

Cablefax Daily™

Monday — June 18, 2018

What the Industry Reads First

Volume 29 / No. 116

Ready to Play: 5Q's with Game Show Network Head Mark Feldman

Mark Feldman took the reins of **Game Show Network** nearly a year ago, replacing departing CEO **David Goodhill**. **Cablefax** caught up with Feldman to talk the future of the network, his vision for growth and where he sees Game Show Network fitting in to the linear television marketplace. **How do you plan to make your own mark as you step into this new role?** I'm pretty fortunate because I've had a lot of time to think about it after almost ten years here. Over that time, we've tried a lot of different things, and I've developed a pretty strong personal view about why our loyal core audience watches Game Show Network. They love games, they love fun, they want a safe, reliable environment where they can watch together as a family. We really want to lean into those exact principles and hopefully get more and more folks to enjoy Game Show Network as a place where they can always rely on us to deliver fun, escapist, wholesome, engaging programming. **What has been the biggest surprise since taking over the network?** I took this on with a real commitment to serving our core audience, so I took this job to really reach out to them and to listen to them. We've created this insights community. It's thousands of viewers and they all signed up to act as our sounding board. We interact with them really persistently on everything from our scheduling to our talent selection, even programming direction. In addition to that, we've started visiting customers in their homes. We've watched Game Show Network right alongside of them. What I've been most, and very happily, surprised by is the deep emotional connection they have with our network. Our core audience, they love television. They consume a tremendous amount of it, they spend a lot on television services. They're the best, most committed customers of linear television that's ever been, and they're crazy familiar with Game Show Network. It's really surprising and really rewarding to find this passion and knowledge in our audience. **Is there a strategy to expand your viewer base, including younger audiences?** Honestly, our core linear business does remain our primary driver, so what we're focused on is deepening our level of engagement with our core viewers, reaching out to bring in more like them. We're pretty far along with our innovation lab where we're focused on developing new forms of content to take advantage of our experience in both television and digital games. We're working with both our distributors and our advertisers to bring some really interesting, very new entertainment experiences to their platforms. You'll hear more about that with specifics very soon. **How has AT&T's acquisition of**

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Entry Deadline:

Friday, June 22, 2018

Final Entry Deadline:

Friday, June 29, 2018

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

DirecTV impacted operations? They are great shareholders, even better friends—but they are passionate that we are the owners of this business. They have no impact on our day-to-day operations. Both our owners, AT&T and Sony Pictures Entertainment, are highly supportive of the principles and strategy, and they both really recognize the value we're trying to and are bringing to our viewers and our distributors and our advertisers every day. **What's the impact of Game Show Network's removal from Optimum's Sports & Entertainment package?** Game Show Network is a top 30 ad-supported cable TV network, and we're pretty confident that if you look at our rate relative to our audience size, we're among—if not actually the best—value in cable television. With that and how great our viewers are as customers of linear television, it's mutually beneficial to distributors to include Game Show Network in their most widely subscribed tiers, and we're really happy that **Altice** is seeing it the same way.

Case Closed: Just three days after earning the all-clear, **AT&T** completed its acquisition of **Time Warner**. Under the terms of the merger, Time Warner shareholders received 1.437 shares of AT&T common stock as well as \$53.75 in cash per share of Time Warner. The result has led to the issuing of 1.185mln shares of common stock and a payout of \$42.5bln in cash. -- With the closing of the deal, **Turner** CEO/chmn *John Martin* is leaving the company. The news was revealed in a staff memo sent by AT&T Entertainment chief *John Stankey*. "You'll note that we have changed how Turner is organized given that John Martin will no longer be with the company as a result of the merger," Stankey wrote. "This initial Turner org structure will allow me to work more closely with more Turner leaders and accelerate my personal learning of the business as we define our shared priorities across the company." The memo also revealed the Time Warner brand will be retired and replaced with "WarnerMedia" in an effort to fight against any confusion with stakeholders having trouble distinguishing between the media company and **Time Warner Cable**, which remains a well-known moniker even though it technically no longer exists as a brand name following **Charter's** acquisition.

Paving the Way: **Comcast** on Friday cleared one of its final obstacles in its chase for **Sky**, with the **European Commission's** decision to approve the proposed acquisition unconditionally. The Commission determined that the transaction would "raise no competition concerns in Europe," saying that Comcast and Sky are mainly active in different markets in Austria, Germany, Ireland, Italy, the UK and Spain. The Commission also noted that Comcast's proposal comes as a counter-bid to an offer by **21st Century Fox**, which was also cleared unconditionally on April 7, 2017.

Failure to Launch: The **New York Public Service Commission** fined **Charter** \$2 million after determining that the MSO did not fulfill a promise to expand its broadband services to 145K underserved homes and businesses in the state. The obligation is tied to conditions for approval of Charter's 2016 merger with **Time Warner Cable**. As a part of

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its investigation into the expansion, the Commission rejected more than 18K addresses that Charter submitted, arguing that the addresses were either already passed by Charter or receiving broadband from another company. The Commission ordered Charter to revise its overall 145K addresses-buildout plan to remove the rejected addresses while also filing a revised buildout plan for moving forward within 21 days.

Supporting Telemedicine: A majority of FCC commissioners voted in favor of chmn *Ajit Pai's* proposal to increase funding for the **Universal Service Fund's** Rural Health Care Program by \$171mln a year. "Telemedicine is vital in many communities that may not otherwise have access to high-quality health care, and the Federal Communications Commission has an important part in promoting it," Pai said in announcing the result.

Programming: TLC is following up on its successful one-hour special earlier this year with a full season of "Dr. Pimple Popper" with **Instagram** and **YouTube** dermatologist *Dr. Sandra Lee*. Six, one-hour episodes will see Dr. Lee treating dermatological issues. The series will premiere on July 11 at 10pm. -- *Giuliana Rancic* is returning to "E! News" 16 years after she first joined the **E!** family. She will join co-host *Jason Kennedy* beginning on September 4 while also maintaining her position as co-host of E!'s "Live From the Red Carpet."

Cablefax Dashboard

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 **Shane Tew's** @ShaneTews Following

The spotlight of the #WorldCup 🏆 has jumpstarted Russia's #5G infrastructure plans & produced creative ideas for new civic products and services these future networks could deliver lnkd.in/dtZzhd



 **Jessica Rosenworcel** @JRosenworcel Following

On the one year anniversary of the congressional baseball shooting let's honor the 911 operators who heroically coordinated rescue that day. But Washington doesn't give them the respect they deserve. #OMB calls them clerical workers. It's time to fix that.

Up Ahead

June 19: Senate Subcommittee Hearing on Social Media Use and Privacy Concerns

June 22: Entry Deadline for Cablefax Program & Trailer Awards

July 11-13: NECTA Convention, Newport, RI

July 12: 2018 Emmy Nominations Announced

July 18: WICT Global and WICT Philadelphia's Tech It Out, Philadelphia, PA

Research

- > Televised World Cup Soccer programming in 2014 in the US earned \$319mln in revenue, including pre- and post-game.
- > The most expensive ad during the final match of the 2014 World Cup cost \$1.175mln for 60 seconds.
- > Univision earned the most revenue from airing the World Cup (\$177mln) followed by ESPN (\$64.8mln).
- > The auto and telecom industries spent the most on advertising (\$43.5mln and \$29.9mln, respectively).

(Source: Standard Media Index)

Quotable

"It raises any number of issues regarding how antitrust issues are litigated. At the same time, we think it's a pretty isolated case. It's not going to set a lot of precedent for other cases. It's one district court judge's decision. Other judges are not bound by that, so we don't see a whole lot of implications or drawbacks for future merger enforcement."

- **American Antitrust Institute president Diana Moss** commenting on Judge Richard Leon's decision in the AT&T-Time Warner merger on CNN's "The Communicators."

Cablefax Industry Jobs

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.

