

Cablefax Daily™

Friday — August 24, 2018

What the Industry Reads First

Volume 29 / No. 163

Hurricane Lane: Storm Has Some Worrying About Maria Similarities

Cable operators unfortunately have a lot of experience preparing for hurricanes, but the situation is more complicated when you're dealing with Hawaii and can't rely on employees in neighboring states to lend a hand. **Weather Channel** is helping to sound the alarm in Hawaii, launching a PSA featuring hurricane expert *Rick Knabb*. "In addition to surviving the storm itself, people must prepare for a potentially lengthy and dangerous aftermath, that could include extensive power and communications outages, which as we know from Maria are especially challenging in a remote island location," Knabb said. Puerto Rico is still recovering from Hurricane Maria's hit last September. In October, **FCC** chmn *Ajit Pai* formed the FCC Hurricane Recovery Task Force, with an emphasis on addressing challenges in Puerto Rico and the US Virgin Islands. **Liberty Puerto Rico** told **Cablefax** that it took two weeks to account for all employees after Maria, with at least 50 employees losing their homes. Hawaii's incumbent cable operator **Charter** is relatively new to the market, acquiring the former Oceanic Time Warner systems in May 2016. The Hawaiian market was the last to undergo the Spectrum rebrand, completing it last June. While Charter may be new as the parent company, many former TWC employees are still part of the Hawaii team, including *Gregg Fujimoto*, who has headed field operations for the market since 2014. And given the rarity of hurricane in Hawaii, Charter brings extensive experience from its years of operations in the Carolinas, Texas and Florida. "We're doing prepositioning of people, supplies and gasoline. We are doing testing of infrastructure, retail store planning, call center planning. All those same [mainland] preparations apply," a Charter spokesperson said. Speaking of new owners, **Hawaiian Telcom's** is even greener, with **Cincinnati Bell** completing its acquisition of the fiber-centric communications provider on July 2. However, Hawaiian Telcom also continues to operate under existing leadership. *John Komeiji*, who has served as the company's chief administrative officer and legal counsel for nearly 10 years, is pres, gm of Hawaiian Telcom. Cable's weather networks are in full reporting mode, with Weather Channel beginning its live on-the-ground coverage Thursday with *Jim Cantore* and *Mike Bettes* in Honolulu. **AccuWeather** president and founder *Joel Myers* warned Lane has the potential to be the single-costliest hurricane in recorded history of Hawaii and may end up causing the most expensive hurricane damage

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in all of the US this hurricane season. AccuWeather, which was added to **DirectTV's** lineup earlier this month, has weather expert *Reed Timmer* on the ground as well as meteorologists tracking the storm at its Global Weather Center in State College, PA. The FCC has set up emergency procedures for the storm, including activating its voluntary Disaster Information Reporting System. Communications providers in impacted areas are asked to provide status updates on their communications equipment, restoration efforts and power, with the first reports requested beginning at noon ET Friday.

California Neutrality: California's tough net neutrality bill took another step toward becoming law, with committee sending it to the full Assembly on Wednesday. It must be voted by month's end. The bill is an important one to watch as sides argue over whether a federal framework is the best approach to net neutrality and privacy. States, including Washington and Oregon, have sought their own rules following the FCC's decision to throw out the 2015 Title II net neutrality order. The California Internet Consumer Protection and Net Neutrality Act of 2018 would prohibit, among other things, blocking lawful content, applications, services, or nonharmful devices, impairing or degrading lawful internet traffic and specified practices relating to zero-rating.

Sky Bid: **Comcast** extended its \$34bln offer for US satellite firm Sky until Sept 12 after receiving acceptance from only 0.21% of the share capital (approx 3.84mln Sky shares) by the original Aug 22 deadline. It's hoping to beat out **21st Century Fox** for control of Sky. Fox, which has offered \$32.5bln, has until Sept 22 to make a counteroffer for the 61% of Sky shares it doesn't already own.

Cordcutters: **Strategy Analytics** estimates the number of vMVPD subs at 6.73mln, with the services adding 868K subs in 2Q. The firm's analysis puts **Sling TV** at 2.34mln total subs, followed by 1.8mln for **DirectTV Now** and 955K for **Hulu Live TV**. At the back of the pack are **Playstation Vue** (745K), **YouTube TV** (410K), **fuboTV** (325K) and **Philo** (150K).

New Heights: Global ad and marketing revenues are on the rise, set to grow 5.5% to \$1.299 trillion in 2018. That's the fastest growth rate in 10 years, according to **PQ Media**. It's fueled by accelerated growth in traditional media as well as the rising popularity of digital and alternative media. Overall, the digital and alternative media accounts for 38.2% of the total revenues with \$496.08bln. Traditional media adds another \$803.28bln to the pool thanks to a 2.1% global revenue increase. In comparison, 2017 showed a smaller, but still impressive, 4.4% growth rate (vs 2018's 5.5%) when you leave out political media spend due to midterm elections and the sports spend surrounding the 2018 Winter Olympics. Key growth drivers included higher ad pricing during the

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upfronts as well as companies taking advantage of smart advertising. The US market continues to be the largest global media market, exceeding \$500bln for the first time, while India, Argentina and Russia were the only top 20 markets to post double-digit growth in 2017.

Korean Dramas: “Crazy Rich Asians” No 1 position at the box office isn’t the only evidence of the appeal of Asian content in the US. When it comes to K-Pop and K-drama viewing in the US, the overwhelming majority of viewers are non-Korean. That’s according to a survey conducted by **UCLA Anderson PhD Keunwoo Kim** for the Korean Content Platform, which has jv streaming offering KOCOWA featuring content from the three leading Korean broadcasters (**SBS, MBC and KBS**). The survey found the viewership of the service is majority female and the largest viewer group, 34%, are teenagers. Some 90% of viewers under 19 view KOCOWA on mobile devices vs 63% for those over 30.

Picking Up Speed: **Activision Blizzard’s Overwatch League** scored another major partnership, signing onto a multiyear content deal with **Twitter** to bring highlights and livestreams to the platform. The action begins this weekend with the League’s All-Star Weekend. Starting in the 2019 season, “Watchpoint,” a weekly preview show covering upcoming Overwatch League matches, will be streamed live on the Overwatch League Twitter page.

Staying Local: **Nielsen** renewed its agreement with **Meredith Corporation** to have Nielsen ratings across all Meredith Local Media Group TV stations and markets. The agreement includes audience measurement and analytical services, including local buying behavior data.

Serving Siouland: **Long Lines Broadband** brought its Flight Gigabit service in the Siouland area. Flight Gigabit, a FTTH high-speed internet service, will now be offered to 20% of the homes in the Sioux City metro area. Initially, 7500 residents and business will have access, with future expansion scheduled in 2019.

Breaking the Glass Ceiling: **The Alliance for Women in Media** announced Thursday that it was adding a new Gracie Award to the usual mix. The Gracies Leadership Award, a modification of the former Women Who Lead Award, is designed to honor the female executives who pave the way as change agents in the media industry. The inaugural class of honorees will be recognized at a luncheon on Nov 13 at the Plaza Hotel in NYC.

Making a Difference: With a new school year upon us, **National Geographic** is launching the next leg of its “Planet or Plastic?” Campaign. The multiyear initiative aims at raising awareness of the amount of single-use plastic being placed into the ocean every year. Its latest project, Kids vs Plastic, aims to teach kids and their families how they can get involved with a back-to-school toolkit and tips. Students can also sign up to collaborate, research and come up with real-world solutions.

Ratings: The Season 2 finale of **Disney Channel’s** “Andi Mack” on Aug 13 was cable’s No 1 telecast in August to date in tweens 9-14 (464K) and the No 1 live-action series telecast for K6-11 (514K). The finale outdelivered the series’ last seven telecasts among K6-11 and the last six with tweens 9-14.

Programming: **Nat Geo** will debut “Katie’s New Face: A Family’s Journey” on Saturday at 9pm. The doc chronicles the story of *Katie Stubblefield*, the youngest face transplant recipient in the US. -- **Netflix** announced four new unscripted original series and one original special debuting later this year. “The Final Table” is a global culinary competition show, “Death by Magic” examines the stories of magicians who died performing stunts, “Sunderland Till I Die” dives into the culture of soccer in Sunderland, England, “Flinch” will be an action comedy game show, and “Derren Brown: Sacrifice” looks at a celebrated psychological illusionist’s attempts to overturn one man’s prejudices. The streaming giant also renewed “Easy” for a third and final season. -- **HBO** has worldwide TV and streaming rights to the doc “FOSTER,” to debut in 2019. The doc examines myths about foster care and comes from producer *Deborah Oppenheimer* and writer-director *Mark Jonathan Harris*. -- **E!** picked up “Very Cavallari” starring *Kristin Cavallari* for Season 2. -- **IFC** renewed the all-female sketch series “Baroness von Sketch Show” for a fourth season to air in 2019. -- **Apple** ordered up a sci fi series from **Skydance** based on Isaac Asimov’s novel “Foundation.” -- **Uptv** announced it renewed three unscripted series for second seasons. “Expecting,” “Our Wedding Story” and “Crazy Beautiful Weddings” will return in 2019.

Coming to Life: There’s a 30-foot replica of *Bobby Brown’s* head in NYC, thanks to **BET Networks**. The art installation, making its debut during NYC’s Harlem Week, allows fans to walk through the head of the artist and have a different experience with his music, relationships and creative process. The installation also comes as BET prepares to premiere “The Bobby Brown Story” miniseries on September 4 at 9pm.

PROGRAMMER'S PAGE

X Marks the Spot for Discovery's 'Treasure Quest'

For all the wannabe Indiana Joneses out there, **Discovery Channel's** "Treasure Quest" is a dream come true. The third season of the adventure series, premiering Friday at 9pm, has the crew heading to Bolivia in search of the legendary Secambaya Treasure. The journey to the \$2bln treasure was far from easy, including travel through Yungas Road, infamously known as "Death Road" due to it having more fatalities occurring upon it than any other in the world. "They are trying to figure out how to get into and around the Andes, incredible challenging with the altitude and the wildlife threats," Discovery evp *Michael Gara* told **CFX**. "Once they're up in the Andes, they have to figure out where they can find the underground passages where they think the treasure's going to be." Those caves posed their own challenges, with toxic air, bats and the potential for collapsing rock. They didn't embark on the trip without doing their research first, however. "There have been five major expeditions that have looked for this treasure and not found it," Gara said. "They understand what went wrong with all the previous expeditions." And they weren't without help either. *Johnny Irwin*, the last living member of the most recent expedition, was able to offer his insights to the team. "He could point out both the problems, but also the areas where he thought he would have liked to have stayed longer and been more aggressive." The guys used everything they could to keep going on their quest, even utilizing booms and spare equipment when necessary. No matter how much MacGyvering ended up happening, everything the adventurers did was based in their initial research. "It's really grounded in process and science in a way that we haven't done before," Gara noted. "Every step of the way you're learning, but you're also still getting an adventure." -- *Sara Winegardner*

Reviews: "Crossroads," Friday, streaming on **ESPN+**. This short film will put a smile on your face as it illustrates the transformative power of sports. A retired surgeon, with money and time galore, wants to give back. He begins a lacrosse program at a charter school near his home in NC. Many of the students he coaches are part of families at the poverty level; some began as crack babies. The surgeon quickly realizes his most important job is getting his players into college. He invests hours into the team members' studies and athletics. Within just a few years the after-school lacrosse club has become an organized team and its players are college bound. While this story can't be replicated widely, of course, it makes for a tremendous film. We suspect even grizzled sports fans will reach for Kleenex while viewing, partly because of another important plot element we won't reveal here. NC native/NBA star *Chris Paul* is exec prod. -- "Kevin Hart Presents: The Next Level, Featuring Jeff Horste," 11pm, Friday, **Comedy Central**. Each week *Kevin Hart* picks a young comedian ready to move up, chats with him/her and then puts them on stage for a 15-minute set. More a social observer than a pure joke teller, the amusing Horste touches hot-button issues, such as racism, without being offensive. -- *Seth Arenstein*

Basic Cable P2+ Prime Rankings*
(08/13/18-08/19/18)

Mon-Sun	MC	MC
	US	US AA
	AA% (000)	
FNC	0.735	2,237
MSNBC	0.584	1,780
ESPN	0.448	1,365
USA	0.443	1,349
HGTV	0.442	1,345
HIST	0.384	1,168
DISC	0.357	1,088
TLC	0.334	1,016
A&E	0.330	1,004
TBSC	0.328	1,000
ID	0.326	993
CNN	0.320	976
HALL	0.305	928
NICK	0.275	838
FOOD	0.260	791
DSNY	0.248	756
HMM	0.246	748
ADSM	0.243	740
SYFY	0.242	736
NAN	0.232	705
FX	0.231	703
AMC	0.219	668
TNT	0.209	636
TVLAND	0.205	623
BRAVO	0.195	594
NFL	0.191	582
LIFE	0.185	564
APL	0.182	553
DSJR	0.173	527
INSP	0.168	510
VH1	0.159	483
FRFM	0.157	479
TRAVEL	0.152	464
OWN	0.149	453
HBO	0.147	448
MTV	0.142	434
WETV	0.141	429
GSN	0.138	421
PARA	0.137	417
BET	0.133	406
NKJR	0.126	385

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

Congratulate and Reach the Most Influential Minorities in TV, Cable and Broadband

Publication Date: October 15, 2018
 Advertising Contact: Olivia Murray, Account Executive
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 Ad Space deadline: September 17
 Artwork due: September 21

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