

Cablefax Daily™

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What the Industry Reads First

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Brand Refresh: C-SPAN Celebrates 40 Years With New Look

It has been 40 years since **C-SPAN** brought the public to the House floor, providing an unfiltered look at the day-to-day goings-on of the federal government. And while it's proud of its history and all that's unfolded across its networks, C-SPAN is hitting the refresh button, debuting a new look and feel that'll bring it into this century and beyond. C-SPAN brought in Alexandria-based branding and marketing agency **Grafik** to help with the mission, with new logos debuting this week for C-SPAN, C-SPAN2, C-SPAN 3 and C-SPAN Radio. If you didn't notice anything a major change, you're probably not the only one. The subtle tweaks include a more modern font choice and a small blue block to replace the dash. Color families and fonts unite the brands into one big family, bringing consistency across C-SPAN's properties that hasn't existed in the past, further helping get the point across that it is as much of a modern media company as any other, said C-SPAN vp, marketing *Marty Dominguez*. It'll also have more of a personality in its social media and advertising than it has in the past, although Dominguez said nothing will change with how information is presented on any of its television networks. Beyond Grafik, C-SPAN also called on some friends to assist in the construction of that new image. That group of friends included **Comcast** svp, brand marketing and communications *Peter Intermaggio*. "I was happy to do so because, as [Comcast co-founder] *Ralph Roberts* used to say, 'C-SPAN is Cable's gift to America,'" Intermaggio said. "Ralph was right... it's direct, unfiltered view of government [that] empowers citizens to make up their own minds and helps create an informed and engaged electorate." "Your Unfiltered View of Government" will serve as C-SPAN's new tagline after the phrase was repeated many times in focus groups. Why is that so important? Viewers and participants told C-SPAN that the brand allows them to make up their own mind. The sentiment came up so often that "Make Up Your Own Mind" will act as another tagline for the brand. Conversation surrounding the brand refresh has been going on behind the scenes for more than a year, but one thing has been clear from the start. The anniversary wasn't just going to be a time to celebrate another milestone in the brand's history. Rather, it was an opportunity to say a few things. "We could send a message to our viewers that we are a unique resource, a trusted brand and particularly relevant—maybe more relevant at this time in our history than ever before," C-SPAN vp, affiliate relations *Peter Kiley* said. "We could take those same messages and deliver them to our affiliates to show them that we are an extraordinarily valuable part of their video offering to consumers." Perhaps the most important message C-SPAN wanted to send it its affiliates was a thank you for their tireless support through its history. "They have given time, they have given bandwidth and they've paid us that license fee for 40 years now. The idea that private industry funds a public service like C-SPAN—there's nothing else like it in media," Kiley said. "It's a shame to us that the industry and the executives that sit on our board and have led us throughout our 40 years haven't received more credit for that." With the timing of the anniversary coming as

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presidential candidates are emerging for 2020, the new look and messaging will remind folks that they have another option for their coverage of everything brewing in the nation's capital. While it may look and sound a little different to loyal C-SPAN viewers, there's one thing they should know. The brand behind the logos is still what it always has been. It's just a matter of balancing the old with the new.

Turning a Page: Another day, another few execs out at **WarnerMedia**. **HBO** president, global distribution *Bernadette Aulestia* is the latest veteran to leave the company, according to an internal memo obtained by **CNBC**. "I won't be joining you on this next journey of the new company," Aulestia wrote in the March 15 memo. "Sometimes, you have to take time to read the guideposts and trust your heart, and my time has come." She came to HBO 22 years ago and has spent recent years overseeing its streaming services, HBO Now and HBO Go. She'll stay on board for a few months to transition new leadership. It's not the only additional role **AT&T** will have to fill with WarnerMedia also announcing Tuesday that **Warner Bros Entertainment** chmn/CEO *Kevin Tsujihara* will step down after allegations that he had an affair with actress *Charlotte Kirk* and helped her be cast in the studio's films. "Kevin has contributed greatly to the studio's success over the past 25 years and for that we thank him," WarnerMedia CEO *John Stankey* said in a statement. "Kevin acknowledges that his mistakes are inconsistent with the Company's leadership expectations and could impact the Company's ability to execute going forward." An interim executive team will be named Tuesday to replace Tsujihara, who recently saw his role expanded to include oversight of **TCM**, **Otter Media** and a business unit for programming aimed at kids and young adults.

NCC Extends: **NCC Media**, the TV ad sales, marketing and tech company owned by **Comcast**, **Charter** and **Cox**, announced the launch of new online buying capabilities that will extend the reach of its TV advertising platform in order to support a greater share of marketer's media spend. NCC can now connect TV consumption and online activity on a single platform, allowing advertisers to run true cross-screen campaigns across 80mln households. The idea is to create a comprehensive all-screen advertising solution, allowing marketers to deliver coordinated digital ads to the same households reached by their TV campaigns. The addition of digital buying to the NCC TV platform enables marketers to coordinate entire ad buys at the household level across more than 85% of the US MVPD market.

Fight Club: **ESPN+** continues its rapid expansion with a new, multi-year deal making it the exclusive distributor of **UFC** PPV events in the US through 2025, starting with UFC 236 on April 13. January's UFC debut on **ESPN+** resulted in 568K new subs in one day, marketing the largest subscription catalyst for **ESPN+** thus far. In under a

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The Cablefax Leaders Retreat fosters off-the-record executive discussions that simply can't be had anywhere else. **But don't just take our word for it...**

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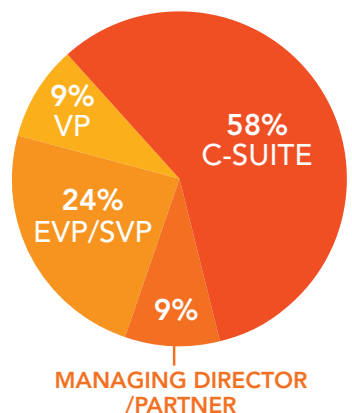
The Cablefax Leaders Retreat is a private, high-level, off-the-record event scheduled for April 29-30 at Key Largo’s incredible Ocean Reef Club.

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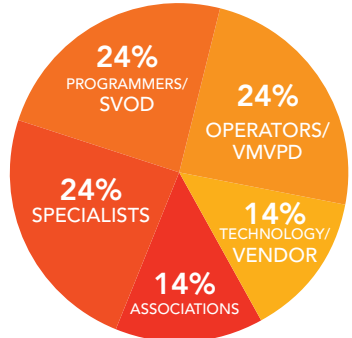
How is the Cablefax Leaders Retreat Different from Other Industry Events?

- Everyone will be a full participant in a series of interactive discussions among peers, carefully curated for the people in the room.
- Topics include technology, regulation, competition and the future of the content and broadband business—but the specific areas of focus will depend on our participants.
- The Leaders Retreat format enables us to pack more information into a curated hour-and-a-half interactive discussion than most venues could impart in an entire afternoon.
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2018 PARTICIPANTS BY TITLE



2018 PARTICIPATING COMPANY TYPES



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TESTIMONIALS FROM 2018 PARTICIPANTS



DANE SNOWDEN
COO | NCTA

Found the Retreat to be a good and strategic use of time and look forward to the next one.

LORI LEBAS

SVP, Affiliate Partnership Development & Operations | **The Walt Disney Company / ESPN**

Beautiful venue for an important conversation on the state of our industry.

JIM GLEASON

CEO | **Vast Broadband**

The Cablefax Retreat was a great way to hear a wide variety of opinions on industry issues and challenges. I was really impressed with the people who attended as well as the topics of discussion. I definitely had good takeaways from the meeting.

DAVE SHULL

CEO | **The Weather Channels**

The Cablefax event was unique — a beautiful, low-key event where I was able to have honest, interesting conversations with peers in the industry. This is a type of event that has been sorely missing in the cable world.

BETH MAIN

SVP, Domestic Network Distribution | **HBO**

A unique gathering of contributors, within and around the industry. Presented a great opportunity to pause and look up — and made for an invigorating exchange.

PAUL GLIST

Partner | **Davis Wright Tremaine**

Cablefax has succeeded in creating a unique forum for leaders in the cable, OTT and programming industry to candidly discuss the industry's future and the technology, business, investment, marketing, programming, and political paths to take us there.

RICH FICKLE

President | **NCTC**

Great forum to help improve the collaboration in the industry, understanding differences, making it better. It provided me with several great ideas and created new relationships that will be highly valued. The venue and vibe were terrific.

MARCI RYVICKER

Managing Director | **Wolfe Research**

The 2018 CableFax retreat was an intimate and unique experience that brought a variety of constituents together to air their views as well as brainstorm on how best to tackle the various challenges and issues facing the television ecosystem. Meeting and talking to people of all levels in such an open and relaxed environment was absolutely invaluable to me. I look forward to the next retreat!

JEFF WEBER

CEO | **Zone.TV**

The Leaders Retreat was very valuable for me — a great group of senior leaders that could mix and debate in a safe, relaxed environment. Looking forward to next year!

MARK GREENBERG

President & CEO | **MSGCI**

The inaugural Cablefax Leaders Retreat was an incredible event. An amazing opportunity to meet with industry leaders to discuss the issues and opportunities for our industry. The cross-section of people from the many companies that were represented allowed for a deep conversation that reflected multiple perspectives. I was great to see that everyone was trying to find a way to build our respective businesses together and grow our industry.



year, the DTC service has over 2mln subs (an amount that doubled in five months). Preliminary bouts will remain on **ESPN** and **ESPN Deportes** under the 2018 agreement.

AdSmart Expands: **NBCUniversal** and **Sky** are expanding **AdSmart**, a global offering that unifies both companies advanced advertising capabilities. The new set of solutions brings together NBCU's Audience Studio advanced targeting solutions alongside Sky's addressable advertising tools. This will enable global brands and businesses to activate targeting and optimization solutions to reach customers in international markets and measure results across both company's TV and digital portfolios. This is the first joint advertising initiative follow Comcast's acquisition of Sky.

New Deals: **Schurz Communications** subsidiary **Champlain Broadband** closed its transaction to acquire **Burlington Telecom** in Vermont. The company will continue to be managed locally in Burlington and operate under its current name, but will be subject to the Schurz Asset Purchase Agreement from December 2017. -- **Pavlov Media** acquired **Velocity Online**, a broadband provider serving multifamily real estate owners in multiple states and Tallahassee area business. Financial information was not released.

Growing Nationwide: **AirTies** and **AirSonics** have secured deals with more than 30 regional operators in North America to deploy Smart Wi-Fi solutions to their subscribers, the pair announced Thursday. The software directs consumer devices to the optimal channel and band based on real-time network conditions to improve performance. Those operators also have access to AirTies' Remote Manager, a cloud-based network management tool that gives providers real-time visibility into their subscribers' Wi-Fi usage.

Pumped Up Kicks: To Yeezy's delight, **MSG Networks** is launching its first-ever "Sneaker Week," a week of sneaker-themed programming. The event will dive deep into the sneaker culture and footwear revolution. Sponsored by **Mountain Dew**, the all-week takeover kicked off Monday morning across MSG's linear, digital and social platform. The content will be integrated into pre-game show segments and in-game spots, as well as "MSG Shorts" airing after each **Knicks** game this week. Fans can also vote in MSG's bracket-style tournament on its digital and social platforms, expressing their own sneaker fandoms and voting on the most iconic basketball sneakers of all-time.

Women in Tech: The **SCTE Foundation** is accepting applications for the Catherine Oakes Memorial Leadership Scholarship for Women. The \$3500 honor provides educational opportunities for women aspiring to lead in cable engineering or operations. Applications will be reviewed by past recipients of the Women in Technology Award, presented annually by **SCTE-ISBE**, **WICT** and **Cablefax**. The application deadline is May 1, 2019.

Programming: Award-winning broadcast journalist **Soledad O'Brien** will host "American Injustice: A BET Town Hall" on March 24 at 9pm on **BET**. The panel includes presidential candidates **Sen Cory Booker** (D-NJ), **Sen Kamala Harris** (D-CA), and other members of the Congressional Black Caucus including **Rep Karen Bass** (D-CA) and **Rep Val Demings** (D-FL). -- **ESPN** reached a new multi-year agreement with **Relevant Sports Group** for media rights to the International Champions Cup (ICC). In the US, **ESPN** and **ESPN Deportes** will each televise 15 matches per year, and for the first time **ESPN+** will carry up to 10 live matches in English and Spanish. -- **CuriosityStream** is premiering four-part docuseries "SPEED" on April 18. The 4K series follows host and engineering expert **Sean Riley** as he dives into some of history's greatest transportation breakthroughs and examines where the future is headed.

Netflix Survey: **Netflix** regularly surveys members on a host of issues, including feedback on content. And just because it asks a question, it doesn't necessarily mean anything is set to happen... That said, the streamer has a survey making the rounds now asking people if they'd like to see live TV on the service, including news and sports. It's also asking if there's any interest in local/regional TV series and movies.

Fight Club: **WWE** surpassed 1bln fans across its global social media platforms, making it one of the most followed brands in the world. Its flagship **Facebook** page has 501mln total likes, more than the **NFL**, **NBA**, **Marvel** and **Nike**. **Instagram** is the brand's fastest-growing platform, with 226mln total followers. Its **Twitter** has 221mln followers, and its **YouTube** page has 46mln total subs.

People: **Discovery** promoted **Keith Kazerman** to evp, digital sales, advanced advertising and research, effective immediately. In the newly created role Kazerman will lead all digital ad sales teams responsible for driving digital revenue efforts. He most recently served as group svp, research, data and engage. -- **BICSI** CEO/exec director **John Clark** will retire at the end of the year when his contract expires. He has held the position since 2008 and was the pres/CEO of SCTE for 10 years prior. BICSI is a professional association supporting advancing the information and communications technology community.

ANNOUNCING Cablefax's TOP OPS Nominations

Who deserves to appear in Cablefax's
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Nominations Due: March 29!

Help Cablefax compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators.

The categories recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement. Nominations are open to all operators.

It's free to enter – but you must submit your entries by March 29!

Honorees will be honored during Cablefax's Celebration of Leadership Gala on Thursday, June 6, 2019 at the Yale Club in NYC and profiled in the July issue of Cablefax: The Magazine.

The Independent Operator of the Year Award (IOY) is presented in conjunction with ACA and NCTC.



Submit Today at: www.CablefaxTopOps.com

Questions: Contact Mary-Lou French at mfrench@accessintel.com or 301.354.1851.

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