

Cablefax Daily™

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What the Industry Reads First

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5 Questions: PromaxBDA's Marketing Chief Chats about Changing Media

Fresh from her first conference cycle and heading into the next, we caught up with Jennifer Ball, who left Univision at the beginning of the year to head marketing and brand for 61-year-old PromaxBDA. A global brand for entertainment marketers, the nonprofit aims to give members the skills they need to advance their career—regardless of platform. And really, aren't all these different platforms merging anyway? Ball jokes that she has the toughest marketing job out there in that she has to be a marketer for marketers. Excerpts from our conversation follow. **Is PromaxBDA undergoing an overhaul as the media landscape changes?** It's amazing that we've always kept up with the times. We're changing as we always have. We're changing [to more digital] in terms of our membership base and the kind of content that we offer. One-third of our board now is made up of digital players. If you looked a few years ago, it was very different. **The organization wrapped its big annual conference in NY in June. What were the takeaways?** What's incredible about Promax—and I was a member before I worked there—is that we really have incredibly strong community. We all do similar work and everyone is really eager and hungry for the latest in marketing, whether it's strategic marketing, creative... I think there was a lot more focus on newer players and how they're breaking through in this market. How do you go beyond what was traditionally the 30-second spot to creating content for all platforms was definitely a focus. I think there's incredible anxiety in the marketplace about where everything is going. Promax has always done a great job making sure that our members not only are inspired, but have good skills they need to transition from what traditionally a linear world to digital. **How is Promax filling that digital need?** We did a lot of workshops, storytelling on digital platforms—Facebook, Instagram. We had Spotify and Facebook there talking about building nimble teams and the importance of direct-to-consumer marketing. It's really this merging of the more traditional and newer forms of marketing. **Was it a conscious effort to bring in more digital members to the board or did their positions just change?** It's a combination of both. The digital players need to learn from the more traditional markers. It's a merging of those two worlds. We try to have as much diversity in terms of our members and offerings as possible. We began at a time when broadcast ruled—and then we evolved as cable took off and niche marketing became the new normal. While other organizations narrow their focus, to cable or tech or limit membership on an exclusive basis, we'll always be 100% platform agnostic and we welcome members at all stages of

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“

Rich Fickle

President | NCTC

Great forum to help improve the collaboration in the industry, understanding differences, making it better. It provided me with several great ideas and created new relationships that will be highly valued. The venue and vibe were terrific...

Jim Gleason

CEO | Vast Broadband

The Cablefax Retreat was a great way to hear a wide variety of opinions on industry issues and challenges. I was really impressed with the people who attended as well as the topics of discussion. I definitely had good takeaways from the meeting.

Dave Shull

CEO | The Weather Channels

The Cablefax event was unique — a beautiful, low-key event where I was able to have honest, interesting conversations with peers in the industry. This is a type of event that has been sorely missing in the cable world.

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their careers. **Would Promax be open to working with a group like CTAM?** We did actually work with them. We had a special offer with CTAM members to come to our conference and there was joint promotion. I definitely think there's opportunities for cross pollination of those two worlds.

That Time of Year: The FCC opened its annual inquiry on broadband development Friday. Section 706 of the Telecommunications Act of 1996 requires to FCC to determine and report annually on "whether advanced telecommunications capability is being deployed to all Americans in a reasonable and timely fashion." Commish *Jessica Rosenworcel* expressed fear that this year's report would follow the precedent set by last year's, which found that although 24mln Americans were without high-speed service, broadband deployment was still reasonable and timely. "It ignored too many people in too many places struggling to access high-speed service and dealing with connectivity that falls short of what is necessary for full participation in the digital age," Rosenworcel said in a dissenting statement. She also found fault with the inquiry's proposal to keep the national broadband standard at 25Mbps. "It is time to be bold and move that national broadband standard from 25 Megabits to 100 Megabits per second," she said.

DISH Departure: DISH CFO and svp *Steven Swain* announced he was resigning from the company on Aug 7, effective August 22. The board named *Paul Orban* as the new principal financial officer for DISH. Orban has acted as svp and chief accounting officer since December 2015. Swain is joining **Brookdale Senior Living** as CFO, effective Sept 4.

Hard Work Pays Off: Wow seems like an appropriate word to describe **WOW!'s** 2Q earnings call. The company saw subscriber net additions of 1600, the best metrics for a second quarter in the last four years. WOW!'s total sub base now totals 800.1K. Churn was down to its lowest number in the second quarter for at least the past two years. CEO *Teresa Elder* attributed the launch of Whole Home WiFi and the release of the wowway.com website to the company's continued growth. When talking mobile efforts, Elder said that any changes to WOW!'s current offerings would be borne out of customer demand. "Right now, we look at wireless opportunities really from a wholesale perspective and the opportunities to provide backhaul there," Elder said. Total revenue grew 2% to \$291.3mlnm with total sub revenue accounting for \$269.8mln of that. Business services subscription revenue was up a whopping 15.6%, growing \$4.4mln.

Star(z) Power: It was a strong 1Q for **Lionsgate** when it came to **Starz** with the company announcing a sub increase of 300K subscribers in the quarter across traditional MVPD and OTT. While the company was understandably excited about the sub growth, **Bernstein** noted that Starz domestic subs (23.8mln) still sit below 24mln, a number the service hit consistently for the 2016-17 calendar year. Lionsgate reported revenue of \$932.7mln, FCF of \$113.6mln and an

Cablefax: What's Happening in August

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AUGUST

Fall Programming Guide

The days of broadcast owning the fall premiere season are long gone. Here's a look at the trends among fall cable programming as well as a breakout of shows debuting on streaming services.

The Gatekeepers

A series of Q&As with MVPD programming and technology gatekeepers.

Happy Birthday, Hip Hop

Hip hop turns 45 this summer. The genre's role extends way beyond the radio, influencing essentially every aspect of pop culture and becoming a source of self and community empowerment. Cablefax takes a look at how hip hop is celebrated and incorporated into programming—from shows and specials specifically dubbed "hip hop" to the genre's bleed into other areas, including politics and sports.

adjusted net income of \$40.5mln.

PlayStation Plus: Sony added FX+ to PlayStation Vue as an add-on option. The \$5.99 per month ad-free subscription service allows viewers to watch FX's shows prior to their air date.

Satellite Service: C-SPAN signed on to a long-term contract for C-band satellite services on Intelsat's Galaxy 14 satellite. Galaxy 14 currently distributes more than 200 channels in North America, more than 100 of them in HD. C-SPAN is planning to transition its programming to the next-gen Intelsat satellite when it launches in 2020.

Full Speed Ahead: Atlantic Broadband deployed Gigabit internet in New Hampshire and Maine for residential and business customers. The company also announced business internet speed upgrades. -- Blue Ridge Comm significantly increased business internet speeds throughout Northeastern Pennsylvania. It offers businesses seven options, and now customers that subscribe to the most popular speed tier will see download speed triple to 100mbps and upload speed quadruple to 8mbps.

Neutral Effect: Moody's determined that the terminated merger agreement between Tribune and Sinclair is credit neutral for Sinclair, despite the costly effort and tail risk. Moody's does not believe that Sinclair's credit profile has materially changed as a result of the failure, despite the known sunk cost of nearly \$75mln. Tribune has filed a \$1bln lawsuit against Sinclair.

Cablefax Dashboard

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Up Ahead

August 19-20: 2018 Technology Policy Institute [Aspen Forum](#)

August 24: Cablefax's People to Watch [Call for Entries](#)

September 12-14: [Mobile World Congress Americas](#); LA

October 15-16: [WICT Leadership Conference](#); New York

October 16-17: [NAMIC Annual Conference](#); New York

October 17: [Kaitz Dinner](#), New York

Research

> Social is the new TV, with 59% of Gen Z's time spent watching video being on social platforms, 5 times more than linear TV and 2 times more than on streaming services.

> 42% of Gen Z watch vlogs weekly, with pranks following and unboxing being a distant third.

> Similar style and taste is most important for whether either millennials or Gen Z likes an ad.

(Source: VidMob's "State of Social Video" Study)

Quotable

"The reason we're doing wireless speakers is it's not really about generating hardware revenue, it's about making the Roku TV platform an even better TV platform. So we believe that Roku TV OS licensing platform that we license is the best smart TV platform in the industry, but we think we can make it better. And one of the ways we can make it better is making it super easy, bringing it to an ease of use to a new level when a customer wants to enhance the audio of their TV."

- Roku founder/CEO Anthony Wood on the company's 2Q earnings call.

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