

# Cablefax Daily™

Wednesday — November 7, 2018

What the Industry Reads First

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## Smooth Sailing: Disney-Fox Earns EU Approval

Disney's \$71.3bln deal with **21st Century Fox** to acquire its entertainment assets is one step closer to completion, winning approval from the European Commission on Tuesday. But there's a catch: Disney must divest its interest in all factual channels it controls in the EEA, which includes **History**, **H2** (known as **Viceland** in the US), **Crime & Investigation**, **Blaze** and **Lifetime**. Those channels are currently controlled by **A+E Television Networks**, a joint venture between Disney and **Hearst**. The Commission found that the combination of the two would not raise any competition concerns in the production and distribution of films, as **Sony**, **Universal** and **Warner Bros** would remain significant competitors. The TV business was a bit different. "In relation to the (iii) wholesale supply of TV channels, the Commission found that the proposed transactions would have eliminated competition between two strong suppliers of 'factual channels' in several EEA Member States," the European Commission wrote in its decision. "Factual channels are channels which mainly broadcast documentaries, drama and scientific-themed entertainment programmes, such as the **National Geographic** channels and the History channels." The ruling will have no effect on how those channels are operated outside of the EEA. The terms and conditions of its US approval were already decided upon earlier this year. It was back in June that the DOJ approved the Fox-Disney deal so long as Disney divested Fox's 22 RSNs. Bids are currently being solicited for the channels, which need to be sold within 90 days of the merger closing. "The process of selling them is actually already beginning, in that conversations are starting, interest is being expressed," Disney CEO *Bob Iger* said in the company's 3Q earnings call in August. He added that a deal would likely be negotiated before the deal with Fox closed, but would not be fully executed until after the overall deal closes. "We are gratified by the decision of the European Commission to clear the transaction with the sole remedial measure being the divesting of our interests in Europe of the History, H2, Crime + Investigation, Blaze and Lifetime Channels," Disney said in a statement. "Disney will continue to be a 50% owner of A&E apart from the companies operating these channels in Europe." Disney also said it is continuing to pursue clearance as quickly as possible in the jurisdictions that remain. The deal is still on track to close in the first half of 2019, and both companies have been preparing their C-suites for the integration.

**CFX** Cablefax  
DIGITAL & TECH AWARDS

**CALL FOR ENTRIES**

**Deadline:** Friday, December 7, 2018

**Late Deadline:** Friday, December 14, 2018

Entries are now open for the annual Cablefax Digital & Tech Awards, honoring those people, shows, and networks who excel in digital content, marketing, advertising, social media, and online content.

The Tech categories recognize the outstanding products, strategy, implementation and people in broadcast, cable and digital technology.

Enter Now at [www.cablefax.com/awards](http://www.cablefax.com/awards)



**SAVE THE DATE**

# New Orleans

**SEPTEMBER 30-OCTOBER 3, 2019**

Be there in New Orleans for SCTE·ISBE Cable-Tec Expo® 2019—the largest cable telecommunications event in North America. The epicenter for innovative thinking, speakers and workshops!



SCTE · ISBE

## SCTE·ISBE TURNS 50!

Join us for our year long celebration. Keep an eye out for announcements and news throughout the coming year.

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**Midterm Mania:** With midterms on Tuesday, many networks and companies have ramped up voting initiatives to get viewers to the polls. **MTV**, **Postmates** and **#VoteTogether** partnered up to sponsor MTV's +1 the Vote initiative, the net's first midterm elections campaign. The groups are funding parties at the polls in all 50 states in an effort to supercharge youth participation, and Postmates is delivering pizza to the parties around the country. The night will end with a MTV Election After-party in Miami. **Google** changed its logo to "Go Vote" and included a link to find a user's polling place. **Univision's** "Vota Conmingo" (Vote with Me) campaign helps educate the Hispanic community about where and how to vote in the upcoming midterm elections. **HBO** is going all in on the second half of its election campaign, launched on Tuesday. The net initially kicked it off on National Voter Registration Day with a silent video, and now announced it partnered with **Rock the Vote** to release a video featuring HBO talent urging people to get out and vote. "Voting is one of the most important rights we have as American citizens," said HBO's vp of brand and marketing *Jason Mulderig*. "Not only are we using our platforms and talent relationships to remind our audience that their collective voices have more impact than our own, we are also curating a collection of our most relevant documentary stories that explore some of the complex issues facing Americans today." Continuing the trend of encouraging younger people to vote, **Freeform** teamed up with media company **ATTN:** for the campaign "March to the Polls." The net ran a series of PSAs targeting millennial and Gen Z voters featuring Freeform stars. "At Freeform, our storytelling and our brand are representative of all the issues that young adults face today," svp for marketing, creative and branding *Tricia Melton* told **Cablefax**. "Our brand further extends the conversation around these topics outside of our series. While our audience cares about these issues, data tells us that millennials haven't been highly engaged when it comes to voting. We partnered with ATTN: to develop a campaign that speaks to our audience in a humorous way and captures their attention. Our fans are loving our campaign and are really happy that we and our stars are using our platform for good. Much of the younger end of our demo is still forming their own identity, including their political identity. We want our audience to know that whether they are of voting age or not, they have a voice and a platform and they should use it."

**FCC Reviews:** FCC chmn *Ajit Pai* launched a comprehensive review of the Wireless Resiliency Cooperative Framework in light of the recent hurricanes. The framework is a voluntary wireless industry commitment to promote resilient wireless communications and situational awareness during disasters. The agency sent letters to participating carriers, asking them to supply information regarding how they've implemented the framework post-disasters over the past two years. The agency also asked for information regarding each company's implementation of industry best practices.

**Partner Up:** **Samsung** and **Wurl** have partnered to power programming with Samsung's TV Plus service. Wurl will

## Cablefax: What's Happening in November

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### 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
<b>Tech Awards</b> <b>Deadline:</b> November 9  <b>Final Deadline:</b> November 16	<b>Program &amp; Trailer Awards/Gala</b> November 8 Taglyan Complex, Los Angeles  <b>Most Powerful Women Luncheon</b> November 15 583 Park Ave, NYC

enable TV Plus viewers access to a bundle of broadband-delivered 24/7 TV channels and on-demand content. The net recently took **Danger TV**, **Outside TV** and **RiffTrax** live on Samsung Plus TV. -- In similar news, **AMC Networks** teamed up with **MASS Exchange** (MX) to deliver a programmatic solution for linear TV advertising. MX launched national linear TV's first live, end-to-end programmatic path with AMC's inventory. Buying platforms including **4C Insights** and **Video-Amp** have already taken advantage of MX's solutions, which includes delivering comprehensive automation, converting traffic logs into an inventory catalog and then tailoring pricing to proprietary business rules. -- **MOBITV** and Canadian independent telecom provider **Distributel** partnered to deliver a customized streaming platform that delivers an enhanced TV experience on any device to Canadian cable subscribers and operators. The MOBITV platform will provide Distributel customers with a customizable interface. The platform is localized for Canada in both English and French and will be available to Distributel customers in Quebec and Ontario, with plans to expand.

**Flat Revenue: Standard Media Index** released its data for Hispanic television during the 2017-18 broadcast season and found that revenue remained flat for this year, with \$2.2bln in ad revenue. However, when equalizing for the World Cup ad revenue fell by 5%. Telemundo grew ad revenue 16%, largely thanks to the World Cup, and Univision ad revenue dropped 9% YoY. Telemundo's total revenue came in at \$647mln compared to Univision's \$975mln.

**Up and Comers: ESPN+** subs will have access to more than 200 **NBA** G League games through its first season, thanks to the signing of a multi-year agreement. The deal greatly expands coverage of the NBA's official minor league on ESPN platforms. Starting Nov 6, ESPN+ will offer multiple games per day every Tuesday, Wednesday and Thursday.

**On the Circuit:** Pres of **HGTV** and **Food Network** *Allison Page* will be honored at the Moves Power Women Gala on Friday in NYC. Other honorees include *Michelle Rodriguez* and *Sally Hawkins*. -- **WICT Southern California** revealed the 2018 LEA Awards honorees Friday. The six ladies receiving awards include *Sarah Aubrey*, **TNT** evp, original programming; *Jamia Bigalow*, **FNG** svp, distribution marketing; *Rhonda Crichlow*, **Charter Communications** svp/chief diversity officer; *Amy Introcaso-Davis*, **E!** evp, development & production; *Sarah Harden*, **Hello Sunshine** CEO; and *Linda Kavanagh*, **Cox Communications**, CA, vp, HR. Kavanagh is also WICT SoCal's board member of the year. All will be honored at the 26th annual LEA Awards at the Beverly Hills Hotel on Nov 29 at 11:30am.

**Buckeye State: WOW!** is expanding its promise to bring high-speed internet to the Cleveland area. By the end of the year, the company will provide the fastest speeds in Willowick and Mayfield Heights, performing at what it says is 10 times the speeds being offered by current providers in the area. Between now and the end of the year, WOW! has promised to bring 1 gigabit speeds to more than 17K residents in northeast Ohio.

**Ratings:** Last week **Univision** delivered its highest-rated weekly primetime performance of the season with 1.4mln total viewers 2+, 566K in A18-49. Its premiere of "Jesus" reached 3.5mln total viewers 2+ during the one-hour ep Mon night.

**Programming:** Docuseries "The Last Alaskans" will return to **Discovery** on Nov 25 at 10pm. -- **Pac 12 Networks** announced it is upping its men's and women's basketball coverage as the season kicks off on Wednesday. The nets will have extensive pre- and post-game coverage, and for the first time will have complete tournament coverage live from Las Vegas. -- **TBS** ordered a pilot of "Unqualified" (wt) to star *Shaquille O'Neal* and *Ken Jeong*. The basketball star and comedic actor will pair up and take on different odd jobs. -- **USA** picked up "The Purge" for Season 2. The series is currently the net's No. 1 drama averaging 1.2mln (18-49) with the season finale airing Tuesday night at 10pm. -- **Ford F-Series** and **History** are collaborating to launch the six-hour programming event "Truck Weekend in America." The event, airing Saturday, is described as a "first-of-its-kind collaboration." -- **MTV Studios** announced plans to reimagine "Undressed." *Roland Joffé*, the original creator and executive producer, is signed on to EP the scripted series. -- **CuriosityStream** will debut a five-part original docuseries "The History of Food" on Nov 15. The show will dive into the science, history and culture of food and feature multiple experts. -- **E!** announced a week-long movie event featuring People's Choice Awards nominees leading up to the network's telecast. Films include "Miss Congeniality," "The Princess Diaries," "Bride Wars" and "Fifty Shades of Grey," among others. -- **Sundance Now** and **Shudder** acquired seasons two and three of the **Sky** original drama series "A Discovery of Witches." The first season will premiere on both the services on Jan 17, 2019. -- **Syfy** will premiere "Deadly Class" on Jan 16, 2019 at 10pm. Based on the graphic novel of the same name, the show follows a teenager recruited to a private academy where top crime families send their kids. -- **Epix** began production on drama "Our Lady, LTD" Monday. The series is slated for a 2019 premiere.

**People:** **Nickelodeon** named Oscar-nominated producer *Ramsey Naito* evp of animation production and development. She's replacing *Chris Viscardi*, who will now move into a producer role for the net. -- **Lindsey Broadband** hired industry vet *Ruth Lee* as vp of marketing. Lee comes over from **ATX Networks**, where she served as vp of marketing.