

Cablefax Daily™

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What the Industry Reads First

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Exit Plan: Altice USA No Longer Part of NCTA

When the NCTA board met Thursday afternoon, it did so without *Dexter Goei*. **Altice USA** has withdrawn its membership from the trade organization. “We have great respect for NCTA and its leadership and appreciate their partnership in representing the cable industry. As our business interests continue to evolve, we will focus on direct advocacy relating to issues that impact our businesses and our customers, working with industry peers and other associations when our interests are aligned,” Altice USA said in a statement to **Cablefax** Thursday. Goei’s name no longer appears as a board member on NCTA’s website, with the company membership inactive as of Oct 1. “While we regret their decision, NCTA will continue our forceful representation of the entire industry to advance policies that promote job growth, innovation, and continued investment by America’s internet and television providers,” NCTA told CFX. **Altice NV** joined the NCTA shortly after completing the acquisition of **Suddenlink** in December 2015. About seven months later, it closed on its deal to buy **Cablevision**. This year, Altice USA completed its spinoff from its European parent. Both NCTA or Altice declined to comment further on the exit. The Suddenlink/Optimum owner isn’t the only large cable operator not to be part of the organization. **Cable ONE** hasn’t been a member for several years. There have been questions from time to time over NCTA serving a diverse membership that includes distributors and programmers, particularly given the rise of direct-to-consumer offerings. The group has generally stayed on the sidelines for select issues, like retransmission consent. Its largest member, **Comcast**, operates on both sides of the retrans negotiating table. **Cox Communications’** parent company has historically owned broadcast stations. But NCTA has found a way to make it work. Some were predicting its death after the Comcast-NBCU transaction, but it’s still going nearly nine years later. In fact, programmers continue to join, with two new CEOs—**Warner Media’s John Stankey** and **ESPN’s Jimmy Pitaro**—attending their first board meeting Thursday. As for Altice USA, it continues to be a member of or have relationships with **SCTE, NAMIC, WICT, Kaitz, CTAM, CableLabs**, among others. It has execs on the boards of NAMIC and WICT, and it plans to continue to work with industry peers, industry associations and third party groups when interests are aligned. Those interests could stretch into other sectors given that Altice has been pushing hard on its fiber project and next year plans to enter the mobile space. Meanwhile, the company is hiring for its government affairs team and assessing the possibil-

Cablefax: What's Happening in November

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|---------------------|---|--|
| EDITORIAL: | Amy Maclean Sara Winegardner Mollie Cahillane | <ul style="list-style-type: none"> • amaclean@accessintel.com • swinegardner@accessintel.com • MCahillane@accessintel.com |
| ADVERTISING: | Olivia Murray | • omurray@accessintel.com |
| AWARDS: | Mary-Lou French | • mfrench@accessintel.com |

Supporting Veterans

The US Veterans Administration projects there will be more than 3.4 million veterans who served in post 9/11 conflicts by 2020, with 1.8 million of these veterans under the age of 34. This is an important and growing segment of the population that has served us at home and abroad while making great sacrifices. In honor of Veterans Day, Cablefax looks at how the industry is recognizing these men and women—including veteran hiring initiatives, special programming and training/support.

Most Powerful Women Magazine

Cablefax’s annual Most Powerful Women in Cable magazine, honors the women whose outstanding leadership, innovation and community continues to change the industry for the better.

Holiday Programming

It’s a time when many families gather around the TV together. We’ll look at what’s hot this holiday season.

Big Data & Cross Platform Measurement

Cablefax will demystify and break down the enigmatic world of measurement and how it’s rapidly evolving to serve the needs of an increasingly complex multiscreen world that integrates traditional content, digital platforms and social interaction into a chaotic and consumer-driven business.

| Awards | Events |
|---|---|
| Tech Awards Deadline: November 9 Final Deadline: November 16 | Program & Trailer Awards/Gala November 8 Taglyan Complex, Los Angeles Most Powerful Women Luncheon November 15 583 Park Ave, NYC |

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ity of additional support, whether in-house or externally, to assist with lobbying and advocacy efforts.

Rising Up: *David Nevins* is taking on a new challenge, being named chief creative officer for **CBS**, effective immediately. He's also been promoted to chmn of **Showtime Networks** and will continue serving as its CEO. "David has a brilliant creative mind and an impressive track record of success at Showtime and in the entertainment industry," said *Joe Ianniello*, pres/acting CEO. "The combination of David working with the outstanding and proven creative leaders we have in place will continue to build our position as a global premium content powerhouse." Before coming to Showtime, Nevins was already an Emmy-winning producer and programming exec, serving as **Imagine Television** pres from 2002-2010. His appointment comes a little over a month after Les Moonves' departure amid sexual harassment allegations.

NAB Notebook: Streamers dominated during the second day of **NAB New York**. The morning kicked off with **Sling TV** explaining what makes it different from the plethora of options out there. "I think the value proposition is relevant for cordcutters but also 'cordnevers.' Those folks have never paid for traditional pay TV, so we're just telling them the value we provide," explained *Jimshade Chaudhari*, vp product marketing and management. "It seems like every week someone is either announcing or launching a new service. We fundamentally believe we have a different model than everyone else. From a Sling perspective, we're the only place you can come and buy a live TV service, or a pay per view event, and you can come in and out of the service as you want." Chaudhari also emphasized that customers have full control over their entertainment choice. Other services would push back against Sling, however. "We can differentiate with X1 in ways that most other players cannot," said *Chris Reynolds*, executive director, technology and product for **Comcast Cable**. "What really truly drives us more than anything else is making sure we're competitive. There's almost app fatigue. We want to make sure that X1 has, say the top 200 apps that are available and getting there as quickly as we possibly can." -- Even the broadcast side dipped into cable Thursday, but **Sinclair** pres/CEO *Chris Ripley* said purchasing a cable operator isn't on the agenda. "I don't think acquiring a cable company is in our future, but at the right price I'll literally buy anything. But I don't think that type of distribution will be the right value market for us," Ripley said.

Comcast Goes Gig Footprint Wide: **Comcast** says it is now the largest provider of Gigabit internet speed in the country with the service available to nearly all 58mln homes and businesses passed in its footprint. It's worth making some noise about in an environment that has been extremely vocal on 5G rollouts and the technology's potential. While Comcast says the deployment represents the fastest rollout of gigabit speeds to most homes in the country, **Xfinity Services** evp *Matthew Strauss* is quick to say that this really is about more than speed. He's lived through these "arms races" before. Who has the most channels? Who has the most HD channels? Who has the most VOD choices? "At some point, the narrative

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got changed and it was more about the experience,” he told **Cablefax**. “I think over time broadband is going to go through a very similar revolution. Where today it is very much speed, and we’re committed to speed... we believe coverage and control in some cases are going to become equally important.” Coverage really refers primarily to WiFi, which is why Comcast has rolled out products such as xFi pods to ensure in-home coverage is strong. Control refers to the hundreds of connected devices that are proliferating every day. Comcast’s xFi app helps control and onboard those devices, but “xFi” is really becoming the overall branding for broadband similar to how X1 is the positioning for Comcast video service. Today the xFi app allows customers to do things like pause devices on the network or get an alert when someone connects to their WiFi. But Strauss says it will evolve to offer more in terms of security, such as helping control what info is available about a customer on the internet. “The other dimension we’re going to be leaning in on is integrating more internet-connected devices and apps into xFi,” Strauss said. “It’s a longer term view that this will become an increasing value over time, but it’s a stake in the ground that we’re making that we can continue to play a leadership role.”

Money Moves: Direct-to-consumer platforms are learning the art of turning a profit and keeping customers happy and engaged. “We feel like we have a unique ability to offer fans and subscribers things they can’t get anywhere else. The most important thing after someone’s signed up for your service is to keep them there,” explained *Dom DiMeglio*, svp, distribution marketing & operations for **CBS Interactive** at NAB NY. “It’s also just trying to understand what people like, and when they’re finishing one show offering up something else for them.” *Adeline Cassin*, CMO for **CuriosityStream** agreed. “People hear factual entertainment and think ‘oh that’s niche.’ Well it’s not. We’re constantly expanding our content offering,” she said. “We had a major evolution of our model just in the last couple of months. Prior to that we were 100% subscription based, and we decided to try out working with a very select group of brand partners.” CuriosityStream’s fastest growing audience segment is the coveted 18-34-year-olds, and Cassin said most marketers recognize that and value it because it allows them to get in front of an audience that doesn’t spend as much time on linear TV. The panel also discussed advertising. *Titus Bicknell*, CDO & evp, operations for **RLJ Entertainment** emphasized that British and international SVOD service **Acorn** is able to keep its costs so low that company would not benefit from an AVOD approach.

Kaitz Dinner: The annual **Kaitz Dinner** took place in NYC Wednesday, wrapping up Diversity Week 2018. The event raised more than \$1.4mln to support organizations and programs that offer development for women, youth and people of color. Miss America 2.0 *Nia Franklin* opened the program, discussing how Miss America 2.0 has a social impact initiative. Franklin also talked about her passion for the arts and her home in Brooklyn, joking “I’m not sure if **Optimum** carries **Ovation** in Brooklyn, but they should.” Kaitz exec dir *Michelle Ray* welcomed the crowd. “We embrace those pioneers who boldly stand up and say ‘this is what I stand for.’ I stand with you and on the shoulders of those that have stood before me,” she said. **Univision’s** *Pamela Silva Conde* hosted the remainder of the program, thanking the Kaitz Foundation and saying “I feel so privileged to work in media, which I believe is the foundation of democracy.” **AMC Nets** pres/CEO *Josh Sapan* and **Comcast Cable** pres/CEO *Dave Watson* co-chaired the evening. The Kaitz Foundation honored *Danielle Phillips*, supervisor, business operations, compliance & affiliate relations for Comcast, *Grace Chung*, director, transformation strategy for AMC Networks, and *Sowon Sawyer*, director, scheduling for **SundanceTV** with the Rising Leaders award. **TV One** was honored with the Diversity Champion award with gm *Michelle Rice* accepting the honor. “My mother took the mute button off of Black America, and this is the image in which I shape TV One,” she told the crowd. **The Boys & Girls Club of America** was given the Diversity Advocate Award. NCTA pres/CEO *Michael Powell* ended the night. “A commitment to multicultural democracy is not a social justice course at Yale or a politically correct belief,” he said.

Patently Speaking: Although **Comcast** may continue to chalk up patent wins against **TiVo**, the latter says the latest court move doesn’t mean Comcast could restore features such as remote DVR. A TiVo spokesperson noted that a decision from the **Patent Trial and Appeal Board** Wednesday to rule **Rovi’s** patent No 8,578,413 invalid “does not have any material impact on the broader reality that Comcast has been found in violation of Rovi patents on remote record technology by the **ITC** and will not be able to add this feature back into the platform.” That patent relates to IPGs allowing for DVR scheduling from mobile phones. TiVo disagrees with the PTAB ruling, but remains optimistic about its appeal options. “More central to our dispute with Comcast are the positive rulings we’ve received from the ITC, which have caused Comcast to remove features as well as future decisions we expect on additional patents in the coming months,” the rep said.

On The Up and Up: Broadband investment has snapped back into shape in 2017, growing to \$76.3bln. That’s a rise of \$1.5bln over 2016, according to **USTelecom**. Prior to this rise, the industry experienced a two-year decline where broadband capital expenditures fell from \$78bln in 2014 to \$74.8bln in 2016. Supporters of the **FCC’s** Restoring Internet Freedom Order don’t think it’s a coincidence that the rise came after Title II regulation for ISPs was removed. “Today’s report confirms that the FCC’s policies to promote broadband deployment are working,” **FCC** chmn *Ajit Pai* said.

PROGRAMMER'S PAGE

Serial Killer 101

Sometime true crime shows can feel more like a fun, whodunnit mental exercise, making it far too easy to forget how repulsive the depravity truly was. That's not the case with **Oxygen's** "Kemper on Kemper: Inside the Mind of a Serial Killer" (debuts Saturday at 7pm). The two-hour special is deeply disturbing as Edmund Kemper matter of factly describes a killing spree that included sex with corpses. He dispassionately analyzes what motivated him to act in taped interviews with the FBI, which used his insights to help form the blueprint for criminal psychology. Some of those sessions are shown in the doc and there's an exclusive sit-down session with former FBI Special Agent *John Douglas* (author of "Mind Hunter: Inside the FBI's Elite Serial Crime Unit"), who interrogated Kemper extensively. Oxygen programming & development evp *Rod Aissa* knows the material is tough, but sees it as fulfilling the network's mission to really explain the why. "We were interested in 'why this guy'...why does this one form the basis of how we're going to put together a template or filter for how we look at serial killers and frame what happens," he said. "Going inside the mind of someone so horrific, who could be living next door to you or even worse, could be a friend's son, is something you can't turn away from. There's this innate need to understand how a person does this and what brings them to the point that this turn happens." It's been a little over a year since Oxygen rebranded as a crime network. Aissa believes it's establishing itself from others in the true crime space by asking viewers to "take a more lean-in, a more active watching experience than just a classic retelling." That's an idea that can be traced back to its long-running series "Snapped," which dives into the psychology of why the killer is motivated to snap. It's hard to go much deeper than the murderer who helped form the serial killer textbook. — *Amy Maclean*

Reviews: "The Guest Book," Season 2 premiere, 10pm, Tuesday, **TBS**. The anthology comedy series returns for its sophomore season; the connecting tissue between each week is that the stories all revolve around an inn, the Bare Feet Retreat, in Mabel Beach, a fictional resort town. The stories feature different characters each week, though the Retreat staff remains the same, including *Kimiko Glenn* from "Orange is the New Black." The opening story is topical. It features a man addicted to virtual reality, much to the dismay of his wife (*Kether Donohue* from "You're The Worst"). An amusing story comes in week two, when a couple with a unique business brings its occupation to the beach for a working vacation. -- "Tom Clancy's Jack Ryan," streaming on **Amazon**. You know CIA analyst Dr. Ryan (*John Krasinski*) and his boss, Greer (*Wendell Pierce*), from *Tom Clancy's* books and films. What creators *Carlton Cuse* ("Lost") and *Graham Roland* have done is allow viewers to see the characters as much younger men than they are in the books. Ryan is a bachelor instead of a family man; Greer is a middle-aged bureaucrat, uprooted from spying in the field to pushing paper behind a desk at Langley. A brilliant twist is that this duo lives in 2018, so they're fighting terrorists in this excellent series. — *Seth Arenstein*

| Basic Cable P2+ Prime Rankings* (10/8/18-10/14/18) | | |
|---|-----------------|-------------------------|
| Mon-Sun | MC US AA% | MC US AA (000) |
| TBSC | 1.197 | 3,656 |
| ESPN | 0.892 | 2,724 |
| FNC | 0.832 | 2,540 |
| MSNBC | 0.479 | 1,463 |
| FS1 | 0.403 | 1,232 |
| HALL | 0.381 | 1,163 |
| HGTV | 0.372 | 1,137 |
| USA | 0.366 | 1,117 |
| TLC | 0.317 | 967 |
| DISC | 0.294 | 899 |
| HIST | 0.286 | 872 |
| ID | 0.280 | 855 |
| FOOD | 0.270 | 826 |
| CNN | 0.267 | 816 |
| A&E | 0.262 | 799 |
| NICK | 0.250 | 765 |
| FX | 0.245 | 749 |
| AMC | 0.245 | 747 |
| FRFM | 0.238 | 728 |
| ADSM | 0.230 | 703 |
| NAN | 0.211 | 645 |
| DSNY | 0.202 | 617 |
| TVLAND | 0.193 | 588 |
| TNT | 0.192 | 586 |
| NFL | 0.179 | 547 |
| CRN | 0.172 | 526 |
| INSP | 0.170 | 519 |
| SYFY | 0.169 | 517 |
| BRAVO | 0.169 | 516 |
| DSJR | 0.158 | 482 |
| LIFE | 0.155 | 473 |
| TWC | 0.150 | 460 |
| MTV | 0.149 | 455 |
| NKJR | 0.139 | 424 |
| GSN | 0.136 | 417 |
| TRAVEL | 0.132 | 404 |
| OWN | 0.131 | 400 |
| NATGEO | 0.128 | 392 |
| VH1 | 0.125 | 380 |
| PARA | 0.122 | 371 |
| APL | 0.116 | 354 |

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

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