of both a woman and a person with a giving style and who has been able to find success without compromising those qualities." She even dialed in her dad and industry legend *Bob Miron* on her cell from the stage, getting laughs when she exclaimed to the room "he hung up!" She credited him and the rest of her family for her values, noting that "success does not have to come at someone else's expense." **Charter** pres/COO *John Bickham*, who endured some ribbing from other execs during his induction video stemming from his love of sticky notes and his "low responder" style that makes him hard to read in meetings, quoted *Calvin Coolidge*, who believed that persistence and determination are more effective than genius or talent. That persistence led to a job at **Time Warner Cable** corporate in 1998, and he admitted that "I thought I was well on my way to running Time Warner Cable. I had no idea it would take another 18 years to do that." **Liberty Latin America** pres/CEO *Balan Nair* said life is like juggling three balls: a rubber ball that bounces back and represents your job; a steel ball that doesn't come back if it falls, representing your health; and a crystal ball that you can never drop. "If it drops it shatters," he said. "That's your family. Don't let your family drop. It's the most important thing to all of us here, and that's why we come to work every day." **HBO** chmn/CEO *Richard Plepler* called his daily work routine a "transcendent experience" because of his fellow execs. "Every one of them is far better at what they do than I could ever be," he said. The exec said that while he invited his 14-year-old daughter to join he and his wife at the Cable Center induction, "she just kind of looked at me and said, 'you know Daddy, I think I'm just going to stay home and watch **Netflix**.'" And speaking of competitors, Plepler thanked **Starz** chief *Chris Albrecht*, who used to run **HBO**, for teaching him to take risks by "throwing deep" with creative projects. **Comcast** vice chmn *Neil Smit* recounted an episode from his Seal Team training when during Hell Week—a week of sleep deprivation and hard physical labor for recruits—a senior officer told him his team might be falling behind.



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Final Deadline:  
**April 16**

Save the Date: FAXIES Awards Luncheon | June 5, 2018 | NYC

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Smit consulted with the team, which disagreed, so he concurred, teaching him lessons about backing up your people. "This industry and Comcast has given so much to me over the years," he said. "It has been an honor and a privilege." Smit said his family has been his biggest rock and stuck with him through it all. "There's not a challenge they have ever failed to meet," he said. Also inducted was the **AMC** mega-hit "Breaking Bad," whose creator *Vince Gilligan* was on hand to thank *Tom Rutledge* and *John Bickham*, who at the time were running **AMC Networks** owner **Cablevision** and took a big risk signing off on a \$50mln investment for a show about a 50-year-old, meth-dealing high-school teacher. "Thanks to you guys for greenlighting this show," he said, pointing to them in the audience. "Whatever happened to you guys? Are you still in the business?" Gilligan said AMC's willingness to take a chance changed his life, and "I could not be more proud than to be up here following *David Chase* and 'The Sopranos,'" which was inducted last year. Also receiving recognition Wed night was industry veteran *June Travis*, who took home the Bresnan Ethics in Business Award for her years of service to cable and its many organizations.

**Advanced Advertising Avalanche:** **NBCUniversal** has unveiled **CFlight**, a new metric for advertisers bringing together all live, on-demand and time-shifted commercial impressions on every viewing platform. Independent, third party sources will equate linear and digital media viewing in order to create a composite score. The metric will only include digital impressions that are viewed to completion and will also include co-viewing on OTT platforms where that measurement is possible. The impressions-based scores will also be used by NBCUniversal to develop a currency, promising campaign performance on its programming. -- **Altice USA** launched advanced advertising and data business **a4** Thursday, which promises to deliver audience-based multiscreen advertising solutions to advertisers and MVPD partners. The business offers advertisers the chance to build authenticated audience segments and activate campaigns across any screen, automation tools and measurement and data analysis. The announcement comes following Altice's offering of addressable advertising in the New York DMA and its acquisition of both **Audience Partners** and **Placemedia**. -- **Nielsen Grabix**, the company's next-generation web-based intelligence analytics platform, was made available Thursday. The system combines minute-by-minute Nielsen ratings and **Gracenote** Real-Time Smart TV viewership data to give deeper insights for the top 56 US TV markets and 400 local stations and national networks. New UI features include a search capability, tools for breaking programs into various segments and an interactive geographic heat map.

**Speaking Out:** *Sen Ed Markey (D-MA)* again lended his voice to the **Facebook-Cambridge Analytica** scandal, responding to the social media giant's announcement that "malicious actors" collected data from its



Cablefax

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users and CEO *Mark Zuckerberg's* pledge to bring European data privacy protections to the global stage. "The tsunami of outrage incited by the Cambridge Analytica revelations has made one thing perfectly clear—the American people demand to regain control over their sensitive information," Markey said. "Mark Zuckerberg must explain what recourse will be provided to users who have already been subjected to abusive and intrusive invasions of their privacy and how Facebook's new policies will give the American public meaningful control over their sensitive information." Zuckerberg will testify in a joint hearing with the Senate Judiciary Committee with the Committee on Commerce, Science and Transportation next week.

***Taking it Global:*** **Sling International** is now available to **Xfinity X1** customers, giving them access to more than 395 multicultural networks. The service offers content in 21 languages including Arabic, Hindi, French and Mandarin for \$10/month.

***Carriage:*** **Fuse Media's** flagship network is now available on **Sling TV**. Fuse will be included in the Sling Orange and Sling Blue packages, bringing series including *Wilmer Valderrama's* "The Hollywood Puppet Show" and the "We the Dreamers" documentary series to the streaming service. -- **fuboTV** launched **The CW** in 8 additional local markets, bringing it to nine total on the streaming service. Additional local markets include **WPSG** (Philadelphia, PA), **KBCW** (San Francisco-Oakland-San Jose, CA), **WUPA** (Atlanta, GA), **WTOG** (Tampa, FL), **WKBD** (Detroit, MI), **KSTW** (Seattle, WA), **KMAX** (Sacramento-Stockton-Modesto, CA) and **WPCW** (Pittsburgh, PA).

***Shifts in the Tides:*** It's raining change at **The Weather Channel** in 2018. Weather-related original programming will double to reach 85 hours of premiere shows, including the debut of "Killer Weather" this fall, which is a dive into forensic meteorology. The network is also partnering with **The Future Group** to incorporate mixed-reality experiences to viewers. They'll be able to see meteorologically accurate tornadoes, hurricanes and the effects of storm surges. **You.i TV** will be the new software technology platform for **Local Now** to create a more personalized experience for users of the streaming service in its next generation, to launch in Spring 2018.

***Ratings:*** *Tracy Morgan's* return to the screen in **TBS'** "The Last O.G." Tuesday became the biggest cable comedy premiere since 2016 and the strongest original debut for the network ever. The event saw 1.8mln total viewers in L+SD and is tracking to hit 1.25mln in L+7.

***Programming:*** Actress *Gabrielle Union* and **NBA** champion *Dwyane Wade* are stepping into new shoes with the **HGTV** special "All-Star Flip." The couple will buy, overhaul and flip a fixer upper in an up-and-coming Miami neighborhood when the half-hour special airs on April 12 at 9:30pm. -- **BBC America** renewed "Killing Eve" for a second season ahead of its premiere Sunday at 8pm. The *Phoebe Waller-Bridge* ("Fleabag") thriller is based on the novellas by *Luke Jennings*. -- **Discovery Channel** ordered "Book of Hines (working title)," a series following former covert military man and intelligence officer *Brett Hines* and his family as they transition to living off the grid. The unscripted series joins the family two years into their journey as they work to adapt to homesteading. -- **FX Networks** has placed a pilot order for "Y" based on the science fiction comic book series "Y: The Last Man." *Michael Green* ("American Gods") and *Aida Mashaka Croal* ("Luke Cage") will operate as co-showrunners. *Melina Matsoukas* is set to direct the pilot. -- Digital multicast net **Bounce** is allowing its affiliates to air the Season 3 premiere of "Saints & Sinners" on their primary channels between April 10-14 following its debut Sunday at 9pm. Participating stations include **WMAR-TV** (Baltimore), **WMYD** (Detroit), **WVUE** (New Orleans), **KMCI** (Kansas City), **WUPV** (Richmond), **WCSC** (Charleston, SC), **KJRH** (Tulsa) and **KWBA** (Tucson).

***People:*** **CTA** boosted two executives into newly-created positions. *Karen Chupka* is now evp, CES while *Tiffany Moore* will act as svp, political and industry affairs. Chupka first joined **CTA** in 1989 and has previously served as vp of business development, director of industry relations and education and director of marketing for CES. Moore came to the association in 2015 as vp of government and political affairs. -- **Adobe** named *John Murphy* as evp/CFO, effective April 9. He'll replace current evp/CFO *Mark Garrett*, who revealed intentions to retire earlier this year. Murphy currently serves as the company's svp/CAO and corporate controller. Murphy spent more than 10 years at **DirectTV**, most recently as svp, CAO and controller.

***Editor's Note:*** Before judging begins, you still have time to enter your **FAXIES nominations**. Earn recognition for excellence in PR and marketing. Categories include Marketer of the Year, crisis communications, **Facebook** marketing campaign and many more. Winners and honorable mentions will be celebrated at a luncheon in NYC on June 5.

# PROGRAMMER'S PAGE

## Jeremy Wade's Fresh Take in 'Mighty Rivers'

From fish to the fresh water itself, former "River Monsters" star *Jeremy Wade* is looking to create waves of change with the upcoming "Jeremy Wade's Mighty Rivers" on **Animal Planet**. Premiering Sunday at 9pm, the six-part series is a natural progression from *River Monsters*. Using the fish and apex predators that have become an integral part of his life as a barometer, Wade examines how the exploitation and pollution of some of the world's most important rivers has affected their health. "He spent 35 years hunting for fish in rivers, so it makes sense that now he's investigating the rivers themselves and everything that's in them," Animal Planet executive producer *Lisa Lucas* noted, saying Wade considers *Mighty Rivers* the most important mission of his career. He journeyed to hard-to-reach locales for the production in order to examine rivers like the Yangtze in China and the Zambezi in Africa. Much of the access given to the crew was thanks to the level of respect Wade gives to the countries, cultures and peoples he encounters, as evidenced by a moment in the premiere when he allows himself to be submerged in a river full of human feces after being invited by the locals. The series also delivers action items to take people beyond the programming. At the end of every episode, there will be a web address where viewers can find ways to help maintain clean water in their communities. There will also be a note directing them to the **Waterkeeper Alliance**, the fast-growing environmental organization supporting swimmable, drinkable and fishable water. "In light of recent events, there seems to be so much more interest in what's going on around us and changing it if we're not happy," Lucas said, speaking to the rise in activism sweeping the country and the world. "You think a bit more about the small things that we do that will have greater effects downriver." – *Sara Winegardner*

**Reviews:** "André The Giant," premiere, 10pm, Tuesday, **HBO**. This highly awaited doc is everything you'd expect it to be: great footage of the 7' 4" behemoth of professional wrestling, arguably its most famous exponent. Yet he transcended wrestling. As one sports historian says, André literally was the world's biggest celebrity and he lived large. In docs, sometimes talking heads get in the way of sports footage. And while the footage is impressive, particularly of a young, fit André, the interviews are excellent, too. The best comes from wrestler *Hulk Hogan*, who describes professional wrestling as entertainment, "not a place for tough guys." Yet should you get on Andre's bad side, Hogan says, he could manhandle you. "He was bigger... and stronger than the rest of us," Hogan adds. On cue *Arnold Schwarzenegger* tells of a time when Andre picked up the Austrian Oak "like I was a little baby" and placed him on top of a piece of furniture. Amazing. -- "Killing Eve," series premiere, 8pm, Sunday, **BBC America**. This series, starring the wonderful *Sandra Oh* as a geeky detective on the trail of what she believes is a female assassin, was renewed Wednesday. What a smart move. It's hard to decide what's the best part about "Eve," but Oh's interplay with cranky ex-boss *David Haig* is hard to beat. – *Seth Arenstein*

**Happy 100th:** Congrats to **UP's** "Bringing Up Bates," which debuted its 100th episode Thursday night.

Basic Cable P2+ Prime Rankings* (3/26/18-4/1/18)		
Mon-Sun	MC US	MC US AA (000)
TBSC	0.812	2473
FNC	0.665	2025
MSNBC	0.535	1628
HGTV	0.478	1454
USA	0.440	1339
TNT	0.389	1183
ESPN	0.365	1110
AMC	0.343	1043
ID	0.319	970
HIST	0.306	931
DISC	0.304	926
DSNY	0.299	912
CNN	0.296	902
ADSM	0.292	888
FX	0.286	871
A&E	0.285	868
FOOD	0.266	810
NICK	0.258	786
TLC	0.245	745
NAN	0.221	673
TVLAND	0.220	670
HALL	0.215	654
DSJR	0.196	595
LIFE	0.193	588
FRFM	0.192	585
VH1	0.187	568
BRAVO	0.186	566
CRN	0.185	564
ESPN2	0.176	536
INSP	0.176	535
APL	0.167	507
NATGEO	0.162	493
SYFY	0.161	489
TRAVEL	0.157	479
GSN	0.144	437
WETV	0.136	414
NKJR	0.130	397
PARA	0.130	396
MTV	0.129	393
BET	0.127	385
WGNA	0.125	381

\*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.

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