

# Cablefax Daily™

Monday — July 9, 2018

What the Industry Reads First

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## Rising Stars: Intrapreneurship Academy Aims to Become Gold Standard

Everyone loves to drop buzzwords like “innovation,” but how many truly understand what that means or how to put it into practice? The crop that does is growing, thanks to **The Cable Center’s** Intrapreneurship Academy. The program wrapped its pilot in November before the Center gave the greenlight to a full rollout this year, graduating a spring class and preparing to launch a fall session in August. The idea for the Academy was first discussed when Cable Center pres/CEO *Jana Henthorn* was pondering how to continue the Center’s legacy work, such as its Cable Hall of Fame and oral histories. At the same time, millennials in the industry were finding that while they thought cable was incredibly innovative and forward-thinking, their peers on the outside shared a much different view, calling it old-fashioned. The younger generation’s desire to learn how to be entrepreneurial in a large company led to the idea of fostering intrapreneurship. “It helps rising stars be able to get their ideas across and feel like they have a say in what’s going on in the corporation,” Henthorn said, something that the Cable Center found is increasingly important to millennials nowadays. She also noted that giving young people this voice could lead to the Academy becoming a retention tool when many industries, not just cable, are struggling to hold on to their younger staff. When it came down to the nuts and bolts of the Intrapreneurship Academy’s creation, she found inspiration in another top-notch industry training ground. “My model for this is [WICT’s] Betsy Magness Leadership Institute,” Henthorn said, who attended the Institute herself. “We want this Intrapreneurship Academy to be the gold standard for the industry and to still be growing and sought after in 24 years.” Next year, Betsy Magness will celebrate its 25th year of preparing senior level women for leadership responsibilities. The Academy appeals to a more junior audience. Henthorn worked together with *Robyn Bolton*, dean of the Intrapreneurship Academy, to bring the program to life. Bolton, essentially the designer of the Academy, brought the curriculum together about a year ago. She’s now updating it, revising it and focusing on incorporating feedback from the pilot’s alumni. A key area of focus for her right now is in bolstering the bond between the intrapreneurs and their company sponsors. “As much as I try to be there for the students and provide coaching, there’s no substitute for each intrapreneur having a sponsor within their organization,” Bolton said. The sponsor role was encouraged during the pilot program, but the role was certainly not official or formal. Feedback from the pilot class showed a need for greater sponsor guidance and incorporation into the process. Now, when the intrapreneurs

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are sent their lessons, their sponsors also receive them, allowing them to better guide the intrapreneurs while making the lesson relevant within each company. "That sponsor helps the participant open doors so their ideas can be heard, otherwise known as good old-fashioned mentoring," Henthorn said. So what's next for the program? Expansion. While its focus right now is on the rising stars in the industry, The Cable Center would love to develop programs for alumni as well as those in more executive roles. Henthorn even mentioned the possibility of creating company-specific programs in the future, breaking down silos and departmental divides. [Applications](#) for the fall session were due Friday, July 6.

**Fox on Sinclair-Tribune:** 21st Century Fox stepped into the Sinclair-Tribune fray to object to petitions by Free Press and ACA that challenge the proposed transfer of ownership to Fox of some of the broadcasting stations Sinclair seeks to acquire from Tribune. The two are the only petitioners that challenged the transfer of the ownership of seven television stations from Tribune (through Sinclair) to Fox. Sinclair has proposed divesting 21 stations total to comply with broadcast ownership rules. Fox told the FCC on Thursday that ACA and Free Press' arguments are fundamentally a challenge to the UHF discount rule since it would be in compliance with the national reach cap once the discount is taken into account. The programmer also threw water on ACA's argument that Fox's ownership of RSNs in three cities would increase Fox's leverage in bargaining retrans consent. Not only is Fox in the process of selling these RSNs, but it said it doesn't force carriage of broadcast stations with any other co-owned programming. Sinclair and Tribune also responded to various petitions to deny their \$3.9bln deal. "Petitioners ask the Commission to make decisions based on [their] subjective disagreement with content that airs on Sinclair stations and to review this transaction as if it took place in a time when there were seven TV channels and phones were simply used to call someone to say hello, rather than to watch a full-length movie or live newscast," they said. The broadcasters defended the shared services arrangements for four of the 21 proposed divestitures, saying the FCC has determined that such agreements are beneficial and serve the public interest. Sinclair and Tribune also rebutted the opposition to Sinclair's ownership of two top-four stations in the Indianapolis and St Louis markets. They said the Indianapolis arrangement would continue a current combination that has produced quantifiable public interest benefits and that the two potential second stations in St Louis each have "an unusually small market share" for a top-four station.

**Ratings:** With no American team, World Cup ratings have had their challenges. Still Fox and Telemundo have found things to boast about, even if ESPN/ABC and Univision pulled bigger numbers for 2014's tourney. Fox said Monday was the best day ever for Fox Sports authenticated streaming, with 159mln minutes and 2mln unique streamers across all sports. On television, Brazil-Mexico delivered 4.18mln viewers, peaking at 5.37mln, according to Nielsen Media

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**Research.** The victory by Brazil was up +65% over 2014's corresponding Round of 16 match (France-Nigeria, 2,52min), +161% over 2010's Netherlands-Slovakia contest (1.6mln) and +140% over 2006's Italy-Australia match (1.74mln). On the Spanish-language side, more than 33mln viewers have tuned into **Telemundo Deportes'** World Cup coverage through Round 16. Live streaming via TelemundoDeportes.com, the net's En Vivo app and **NBC Sports** hit 1.8bln live minutes on Tuesday, with the **NBCU**-owned net saying it is the new Spanish language World Cup record. Through Tuesday, Telemundo has averaged 1.96mln viewers, with June 17's Mexico-Germany game the most-watched matchup (7.13mln). -- Season 4 of "Good Witch" wrapped on **Hallmark** Sunday, with the 10 eps averaging a 2.6 HH ratings, 456K W25-54 and nearly 2.8mln total viewers (L+3).

**RSN Speculating:** **MSG** CEO and former **Cablevision** boss *Jim Dolan* doesn't seem convinced that Fox's 22 RSNs are going to fly off the shelf. While he told **NBC News** that **MSG** would probably consider it at the right price, he added that the RSN business is "a slow, declining revenue stream." If **Disney** ends up victorious in its quest to buy **21st Century Fox** assets, it has agreed to sell the RSNs to receive **DOJ** approval.

**People:** UK-based ad tech company **Captify** named former **TiVo** CEO *Tom Rogers* as its chairman. The search data firm counts **Comcast** and **Target** as clients.

## Cablefax Dashboard

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A trade war would be damaging to the tech industry, which represents more than 10% of U.S. GDP. We can't afford to lose in this area. Via @CTATech

 Don't Let a Trade War Put You Out of Business  
How Trump's tariffs could hurt the tech industry.  
cta.tech

12:25 PM - 28 Jun 2018

 **Rep. Vicente Gonzalez** @RepGonzalez Follow

I encourage @DISH and @Univision to continue to negotiate and come to an agreement. The Hispanic community in South Texas, and across the country, rely on Univision for news, weather, and day-to-day information. Not having them on DISH would be unfortunate.

12:11 PM - 5 Jul 2018

### Up Ahead

- July 10:** Final day to enter [Cablefax Program & Trailer Awards](#)
- July 18:** **WICT Tech It Out**, Philly
- July 20:** **Cablefax Most Influential Minorities** Nomination Deadline
- July 19-22:** **San Diego Comic-Con**
- July 26-27:** The **FCC's Broadband Deployment Advisory Committee** meets
- July 27:** **Disney** and **21st Century Fox** Joint Shareholder Meeting on Disney's \$71.3bln Offer for Fox Assets

### Research

- > 62% of Hispanic streamers perceive that they are watching more TV content compared to about five years ago.
- > 63% say that the quality of TV content has improved over the past five years, with Spanish dominant and bilingual Hispanics being especially likely to speak the opinion.
- > Hispanics reported watching 28% of their TV content in Spanish, only a 1% decline from 2013.

(Source: **Horowitz Research FOCUS Latino: The Media Landscape 2018 Report**)

### Quotable

"Putting it all together, we simply see no meaningful downside to an aggressive Comcast counter-bid to Disney's current \$38 offer. If Comcast wins, they take control of unique assets that rapidly transform Comcast into a vertically-integrated global media company and stop Disney from acquiring assets that Disney's management has deemed critical to their global, direct-to-consumer ambitions (albeit we believe they could do it faster/better without an acquisition)."

— blog post by **BTIG** analyst **Rich Greenfield**

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