

Cablefax Daily™

Wednesday — September 5, 2018

What the Industry Reads First

Volume 29 / No. 170

Linear Leaders: Networks Point to Consistency for Breaking Through

With on demand viewing and all-you-can stream, increasing linear ratings can seem near impossible. But when you look at this nearly complete **Nielsen TV** season (9/25/17-8/26/18), there are a few networks that bucked the trend when it comes to YOY P2+ delivery on a national basis. **MSNBC** has seen huge gains, averaging 1.74mln total viewers this season compared to 1.49mln for the same period last year. **Fox News** has led the year in viewers, but its season-to-date average of 2.39mln is down from 2.6mln last season. It's a similar story for many cabling. Among the stand-outs is **Hallmark Channel**, with P2+ up to 1.32mln from 1.21mln last year. Other YOY gainers include **A&E** (1.01mln from 929K), **Investigation Discovery** (1.1mln from 1.08mln), **MTV** (609K vs 545K), **TLC** (1.03mln vs 929K) and **TNT** (1.42mln vs 1.33mln). This is not a comprehensive list. There may be a few more with P2+ gains, but Nielsen only makes the top 35 cable nets based on the 2015-16 season available on its press site. When it comes to those networks posting gains, there are some trends. "It's a commitment to consistency and quality on our network. Our viewers tune in to ID any night of the week and know they are going to get what they're seeking from us," Investigation Discovery gm *Kevin Bennett* told **Cablefax**. "Our stories are real. They always have high stakes and twists and turns, but most important, they are authentic." It's a similar story at Hallmark, which has had an especially strong summer showing for its "Sumer Nights" original movie premieres. "In this landscape, to me consistency is the secret sauce," said **Crown Media Family Networks** pres/CEO *Bill Abbott* said. His other piece of advice is for networks not to fall in love with their scripted series, warning that it can result in overplaying them. "We have very successful scripted series—three of them. But we run them once and don't air them multiple times through the week," Abbott said. Undeniably, OTT is having an impact on linear ratings. Look no further than **Netflix's** 112 Emmy nominations. "But we're shooting ourselves in the foot by not having those branded destinations that were once so powerful in the business," Abbott said. "[Networks are] not as focused as they once were and as a result, it's challenging to keep an audience when there are so many choices." A&E's found some glue with live police patrol series "Live PD" as well as Emmy-winning series like "Leah Remini: Scientology and the Aftermath" and "Born This Way." All of those shows fit into A&E's brand focus of leading-edge nonfiction. Live PD is a linear ratings dream. "It became this phenomenon that was a little unexpected. There really is

Cablefax: What's Happening in September

EDITORIAL:	Amy Maclean	• amaclean@accessintel.com
	Sara Winegardner	• swinegardner@accessintel.com
ADVERTISING:	Mollie Cahillane	• MCahillane@accessintel.com
	Olivia Murray	• omurray@accessintel.com
AWARDS:	Mary-Lou French	• mlfrench@accessintel.com

SEPTEMBER

The Outlook for Wireless & 5G

As the industry gears up for Mobile World Congress Americas in Los Angeles, we'll take a look at the wireless opportunity and how the industry will capitalize on the rollout of super-fast 5G networks. What will 5G mean for the future of TV content and broadband competition? Who are the likely winners and losers as terrestrial wireless networks rival the performance of wired broadband? And what wireless technology innovations will drive the future?

Multicultural Programming & Advertising

Cablefax will examine the demographic sea change that has transformed TV viewership in recent years, including how content creators and distributors are responding to a more multicultural customer base.

Awards

Overachievers Under 30

Deadline:
September 7

Final Deadline:
September 14

www.cablefax.com • Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

SILVER PACKAGE:

- Full-page ad in magazine
- 2 tickets to Awards Luncheon

Rate: \$11,040

You save more than \$2,500!

GOLD PACKAGE:

- Full-page ad in magazine
- Celebration Package Table of 10 at Awards Luncheon
- Sponsorship of awards event: including full branding on signage and program, opportunity to give an executive “welcome” on stage, integrate talent into event, present raffles/giveaways
- Discount of 20% off additional tickets

Rate: \$23,400 (rate reflects a discount of 25% on each item above)

You save more than \$10,000!

PLATINUM PACKAGE:

- Full-page ad in magazine
- Celebration Package Table of 10 at Awards Luncheon
- Sponsorship of awards event: including full branding on signage and program, opportunity to give an executive “welcome” on stage, integrate talent into event, present raffles/giveaways
- Digital sponsorship of the Most Powerful Women section at Cablefax.com, including shareable profiles of each honoree - promoted year-round.
- Sponsorship of Awards Announcement eblast to 65,000 industry professionals
- Discount of 30% off additional event tickets for your team

Rate: \$29,000

You save more than \$18,000!



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 ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@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

just an incredibly passionate fan base for the show, where there are core dedicated viewers that never miss it,” said *Rob Sharenow*, A+E Networks programming pres. “I think we’re more used to seeing that with scripted, with shows like ‘The Sopranos.’ Live PD has created that same kind of culture.” Other themes among linear gainers include evolving. At 11 years old, ID is still pretty young, but it launches around 20 new series every year. “Despite the obstacles facing all of linear television, we still see growth ahead for ID. Particularly in primetime,” Bennett said. “I think you’ll see digital and podcast and DVR usage are going to erode into non-prime dayparts, but primetime is where people have traditionally sat down in front of their television and watched. I think there’s still room for all of us to grow.”

DISH Fetches DOGTV: SVOD service **DOGTV** got **DISH** to play ball, with the satellite operator launching the channel for \$4.99/month on an a la carte basis. DOGTV said the carriage increases its potential reach to 70mln, increasing US reach by 30%. DISH subs need to visit mydish.com/dogtv to subscribe. The 24/7 pup channel is available worldwide and includes programming such as “The Dog Chef” and “The Adoption Show.” DISH will have info about the channel and its content on DISH Studio (channel 102).

The Smaller, The Better: Speaking on the Senate floor of the Indiana Statehouse Tuesday morning, **FCC** com-mish *Brendan Carr* introduced a proposition to cut costs and streamline approval periods for small cells to further advance the widespread rollout of 5G. “5G will create jobs, improve education and promote public safety. But to upgrade our networks, we must upgrade our regulations,” Carr said. “Success means every community getting a fair shot at 5G.” Carr’s plan, to be voted on at the FCC’s Sept 25 open meeting, has four main components: barring municipal rules that could block the deployment of wireless service; allowing municipalities to charge fees for reviewing small cell deployments; requiring municipalities to approve or disapprove applications to attach small cells to existing structures within 60 days and applications to build new small cell poles within 90 days; and to place guard-rails on other municipal rules that could block service. Carr said that an economic analysis last week noted that the move could “cut about \$2bln in red tape, stimulate \$2.5bln in additional investment and create 27K jobs.” In addition, 2mln more homes will be reached by small cells, 97% of which will be located in rural and suburban communities. **Wireless Infrastructure Association** pres/CEO *Jonathan Adelstein* applauded the FCC and Carr following the announcement. “The partnerships between the wireless industry and local communities remains crucial to 5G deployment and Commissioner Carr’s announcement strikes a positive tone to build upon them,” Adelstein said.

September at the FCC: In addition to the 5G item slated for a vote this month, the **FCC** is set to vote to eliminate Form 325, which requires cable operators to submit information on how networks operate—things like network structure,

Attention Cable-Tec Expo Exhibitors!

CABLEFAX WANTS TO AMPLIFY YOUR MESSAGE AND HELP YOU GET THE MOST OUT OF YOUR CABLE-TEC EXPO

Our affordable, custom packages include:

- ✦ Pre-show e-blasts to drive onsite meetings.
- ✦ E-blasts DURING the show to remind people to visit your booth.
- ✦ Post-show e-blasts to follow up with prospects.
- ✦ Branding in the Cablefax Daily show issues—digital and print distribution available to Expo attendees in Atlanta.



For rates and more information about other advertising opportunities contact:
Olivia Murray at omurray@accessintel.com or 301-354-2010

system-wide capacity, programming and the number of subscribers. “We’ve found that much of the information on this form can be obtained from other sources without imposing a burden on cable operators and the Commission,” FCC chmn *Ajit Pai* wrote in a blog post. “Additionally, the video business has changed a lot, diminishing the usefulness of this form. In fact, the Commission in recent years has rarely used the information we collect through this form.” Commissioners also will consider a Second Further Notice of Proposed Rulemaking addressing how local franchises may regulate incumbent cable operators, with *Pai* saying the proposals being teed up would ensure parity between cable ops and new entrants.

Rolling Out: Charter initiated a full market launch of **Spectrum Mobile** for new and existing Spectrum internet customers. The move comes following a soft launch at the start of July. The service offers unlimited talk and text for \$45 for the first line and a \$14 by the gig price. Charter plans to expand its device options and the ability for customers to bring on their own devices later this year.

Making an Adjustment: MoffettNathanson downgraded **Verizon** from “Buy” to “Neutral” Tuesday, choosing to maintain its target price of \$56. The decision comes although Verizon has successfully outperformed since the end of February, climbing by 16.7% on an absolute basis. “We still see further upside, but, unfortunately, not quite enough to warrant maintaining our Buy recommendation,” said a research note. While Verizon’s profitability has soared, MoffettNathanson noted that subscriber growth metrics have not followed suit. “In Q2, Verizon’s retail phone subscriber metrics were the weakest of the Big Four, particularly when compared to their strong results a year ago,” the analysts said. **AT&T**, **T-Mobile** and **Sprint** all reported net gains while Verizon saw a loss of 37K. MoffettNathanson reiterated its Buy rating on T-Mobile, Sell rating on Sprint and Sell rating on AT&T.

Say My Name: The new entity being formed from the sale of **Cisco’s** SPVSS business to a **Pemira**-backed company will be known as **Synamedia**. The transaction resulting in the company’s creation is expected to close in the first half of Cisco’s FY2019. Synamedia’s focus is on allowing telcos and pay-TV providers to optimize their current infrastructures while capitalizing on OTT distribution. Synamedia’s initial offerings, moved over from Cisco’s SPVSS portfolio, will fight illegal streaming through an anti-privacy service, a boost to Evo middleware and multicast-ABR streaming.

Farm Bill: With House and Senate farm bill conferees slated to meet Wednesday for formal talks on the bill, industry groups are making a last-ditch plea for use of the Senate Farm Bill language on rural broadband. “We remain concerned that language in the House Farm Bill lacks sufficient protection from the use of taxpayer money to overbuild existing broadband networks,” read a letter sent Monday by the heads of **NCTA**, **USTelecom**, **NTCA** and **ITTA**. The groups believe the Senate version does a better job limiting overbuilding by making an area eligible to receive RUS funds if 90% of the area is unserved at 25/3 speeds.

Making a Mark: Ohio provider **MCTV** announced major milestones, having more than 1000 miles of fiber built through its Excellerate project. Excellerate launched in June 2017, combining FTTH technology with symmetrical download and upload speeds. Now serving more than 1000 customers, Excellerate is set to eventually become available across nearly the entire MCTV footprint.

Facing the Music: *Markara Man*, the 33-year-old California man charged with issuing death threats against the children of FCC chmn *Ajit Pai*, pleaded guilty Friday. Man is set to be sentenced on Dec 7 at the US District Court for the Eastern District of Virginia and faces up to 10 years in prison. The threats began after the vote last December to repeal Title II net neutrality rules. “I would like to thank the US Department of Justice, the FBI, local law enforcement, and FCC security officials for their hard work protecting my family and me,” *Pai* said in a statement.

Programming: **CBS Sports** is set to stream the Super Bowl across more platforms than before, granting non-authenticated access on mobile phones as part of an expanded agreement with the **NFL**. Also for the first time, authenticated streaming rights for “NFL on CBS” will extend to mobile for its cable, satellite, telco and vMVPD partners. -- **IFC** is celebrating the start of the school year Thursday at 9pm with an airing of *Adam Sandler’s* “Billy Madison” followed by “IFC Bingo: Back to School Edition” with the children of IFC employees. -- **Freeform** is ready to spook viewers by expanding its usual October programming event from 13 nights to “31 Nights of Halloween.” This year’s event will be the exclusive TV home of classic “Hocus Pocus,” which is celebrating its 25th anniversary along with “Tim Burton’s The Nightmare Before Christmas.” The haunt begins on Oct 1 at 5pm with “ParaNorman.”

People: *Karen Renner* joined the team at **Arris** as the company’s CIO, reporting to CEO *Bruce McClelland*. She previously served as the North American CIO for global aerospace, defense and security company **Thales**. -- **Disney** vet *Christie Fleischer* is headed to **Netflix** to take on the role of global head of consumer products. She most recently served as head of merchandise for parks, experiences and consumer products for Disney.