

Cablefax Daily™

Monday — November 5, 2018

What the Industry Reads First

Volume 29 / No. 213

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5Qs: C-SPAN Bus Wraps 25-Year Anniversary Tour

The C-SPAN bus just wrapped up its 25-year anniversary tour, where it hit all 50 state capitals over a 14-month period. Cablefax talked with C-SPAN's manager for marketing Heath Neiderer on all things bus-related and its education initiatives. **What's special about the 25-year anniversary?** Our 25-year celebration started September of 2017 when we launched the new bus. We thought about ways to bring attention to the bus program, but also that we would celebrate 25 years this November. We did a 50 state capitals tour that concluded this week in Albany, NY. We logged about 38K miles to do it all. We had the bus open at the state capital, we took it to universities, it was a great way to talk about what we do at C-SPAN and recognize the 25 years. At each capital, we had unique programming as well. It was a huge undertaking. The bus prior to this had been to all 50 states in '96 and '97. In such a short time frame everything went so smoothly and Hawaii and Alaska were great. It was a really great success. **Why does C-SPAN partner with affiliates, and what are the benefits for them?** One of the reasons the bus program was started was to get outside of DC, and bring a face to C-SPAN, but also to highlight and emphasize our relationship with the cable industry. To this day we drive our funding from the cable industry. But a lot of people think we get it from the government, so that alone in highlighting our relationships, that is a great way at the local level to talk about that partnership. In addition, we work closely with the cable companies and operators to identify the venues, the middle schools or the universities that we want to foster a relationship with. They get the grassroots aspect of it, where we connect with people that are important to them in the community. **What is the history of the buses?** Physically, this is our fourth bus. The first launched in 1993, the second in 1994. We built our third bus in 2010, and then we retired that and now we have the new bus. Over the years the bus has taken on different looks and iterations. It started off as a school bus. We've also had a Book TV bus, geared towards Book TV programming. We've had several campaign buses, and next year we'll rewrap this bus with a campaign 2020 bus. It's had many faces over the years, which has served us well. Two things I love about this job: the first is the engagement with students. They're engaged. They know public affairs, they know current events. They're on top of it. I have faith as I get a little bit older, I have a lot of confidence because I interact with them. The second is you never know who's a C-SPAN lover, and how diverse our audience is in regards to the viewership and why they love

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C-SPAN and how much they appreciate it. **What are some of the memorable guests or programs you've done from the bus?** For us, the 50 Capitals Tour was a big deal. We've had numerous governors and state elected officials aboard the bus. In New Hampshire and Iowa, we had several presidential candidates aboard the bus. *Trump* was interviewed, I was part of that as well. *Bill Clinton* was aboard the bus back in the mid-90s. Those are some of the more notable folks that have been aboard the bus, including several authors you've probably heard of, like *Bernie Sanders*. **Why is it important to engage with educators and students?** Our mission is to provide information in a non-biased, non-partisan way so people can make an informed decision. For educators we want to make sure they know about the educational ways they can use C-SPAN in the classroom. For the students, they've seen C-SPAN, but when we have that 10-minute conversation about why we do what we do, it helps them understand why we do it and hopefully next time they turn to C-SPAN they take the time to watch it and use our online resources as a primary source for their school projects. We're more than just networks, we have a radio station, we have a vast website.

Room for Improvement: Facebook continues to find itself in the hot seat with members of Congress. *Sens Amy Klobuchar* (D-MN) and *Mark Warner* (D-VA), authors of the Honest Ads Act, are calling on Facebook CEO *Mark Zuckerberg* to address loopholes in the social network's ads transparency tool uncovered by *Vice News* and **ProPublica**. "The fact that Facebook's new security tools allow users to intentionally misidentify who placed political ads is unacceptable. That Facebook is unable to recognize ads connected to a well-established foreign interference operation is also deeply troubling," the pair wrote in a letter to Zuckerberg. "Both point to a central vulnerability that enable these kinds of ads: Facebook's failure to utilize human reviewers of the political ads it sells."

Falling Down (For Now): The fallout of **DISH's** latest programming dispute with **HBO/Cinemax** continued with **Pivotal** reducing its 2H subscriber expectations and dropping its target price by \$3 to \$37. The move was also driven by DISH's ongoing dispute with **Univision** and the high likelihood that **Univision Deportes** will be dropped in the near future. Although it is dropping its expectations for now, Pivotal didn't disparage DISH over its dispute with HBO/Cinemax. "The HBO/Cinemax move is intelligent as DISH may be able to carve out a better deal around the **DOJ's** appeal of the **AT&T** anti-trust decision related to its deal for **Time Warner**," Pivotal said in a research note.

Sticking Around: With her continued success, it's no shocker that *Courteney Monroe* has re-upped as pres, **National Geographic Global Networks** ahead of the expected merger with Disney. She'll continue to report to **National Geographic Partners** chmn *Gary Knell* while working closely with current **21st Century Fox** pres/**FNG** chmn and CEO *Peter Rice*. Monroe also announced expanded roles for her executive creative team. *Geoff Daniels* will become evp, global unscripted entertainment for **National Geographic Channels** after serving in the role on an interim basis. *Carolyn Bernstein* is rising to evp, global scripted content & documentary films.

Mediacom Numbers: **Mediacom** 3Q revenues of \$493.2mln were up 4.6% from the prior year period. Free cash flow was \$81.5mln compared to \$56.5mln in 3Q17. It ended the quarter with PSUs of 2.662mln (+4.0% from Sept 30, 2017) and customer relationships of 1.365mln (+0.2%). Video lost 15K. subs, while HSD gained 9K. It added some 10K voice subs. Mediacom has dropped its debt by \$240mln since Sept 30 last year, ending the quarter with total debt of \$2.4bln.



CTAM Honors: *Chris LaPlaca*, ESPN svp, corp communications, is the recipient of the 2018 **CTAM** Beacon Award for Communications Excellence. The award, which celebrates communication execs for exemplifying excellence in their field, is a fitting way to honor LaPlaca's 38-year career. "His leadership of a dynamic team of highly achieving communicators at ESPN, across a broad array of activities and business opportunities over many years, has been remarkable," *Jim Maiella*, svp & co-head of corp communications for **AMC Networks**, said. CTAM also revealed the winners of its annual TAMI Awards. Honorees include **Cox Communications'** *Jason Axsom*, **Cox Business'** *Lisa Majdi*; AMC Networks' *Maiella*, **Disney & ESPN Media Networks'** *Sue Mattia*; **Comcast's** *Lita Vernick* and *Paul Wolfe* and **Gracenote's** *Rebecca Whittington*. **Synacor** is the supplier company honoree. All will be recognized during the CTAM year-end meeting on Nov 13 in NYC.

Better With Age: **WICT** revealed that it now serves 10529 members and 24 chapters worldwide, making it larger than ever before. The news comes soon after WICT saw record-breaking crowds at its 2018 Leadership Conference and Touchstones Luncheon with 825 and 1100 attending, respectively. The org is currently prepping for its 40th anniversary in 2019. The Ruby Anniversary will be memorialized all year, especially at the 2019 Signature Luncheon on May 2.

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History is made as @ITU member states elect @DoreenBogdan to be Director of the Telecommunications Development Bureau. Congratulations to her and with gratitude to the other worthy candidates, all of whom support digital development around the world.

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Best way to celebrate record-breaking Q3 earnings results?! With the incredible @TMobile heroes of course!! These people are incredible!! THANK YOU for all you do!



Research

- > 78% of TV households nationwide subscribe to some form of pay-TV service.
- > The percentage of TV households that subscribe to pay-TV is down from 86% in 2013.
- > 70% of adults 18-44 and 84% over 45 subscribe to pay-TV compared to 83% and 88%, respectively, in 2013.
- > 32% of those that moved in the past year do not currently subscribe to a pay-TV service.

(Source: [LRG](#))

Up Ahead

- Nov 8:** Cablefax [Program & Trailer Awards Gala](#); LA
- Nov 13:** 2018 [Interactive Case Competition](#); NYC
- Nov 15:** Cablefax [Most Powerful Women Luncheon](#); NYC
- Nov 29-30:** WICT [Betsy Magness Graduate Institute](#), Philadelphia
- Dec 4:** Cablefax [People to Watch Luncheon](#)

Quotable

"In terms of looking at how we manage the profitability for Showtime... the world of OTT now has opened up so many options with what we can do with data analytics and really unlock and target our marketing. So, two years into it, we have a lot of great uses of the data, but even as we get further educated and learn even more about our consumer, the scale of the business is huge. So, really the important thing right now is that we have to manage our expense investment and make sure that we're not leaving revenue on the table." – **Christina Spade, CBS CFO, on the company's 3Q earnings call**

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