

Cablefax Daily™

Friday — April 20, 2018

What the Industry Reads First

Volume 29 / No. 076

ADVERTISEMENT

“ABSOLUTELY MASSIVE
IN SCOPE”
DEN of GEEK!

“NONSTOP VISUAL
WOWS”
FAST COMPANY

“VIVID, SURPRISING
AND MOVING”
Parade

“FASCINATING”
DAILY BEAST

“DRAMATIC AND SWEEPING”
Los Angeles Times

“INCREDIBLE”
Entertainment

“REQUIRED VIEWING”
BUSTLE

“BREATHTAKING”
INVERSE

“A MUST WATCH”
comicbook.com

“WALL-TO-WALL BRILLIANT”
Paste

“DAZZLING CINEMATOGRAPHY”
TIME

“DAZZLING”
SIERRA

“FANTASTIC”
reality blurred

“BEAUTIFUL”
The Philadelphia Inquirer

“STRIKING”
SPACEi

“A VISUAL FEAST”
Channel Guide

“STUNNING”
I HUFFPOST

“AWE-INSPIRING”
DECIDER

“OTHERWORLDLY”
Wired

A 10-PART SERIES FROM DARREN ARONOFSKY & NUTOPIA

ONE STRANGE ROCK

HOSTED BY **WILL SMITH** NEW EPISODES MONDAYS 10/9c



NATIONAL GEOGRAPHIC presents a NUTOPIA and PROTOZZA PICTURES and OVERBROOK ENTERTAINMENT production

“ONE STRANGE ROCK”

hosted by WILL SMITH

co-producing producer ALIF MURSHIDHAMED

executive producers DARREN ARONOFSKY JANE ROOT ARI HANDEL PETER LOVERING SCOTT FRANKLIN TIM PASTORE MATT BENNER

Cablefax Daily™

Friday — April 20, 2018

What the Industry Reads First

Volume 29 / No. 076

Cap Size: Gloves Come Off in Broadcast Ownership Limit Comments

If MVPDs no longer have an ownership cap, why should broadcasters? That sums up the national ownership cap argument of **Sinclair**, which is currently seeking to acquire **Tribune** stations. The **FCC** is looking at whether to raise, lower or maintain the national ownership cap of 39% for broadcasters. In reply comments on the cap that partially addressed comments from **DISH** and **ACA**, Sinclair said the ten largest MVPDs have geographically broad or nationwide reach and account for approximately 95% of MVPD subscribers nationwide. "Allowing broadcasters to achieve the same geographically broad reach would not bestow upon them any undue bargaining advantage," Sinclair said. **NAB** has argued that the FCC should retain the 39% national audience reach limit, but determine compliance by accounting for TV stations at 50% of their theoretical audience reach. In other words, they want the UHF discount to apply to VHF stations as well. **CBS**, **ABC**, **Fox** and **NBC** affiliates like this approach, but don't want network-owned stations to get that 50% discount. Obviously that doesn't sit well with the Big 4. "The Affiliate Associations' proposal is unsupported by marketplace realities, divorced from rational policy, and legally infirm. Indeed, the proposal is so flawed that it arguably warrants no response at all," the networks said. In voicing its opposition to the suggested changes, ACA says the FCC lacks authority to raise the cap directly or to circumvent it through creative changes to the UHF discount. New in this round of comments is a working paper by researchers at Emory University, which was submitted into the record by the **Writers Guild of America West**. The paper analyzes local news programming and ratings over a period covering Sinclair's acquisition of **Bonten Media** stations. It concludes that following the transfer to a larger owner, the stations proceeded to increase their coverage of national news while decreasing local news. The paper also claims the stations shifted ideologically to the right, with the changes accompanied by a slight decline in viewership. In its comments, Sinclair dismissed DISH and ACA's concerns about localism and retrans consent fees as unsupported and self-serving. What's more, Sinclair said that even if elimination of the 39% cap did enable broadcasters to negotiate higher retrans fees than they could otherwise, DISH and ACA fail to explain why that would be harmful to public interest. (Cue angry operators pointing to escalating video prices that are passed on to consumers). "Retransmission consent

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

STORYTELLING WITH A PURPOSE

By Courtney Monroe, CEO of National Geographic Television Networks

It's not a new concept. But ironically, it's one a lot of people get wrong. In this age of massive competition, how can you be entertaining, informative ... and popular? Well, at National Geographic we have spent the past 18 months on a new journey – and part of that journey has been to demonstrate that with premium content from the best-in-class-creatives, not only can you be extremely entertaining and informative, but audiences will respond.

About 18 months ago we started a new journey at National Geographic channels. A journey focused on creating premium content that lives up to the promise and expectations of the National Geographic brand and differentiates us in the television landscape.

At the risk of stating the obvious, we are in the midst of the most exciting and dynamic time in the history of the television business – a time of unprecedented change and competition.

But with this change comes the fact that there is simply no way to break through without being exceptional and without content that is creatively excellent and worthy of viewers' time. Which is precisely why we pursued transformational change at National Geographic and dramatically elevated our content.

We are now thinking bigger and bolder and setting a much higher bar for ourselves. Our strategy is built on QUALITY and DISTINCTIVENESS. And we are doing this with bigger, more creatively ambitious programming swings produced in partnership with best-in-class creative talent and aimed at a broader, more upscale audience.

By television standards, 18 months is a relatively short amount of time, and yet our programming strategy has already transformed our global content business and put us on the map in a variety of different ways.

Our new shows are driving higher consumer engagement and more loyalty than ever before. In fact, since embarking on this strategy, we've launched the three most-viewed series in our history: **MARS, The Story of God with Morgan Freeman** and **GENIUS**.

We were also among the first networks to reduce our commercial load in an effort to create a more immersive experience for viewers and a less cluttered environment for advertisers – because we believe a premium viewing experience benefits not only the consumer but also the advertisers who partner with us.

We have been so fortunate to partner with some incredible talent – Ron Howard, Brian Grazer, Leonardo DiCaprio, Katie Couric, Morgan Freeman and Darren Aronofsky, to name just a few – to create the sort of premium content that not only lures viewers but drives the conversation.

Over the past few weeks, I have had numerous people tell me that they're obsessed with **One Strange Rock**. That's their word – obsessed. And so am I. Executive Producer Darren Aronofsky even gave a mini-film school tutorial to European Space Station astronaut Paulo Nespoli to shoot film for us from space. Host Will Smith asks the questions we're all thinking; in fact, Smith hosted the first-ever Instagram live video stream from the International Space Station to ask NASA astronaut Drew Feustel some of his burning questions. Currently airing, this series was years in the making, a result of Nutopia and Protozoa productions working together to show the world that our planet really is one strange rock.

The reason all of us are so enthusiastic is that these are passion projects. Passion propels all we do, infusing programs with purpose. Programs as diverse as **GENIUS** and **America Inside Out With Katie Couric** bring viewers a unique perspective of what I want people to think of when they think of National Geographic.

America Inside Out With Katie Couric is a prime example of storytelling with a purpose. In an age when we are constantly bombarded with headlines, Katie puts events in perspective. Her six-part documentary series is airing now.

And next week, our scripted anthology series **GENIUS** returns. This season we have Antonio Banderas in the title role of Picasso.

Our push to move our brand from reverence to relevance also moves beyond our television programs. For the first time in our history, National Geographic magazine was named as a Pulitzer Prize finalist and won the 2018 National Magazine Award for Single-Topic Issue for its coverage of gender. Last month's edition of the magazine, a single-topic issue dedicated to race, generated worldwide coverage and more than 200 million views online in the first two weeks alone. Even Oprah tweeted about it!

It's been a whirlwind year that included a spectacular night – a highlight of my career – when we screened our award-winning documentary *Jane* at the Hollywood Bowl with a 78-piece orchestra performing Philip Glass' original score.

We have so much terrific programming, but I would be remiss if I didn't mention a few key numbers:

- We reach 487 million households in 172 countries in 43 languages.
- We have 423 million followers on social media, including 193.1 million on Facebook, 41.4 million on Twitter and 134.2 million on Instagram.
- We are the top media brand on Instagram.

Our transformation is truly taking hold and that is evident in our Upfront slate. We're revealing the animal kingdom's most epic stories of survival on this fast and continuously changing planet with Academy Award-winning cinematographer and director Guillermo Navarro.

We're going to tell the terrifying true story of the origins of the Ebola virus with Academy Award-winning Ridley Scott and offering a front seat to the victories, defeats and motivations of an incredible group of students in a highly competitive showcase of the world's top young scientific minds.

We're climbing with professional adventurer Alex Honnold on the face of the world's most famous rock, El Capitan ... without a rope. We're finding religion with Academy Award winner Morgan Freeman, making **MARS** home with Academy- and Emmy award winners Brian Grazer and Ron Howard and exploring possible worlds with astrophysicist and author Neil deGrasse Tyson.

We're furthering our commitment to amplifying important topics that matter, to creating dialogue and to using the power of storytelling to change the world.

Change is never easy. And it requires something I am not always used to – and that is patience. But as Jane Goodall once said, "What you do makes a difference, and you have to decide what kind of difference you want to make." At National Geographic we want to entertain you, but we also want to inspire you through storytelling with purpose.

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

revenues are a crucial source of funding needed for local broadcast stations to maintain and expand their local programming, including local news,” Sinclair said. “The purpose of the retransmission consent regime is to allow the marketplace, not the Commission, to determine whether retransmission fees are justified and, when they are, the appropriate amount of those fees.” **Univision** added its voice, telling the FCC that the cap hinders broadcasters that are willing to serve local communities. It points to its ownership and operation of 43 full power stations in the US, which it says was made possible by the UHF discount (UHF stations reach counts at only 50% toward the 39% national limit). Through the discount and ownership, Univision said it has been able to “create two national broadcast networks competing with established English language networks, [and also] introduce new Spanish language local news services to additional markets across the country.”

Target Practice: **NBCU, Fox, Turner and Viacom** are engaging in a multi-year, co-development partnership to give advertisers more advanced tools for audience targeting. The deal will bring together NBCU’s Audience Studio data tools with standardized data sets from OpenAP, an audience targeting platform launched in 2016 by a consortium of TV publishers which included Fox, Viacom and Turner. Specifically, NBCU’s enterprise data asset Audience Graph and cloud-based data infrastructure Data Sync that will be used to provide stores of audience targets and data matching against specific segments. Advertisers and agencies using OpenAP will also have access to the Freewheel Shared Insights Platform, which is guided by non-personally identifiable TV viewing data from **Comcast**. This is just the latest advertising move from NBCU ahead of the upfronts. Earlier this month, the company released CFlight, a unified advertising metric used to measure all live, on-demand and time-shifted commercial impressions on every viewing platform.

Word it Carefully: The **National Advertising Division** has made a recommendation that **LG Electronics USA** make changes to or discontinue claims in its website, print and point-of-purchase advertising for the company’s Super UHD and OLED television, which say **Samsung Electronics** created the product name “Samsung QLED” to “confuse consumers.” NAD called the “Q” in QLED just marketing, saying there was no evidence in the record that Samsung was intentionally trying to mislead consumers. LG plans to appeal NAD’s adverse findings to the National Advertising Review Board. Key to the case was the determination of whether the ads falsely disparaged Samsung’s QLED TV or if it was accurately informing consumers of its disadvantages compared to LG offerings.

Say Cheese: **Cheddar** and **Hulu** have agreed to a distribution deal bringing the former’s live linear network,

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.

Let **Cablefax’s Job Board** do the work for you

www.cablefax.com/jobs

morning and afternoon news briefs, key highlights and certain originals to the premium streaming service. Alongside the live and on-demand programming coming to the Hulu with Live TV plan, content and exclusive daily news briefs will be coming to Hulu's on-demand service. Cheddar is wasting no time in expanding its reach, having launched two digital channels, including the new Cheddar Big News, on **YouTube** Tuesday. **Sling TV** and **Philo** both have plans to add Cheddar Big News to their lineups. Cheddar's Hulu channel will launch later this month.

Simplicity: **ACA** pres/CEO *Matthew Polka* had nothing but praise for the **FCC** following its decision to introduce a 90-day window in which unregistered receive-only earth stations using the C-Band will be allowed to register for limited protection from interference without submitting an expensive spectrum coordination report. "By providing a window in which multichannel video programming distributors (MVPDs) can register their earth stations without submitting an expensive spectrum coordination report, the FCC has lowered the cost of registration by roughly \$700 or 60%," Polka said in a statement, noting he'd be encouraging all ACA members to take advantage of the opportunity. "Today's action greatly reduces the complexity of the process."

Across Platforms: **Netflix** has brought mobile previews to iOS devices, a feature that's been exclusive to the service's TV interface for the past year. Each preview will be presented in the vertical format and last approximately 30 seconds. A slideshow format allows consumers to tap play or add something to their list if they like it, or swipe or tap the screen to move to the next preview. Mobile previews will soon be coming to Android devices as well.

BroadbandFail: Remember **FCC** commish *Jessica Rosenworcel's* request in February that consumers send errors they see with the FCC's new, cloud-based broadband map? We're told hundreds of responses have come in to the email address broadbandfail@fcc.gov and that they are still being collected.

Xfinity CNET Smart Home: **Comcast** has joined forces with online consumer tech news pub **CNET** to launch the "Xfinity CNET Smart Home" in San Fran. The idea is for the home to serve as a home base for CNET content teaching consumers how to use technology to create a highly personalized experience while diminishing some of the confusion over installing smart home devices. The 2,952 sq. foot single-family home has three bedrooms, a two-car garage and a spacious backyard. **Williams-Sonoma** has designed the home's interior. It will be featured in the Smart Home section of CNET.com. You can also find the CNET Guide to Smart Living on Instagram at @cnetSMARTliving.

Cool for the Summer: **Disney Channel GO!** is kicking off a comedy-filled summer with off-channel extensions, including the "Disney Channel GO! Fan Fest" on May 12 at 11:15am PDT in the Disneyland Resort. The day will feature a cavalcade down Main Street, USA, and will be followed by panel discussions and meet and greet opportunities from 1-5pm at Disney California Adventure Park. A first for the event and the Resort will be a live table read by the voice cast of "DuckTales." Through July and August, the "Disney Channel GO! Road Trip" will deliver additional fan experiences across the country, including the chance to make their own Disney Channel Wand ID.

Programming: **Freeform** and **ABC News'** "Nightline" have come together on their first co-production, "For Our Lives: Parkland." The documentary follows the student survivors of the Marjory Stoneman Douglas High School shooting in the days after the February 14 tragedy. The hour-long special will air on April 30 at 10pm. -- **Sundance Now** acquired British TV series "Motherland" from **Lionsgate**. The comedy will make its US debut with a two-episode premiere on May 10, with new episodes streaming weekly every Thursday until Season One concludes on June 14. -- *Tom Hanks, Gary Goetzman* and *Mark Herzog* are bringing original series "1968" to **CNN**. Airing on May 27 and 28 from 9-11pm, the four-part docuseries explores a year marked by the assassinations of *Martin Luther King, Jr* and *Robert F. Kennedy* as well as the anti-Vietnam War movement. -- **Paramount Network** picked up 10 half-hour episodes of "First Wives Club" from **Paramount Television**. The comedy series, set to debut in 2019, is based on the 1996 film from Paramount Pictures. *Tracy Oliver* ("Girls Trip") has signed on to the project as a writer and executive producer. -- "Nueva York Por La Mañana," NYC's only Spanish-language morning newscast, will premiere on **Spectrum Noticias NY1** on Monday, April 23 at 7am. *Adhemar Montagne* will anchor the two-hour program from Monday to Friday.

People: **Travel Channel** has named *Jane Latman* general manager of the brand. This will serve as an expansion of her current roles as evp, development and research for **ID** and **American Heroes Channel** and general manager of **Destination America**. She'll remain based in Silver Spring, MD as she acts as the creative leader and head of programming strategy for the network.

PROGRAMMER'S PAGE

Striving Toward Genius...

It can be hard to pinpoint genius. How do we define it? Who names the icons we revere? And what ultimately drives those strange individuals who see things so much differently than the rest of us? **Nat Geo** has asked that question since it launched the first iteration of its "Genius" anthology scripted series in April 2017 focused on *Albert Einstein*. But while Einstein's genius credentials are unquestioned, Nat Geo's 2nd season (premieres April 24) delves into the grayer areas of art when dissecting the life of *Pablo Picasso*. After all, art deals with subjective values that contrast greatly from the objective certainty of the scientific method. "They intersect in different areas, but they are progenitors of disruption in their time, and both were highly original in the way they thought and challenged different forces in the world at the time," noted executive producer *Brian Grazer* during Nat Geo's sessions at Winter TCA. Showrunner *Ken Biller* said the discussion of what constitutes genius weighs heavy on everyone involved in the Genius franchise. "We felt that what was important to us was to expand the definition of genius," he said. "We wanted to do that, and I think Nat Geo did as well, with a figure that is widely known, but not much is known about." As Biller tells it, "because of what history has written, there are a few iconic geniuses in the world that are really undeniable." Of course, most of that history was written by men, who often focused on male historical figures to the detriment of female contributions. "For Season 3, we're zeroing in on finding a woman that we think is also iconic and a genius herself," said Grazer. "We're looking in all these different areas to find people that are ultimately—even though their lives are complex and cinematically engaging—are aspirational." In the end, Nat Geo seems the perfect place to explore genius in all of its forms, even though most of us will never truly achieve it in this lifetime. But we can try. — *Michael Grebb*

Reviews: "Symphony for Our World," Sunday, 7pm, **Nat Geo Wild**. Under *Geoff Daniels*, Nat Geo Wild refuses to stray from its vision, which is presenting animals in their habitat, fighting for survival. Next week is one of Wild's biggest experiments. Unveiled for Earth Day, "Symphony for Our World" is an hour-long, animal-based Yule log, sans narration, text and commercials. It's outrageously great footage of animals over the sounds of **Bleeding Fingers Music**, aka Academy Award-winning composer *Hans Zimmer's* company. Even if we weren't in the lightning-fast, always-connected digital age, asking viewers to sit for an uninterrupted hour would be tough. True, this is a top-quality hour, though we'd have liked to know the names of the animals on view. Still, Wild's imagery fascinates, moving some to care more about our planet's species. -- "Maravich," 9pm ET, Monday, **SEC Network**. This film about *Pete Maravich's* life story begins on a high note, regaling viewers with exploits of the NCAA's all-time leading scorer (3,667 points, 44.2 avg), accomplished in three years and without the 3-point line. It's a much different story off the court. His mother battles depression, his father, a taskmaster, lives through his son. Pistol Pete conquers the professional game, but again he's less successful at life. The end is sad, particularly for those he leaves behind. — *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (4/9/18-4/15/18)		
Mon-Sun	MC US AA%	MC US AA (000)
FNC	0.851	2590
MSNBC	0.732	2228
USA	0.478	1455
AMC	0.450	1370
HGTV	0.446	1359
ESPN	0.427	1301
CNN	0.417	1270
TBSC	0.406	1236
TNT	0.354	1077
DISC	0.350	1066
HIST	0.331	1008
ID	0.318	968
NICK	0.306	931
FOOD	0.300	914
A&E	0.290	882
TLC	0.286	872
ADSM	0.282	860
DSNY	0.247	751
BRAVO	0.237	723
TVLAND	0.217	661
HALL	0.217	660
CRN	0.216	658
NAN	0.208	632
FX	0.205	623
DSJR	0.193	588
LIFE	0.177	538
VH1	0.176	536
INSP	0.176	535
FRFM	0.176	535
HMM	0.172	524
TRAVEL	0.160	487
HBO	0.158	482
GSN	0.158	482
APL	0.155	472
MTV	0.150	457
WETV	0.148	449
NBCSN	0.147	447
SYFY	0.147	447
NATGEO	0.143	435
NKJR	0.133	405
COM	0.131	400

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



NETWORKING ACCESS MENTORING INVOLVEMENT COMMUNITY



Embrace Diversity.
Embrace Success.

namic.com