

# Cablefax Daily™

Friday — November 16, 2018

What the Industry Reads First

Volume 29 / No. 222

## New Year: Comcast to Launch Two New African American Majority Owned Nets

Comcast plans to launch **CLEO TV** and **AFRO** next year, fulfilling its final NBCU public interest commitments through the addition of the two African American majority owned networks. **CLEO TV** comes from **TV One** parent **Urban One**. It is a lifestyle and entertainment network targeting millennial and Gen X women of color. **AFRO**, a channel from **Afrotainment**, is a 24-hour polycultural black network mainly broadcasting Nollywood and black movies, dramas, sitcoms, music, talk, and late night comedy shows. It's been a long process, with Comcast putting out the call for applications for minority owned nets in December 2016. "We took the necessary time to thoughtfully consider all proposals," Comcast Cable executive dir, multicultural products **Keesha Boyd** told **Cablefax**. "We received more than 50 proposals from a wide range of independent networks. All of the proposals we got were very detailed and high-quality, and covered a variety of content genres, including general entertainment, lifestyle, music, kids, news, faith, and sports." Ultimately, **CLEO** and **AFRO** were settled on because they fill some of the MSO's content gaps, she said. Snagging a coveted launch spot with Comcast is sort of like being an *Oprah* book club pick in that it can open more doors. TV One gm **Michelle Rice** said **CLEO TV** is close to closing a second deal with a distributor with discussions underway with multiple partners. **Afrotainment's** various channels have been available on multiple MVPDs over the last 13 years, with founder/CEO **Yves Bollanga** anticipating that the Comcast deal will accelerate ongoing negotiations and increase its current reach to an anticipated 40mln homes by the end of 2019. **AFRO** has carriage currently on **Sling TV** Blue and Orange Lifestyle Extra. Comcast will begin rolling out the nets in January on digital basic in to-be-determined markets, similar to how it has launched other nets under the NBCU Memo of Understanding. Since the 2011 NBCU transaction, Comcast has launched more than 20 independent networks—double its commitment. Under the MOU, Comcast agreed to launch 10 new independently owned and operated networks by 2019, including eight that are minority-owned or –operated. Comcast previously launched two African American majority owned nets **ASPIRE** and **Revolt** as well as Hispanic American operated networks **Baby First Americas** and **El Rey**. Last year, it launched substantially Hispanic American owned networks, **Kids Central** and **Primo TV**. **CLEO's** programming lineup is squarely in the lifestyle category and includes a cooking series with Har-

18<sup>th</sup> Holiday  
**ROCK & ROLL**  
Bash  
DECEMBER 13, 2018

PRESENTED BY  **AMC NETWORKS**

A BENEFIT FOR  
THE LUSTGARTEN FOUNDATION

Thanks to separate funding to support administrative expenses, 100% of your donation goes directly to pancreatic cancer research.

For more information, please call 914-579-1000 or email [holidaybash@buckleyhallevents.com](mailto:holidaybash@buckleyhallevents.com)

Women in Cable  
Telecommunications<sup>SM</sup>  
Southern California

Invites you to the 26th Annual

# LEA AWARDS

Honoring Leadership, Excellence, Advocacy

Thursday, November 29th

11:30am-2:30pm

The Beverly Hills Hotel

9641 Sunset Boulevard, Beverly Hills, CA

## 2018 HONOREES



**SARAH AUBREY**  
EVP, Original Programming  
TNT - Turner Entertainment  
Networks



**JAMIA BIGALOW**  
SVP, Distribution  
Marketing,  
Fox Networks Group



**RHONDA CRICHLAW**  
SVP, Chief Diversity  
Officer, Charter  
Communications

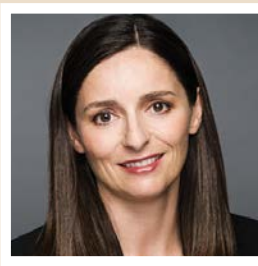
### SPECIAL GUEST



**THE HONORABLE  
MIGNON CLYBURN**  
Women's champion  
as FCC Commissioner



**AMY INTROCASO-DAVIS**  
EVP, Development &  
Production  
E!



**SARAH HARDEN**  
CEO  
Hello Sunshine



**LINDA KAVANAGH**  
VP, Human Resources  
Cox Communications, CA  
(WICT SoCal Board  
Member of the Year)

Order tickets at  
**SOCALWICT.ORG**

For more information contact  
Ellen Schned,  
WICT SoCal President  
**310-367-3414,**  
[socalwictsvp@gmail.com](mailto:socalwictsvp@gmail.com)

### PLATINUM SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



### FRIENDS SPONSORS





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

lem based *Chef JJ* as well a design series hosted by brother/sister team *Jake and Jazz Smollet*. “Within the current cable landscape, there is white space. CLEO TV is something different and compelling that is not currently being offered: an entertainment and lifestyle network targeting millennial and Gen X women of color, an audience that is currently underserved in terms of diverse content offerings,” Rice said. “Also, African Americans and women of color are voracious consumers of mobile and digital products and services—they still watch linear TV, but watch it differently and CLEO TV will be multi-platform, benefitting from the strength of our Urban One brands that span radio, digital and television.” AFRO’s sweet spot is Nollywood and black movies, with more than 129 movie premieres per year and a growing VOD catalog of more than 300+ hours of scripted content. “The Comcast launch gives us more capital to invest in original and exclusive programming to accelerate our growth. To that effect we are currently in talks with the City of Orlando, and are in the planning phase to build by 2020 a 120,000 square foot state of the art TV and Film Studio in Parramore, a historical black neighborhood in the heart of downtown Orlando,” Bollanga said. It’s worth noting that TV One originally launched as a JV between Urban One (then Radio One) and Comcast, with Urban One buying out Comcast’s interest in 2015. “Comcast observed firsthand how the TV One leadership team launched a network serving a very niche audience in a competitive environment,” Rice said, noting that the landscape has gotten even more competitive. “Still, distribution was not easy for TV One back then. We really understand how to grow and build a business; how to be financially responsible in order to sustain the business to make sure the vision shines through.”

**Powerful Women:** *Cablefax* hosted its Most Powerful Women Luncheon at NYC’s 583 Park on Thursday, honoring the top women in media and broadband. Publisher *Michael Grebb* opened the show with insightful remarks about the #MeToo movement, followed by a hilarious standup routine from **Game Show Network’s** *Trish Suhr*, host of “Daily Draw.” Editorial director *Amy Maclean* joined her on stage, and the pair presented awards to the 2018 Most Powerful Women. **Philo** toasted the honorees as well as its own one-year anniversary with wine. Read more at [Cablefax.com](http://Cablefax.com) and check out the digital version of the [magazine](#) here.

**Refund Checks:** **Comcast** is paying refunds and canceling debts for more than 20K Massachusetts customers in a settlement involving allegations that it violated state consumer protection laws by using deceptive advertisements to promote long-term cable contracts. The allegations claimed that Comcast did not adequately disclose the actual monthly price and terms of its long-term contracts and did not reveal that it could raise the price of certain monthly fees at any point. “Customers have a right to clear information about the products and services they buy,” Massachu-

studiodaily  
**EXCEPTIONAL WOMEN**  
 in production & post

*Congratulations to the 2018 Honorees!*

StudioDaily’s Exceptional Women hail from all corners of the media industry, from creatives and craftspeople to executives and engineers. These powerful women are paving the way for their successors and encouraging gender parity in the industry.

Read Profiles and Q&As with all these Fantastically  
 Talented Women at [www.StudioDailyWomen.com](http://www.StudioDailyWomen.com); Enjoy!

#StudioWomen

settles Attorney General *Maura Healey* said in a statement. “This settlement should encourage the entire cable and telecommunications industry to take a close look at their advertisements and make sure customers are getting a fair offer.” Comcast said the settlement reflects its ongoing effort to improve the customer experience. “While we disagree with the allegations in the Assurance – which relate to years-old advertisements and do not reflect Comcast’s current policies and practices – we are committed to partnering with Attorney General Healey and others who share our commitment to improving the experience of our customers in all respects,” the company told **Cablefax**.

**Better Late Than Never:** A little extra time waiting for the **Discovery-Scrapps** deal to close may have been for the best, according to Discovery CFO *Gunnar Wiedenfels*. “We immediately approached the deal as a transformational opportunity rather than a pure post-merger integration,” Wiedenfels said at an investor conference Thursday. When the deal finally closed in early March, Discovery was able to hit the ground running. Wiedenfels is now more confident that Discovery will be able to drive revenue growth post-merger, seeing 5% ad growth in the US last quarter as well as improvement in its ability to drive portfolio ratings. That came on the back of programming synergies post-merger and cross-promotion efforts across the Discovery portfolio. **Food Network** and **HGTV** were two channels of focus due to their lack of trending. After a month, Food Network had “essentially turned around” and HGTV is on a much better trajectory as well. The year ahead will be a busy one for Wiedenfels as internal transformation efforts ramp up. The program includes more than 500 individual cost savings initiatives, some of which could take up to two years to move through. Through the rest of 2018, the company’s positive drivers include its launches on **Hulu** and **Sling TV** as well as a new deal with **DISH**.

**Getting Up to Speed:** The **FCC** took another step forward in its efforts to bring its processes into 2018 by adopting a Report and Order that will allow operators to deliver notices to their customers via email. The action reduces costs and paper waste, but more importantly protects subscribers by ensuring that electronic messages are sent only to verified email addresses. Subscribers are still able to choose paper delivery at any point. The FCC also adopted a Further Notice of Proposed Rulemaking, which seeks comment on whether subs should be able to receive notices through texts or apps. **NCTA** thanked the FCC for the decision and its continued efforts to modernize its cable service rules. “This flexibility will benefit the environment as well as enabling consumers to more readily access accurate information,” NCTA said in a statement.

**Saying Goodbye:** **A+E Networks** president of international and digital media *Sean Cohan* is stepping down to head **Wheelhouse Entertainment** as its president. He’ll work with A+E Networks through the remainder of the year to ensure a smooth transition, officially joining Wheelhouse Entertainment in late January. Cohan has spent 15 years with A+E, taking on his current role in 2015.

**Guilty Plea:** *Tyler Barriss*, the man charged with reporting a bomb threat to the **FCC** during its meeting last December, has pleaded guilty in a Kansas federal court. The threat came as the FCC was preparing to vote on the adoption of the Restoring Internet Freedom Order, repealing Title II regulations. “I am deeply grateful to the **US Department of Justice**, the **FBI**, local law enforcement, and FCC security officials for their efforts in prosecuting this case and protecting this agency,” FCC chmn *Ajit Pai* said in a statement. “We will continue working to carry out the mission of the FCC.”

**New to The Party:** The **Wireless Innovation Forum** elected three new members to its board. **NordiaSoft** co-founder *Steve Bernier*, **Google** spectrum engineering lead *Andrew Clegg* and **Nokia** head of spectrum standardization *Prakash Moorut*. They replace NordiaSoft CEO *Claude Belisle*, Nokia head of North American industry environment *Al Jette*, Google principal wireless architect *Preston Marshall* and **CTIA** vp, spectrum planning, *Paul Anuszkiewicz*.

**Distribution:** **fuboTV** is adding commercial-free, premium add-ons to its live TV streaming service through partnerships with **AMC Premiere** and **FX+**. The service is the only vMVPD to offer both on its platform. AMC Premiere can be added to a fubo or fubo Extra subscription for \$4.99/month while FX+ will be available for \$5.99/month.

**Ratings:** The return of “The Almas” brought nearly 500K P2+ on premiere night for **Fuse**. The event, recognizing achievements by Latinx artists and influencers, grew upon Fuse’s typical Sunday audience by double-digits among A18-34.

**Programming:** The highly-anticipated holiday episode of “Dr. Who” is moving away from its Christmas timeslot. **BBC America** will celebrate its first-ever “Who Year’s Day” this year after a series marathon. The marathon will begin with all the Christmas specials at 12pm on Christmas Eve. -- Syfy is bringing its first original late night animated series “Alien News Desk.” The show, from the producers of SNL, will air early 2019.

# PROGRAMMER'S PAGE


## Don't Drink the Kool-Aid

Walking into the Peoples Temple in San Francisco in 1972, *Vernon Gosney* and his African American wife saw singing and dancing and were touched by the message of inclusivity after being shoved away by their families for their relationship. No one could have predicted that only six years later, that congregation would be at the center of the greatest single loss of American lives before 9/11. In conjunction with the 40th anniversary of the Jonestown massacre, **Sundance TV** is airing "Jonestown: Terror in the Jungle," a two-night special event, on Nov 17 & 18 at 9pm. The series, based on investigative journalist *Jeff Guin's* book "The Road to Jonestown: Jim Jones and Peoples Temple," chronicles *Jim Jones'* radical descent into madness that ultimately had him convincing more than 900 people to take their own lives. Archival footage, interviews with People Temple members and Jones' family and previously classified **FBI** documents paint a greater picture of how and why the situation escalated so quickly. "Think of *Martin Luther King* at his best in terms of oratory and that's who Jones was," Jonestown survivor *Tim Carter* said in the series. Jones was captivating, saying he had come to his congregation to show them that the only God they needed was within themselves. Should you not be convinced by his words, his actions, particularly his healing, may do the trick. "The idea that someone could call someone out of the audience, know about them and then heal them of some ailment—that was amazing," former member *Jordan Vilchez* said. Jonestown survivor *Vernon Gosney* agreed, saying he'd seen many healings during his time with Jones. The docuseries isn't one for those looking to demonize the man for his actions. Rather, it's an examination of the human mind, why people follow others and how that sort of power and attention can twist the human mind. -- *Sara Winegardner*

**Reviews:** "The Bisexual," premieres Friday, **Hulu**. You might recognize *Desiree Akhavan* from her **Sundance** prizewinning film "The Miseducation of Cameron Post," which she directed and co-wrote. In her TV debut, a collaboration between **Hulu** and **Channel 4** of Britain, Akhavan plays a gay American in London "taking a break" from a 10-year relationship with her business partner. She uses her freedom to experiment with her sexuality. The series is as real and raw a comedy as you'll find on television, and that's meant as a compliment. Though the small ensemble surrounding her is excellent, it's difficult to keep your eyes off Akhavan, who's a tremendous screen presence. -- "Sally4Ever," 10:30pm, Sunday, **HBO**. Viewers often insist on starting a series with the first ep. In truth, it's not always necessary, especially with a comedy. "Sally" is an exception. The series' opening is priceless, as Sally (*Catherine Shepherd*) watches fiancé David (*Alex MacQueen*) in concert. It's not hard to believe her next move in this enjoyable, offbeat comedy. — "The Clinton Affair," premiere, Sunday, 9pm, **A&E**. There's not much new ground covered in the first two eps of this 6-part series, yet filmmaker *Alex Gibney* does a fabulous job re-telling the story. Clearly *Monica Lewinsky* has seen the error of her ways. It's an experience to hear her side of things. -- *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (11/05/18-11/11/18)		
Mon-Sun	MC US	MC US AA
	AA%	(000)
FNC	1.065	3,254
ESPN	1.056	3,225
MSNBC	0.783	2,392
HALL	0.624	1,906
CNN	0.544	1,663
USA	0.387	1,183
HGTV	0.357	1,089
TBSC	0.340	1,037
ID	0.321	980
A&E	0.316	967
HMM	0.299	912
FOOD	0.289	883
AMC	0.284	867
DISC	0.270	826
HIST	0.268	819
ADSM	0.247	754
TNT	0.246	752
TLC	0.241	737
NICK	0.220	671
BRAVO	0.217	662
FRFM	0.211	643
TVLAND	0.205	626
FX	0.201	612
NAN	0.193	590
CRN	0.190	581
DSNY	0.174	533
NFL	0.171	523
DSJR	0.169	518
INSP	0.156	477
VH1	0.155	473
MTV	0.148	452
LIFE	0.142	434
NKJR	0.134	410
OWN	0.129	394
TRAVEL	0.127	387
SYFY	0.124	380
GSN	0.123	376
NATGEO	0.121	368
BET	0.116	354
APL	0.116	354
WETV	0.110	336

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



**Cablefax**  
DIGITAL & TECH AWARDS

**CALL FOR ENTRIES**

**Deadline:** Friday, December 7, 2018  
**Late Deadline:** Friday, December 14, 2018

---

Submit your entries for Cablefax Digital & Tech Awards, honoring excellence in digital content, social media, online content, as well as recognizing outstanding products, strategy, implementation and people in broadcast, cable and digital technology.

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