

Cablefax Daily™

Friday — April 12, 2019

What the Industry Reads First

Volume 30 / No. 070

Disney Day: Disney+ Launching November 12 for \$6.99 Monthly Fee

Disney's Investor Day wasn't exactly chock-full of news. Case in point, even when it comes to whether **Disney+**, **Hulu** and **ESPN+** will be bundled together at a discount, DTC chief *Kevin Mayer* would only say it was "likely." The biggest news: Disney+ will launch Nov 12 with a price of \$6.99/month or \$69.99 a year. There were a few other tidbits, mostly saved for the end of the three-hour event. CFO *Christine McCarthy* expects 60-90mln subs worldwide by 2024, with the company expected to invest a little over \$1bln cash in original content in fiscal 2020. It's expected to ramp to the mid-\$2bln range by 2024. She said Disney+ is expected to reach profitability in FY2024, with total operating expenses a little less than \$1bln in FY2020. Other stats: **ESPN+**, currently at 2mln+ subs, is expected to grow to 8-12mln by 2024 and to turn profitable in 2023. **Hulu's** expected to turn profitable in 2023 or 2024. Disney+ subscribers will be able to download all content and access it offline, according to Mayer. The event showed off a prototype of the ad-free app, which has a carousel at the top to highlight notable content, including originals and recently added theatricals. In other words, it looks like other streaming apps. "The fact we have the brands that matter is the single biggest differentiator of our service," Mayer said, citing internal research that's found more than 1bln people identify themselves as "true fans" of Disney properties. The app features Disney, **Pixar**, **Marvel**, **Star Wars** and **National Geographic** tiles that takes users to a landing page full of related content. As for the content, 18 Pixar movies will be on Disney+ at launch, "Captain Marvel" will be the first theatrical release on the service (available at launch), 250 hours of Nat Geo content will be available at launch, all 30 seasons of "The Simpsons" will be on the service and there's a lot of original series (new ones we heard about included "What If," animated series featuring alt storylines from the Marvel Cinematic Universe, "Lamp Life," featuring Toy Story's Bo Peep, and "The Magic of Animal Kingdom," an animal vet series based at the Disney theme park that falls under the Nat Geo brand). By Disney+'s fifth year, it's expected to have 50 original series. The first two "Star Wars" trilogies along with "Force Awakens" and "Rogue One" will be available at launch (a surprise because **Turner** previously had the rights until 2024), with the remaining titles coming in Disney+'s first year, including the final installment of the Skywalker saga. Oh, and live-action Star Wars series "The Mandalorian" also will be on Disney+ at launch. If you're left wanting more, don't worry. Disney+'s content and marketing pres *Ricky Strauss* pledged a "synergy campaign of a magnitude that is unprec-

**Cablefax Selected by SCTE•ISBE
as Exclusive Partner for the Official Show Daily**



Supercharge Your Exposure!

“As the only official publications of cable's premier trade event, our *Cablefax SCTE•ISBE Cable-Tec Expo Show Daily* editions and video coverage will give advertisers and audiences new opportunities to connect with key decision-makers in the industry”

- *Cablefax* Publisher Michael Grebb.

**Featuring Expanded Coverage in
Print, Online & Video Show Dailies**



Space is selling quickly! Contact Olivia Murray at omurray@accessintel.com or 301.354.2010

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 ● Senior 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 ● Kerry Smith, Divisional President, Marketing & Media Group, ksmith@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

edented in the history of the Walt Disney Company.” **Hulu** got some stage time too Thursday evening, with CEO *Randy Freer* rattling off some stats—the most notable being that the service’s 25mln sub total includes 2mln non-paids. 2018 was the fastest growing year for the streamer, which added 8mln subs. Freer positioned Hulu as the brand that can lead the market when it comes to digital video advertising, promising it will be heavily investing in “less obtrusive formats, as well as sophisticated targeting and automation.” He also said that a “large percentage” of customers who canceled because of Hulu’s Live TV price hike actually stayed with the streamer, migrating to the \$5.99/month ad-supported SVOD service or Hulu’s \$11.99/month with ads service. “Just last month, our churn rates hit an all-time low,” Freer said, adding that original series will play a larger role in defining the Hulu brand. Its most recent original series, “The Act,” has driven more new subscribers to series than any other Hulu original in its first month.

Back in Action: Entravision Communications’s Univision- and **UniMás-**affiliated television stations have returned to **DISH** and **DISHLatino** after a nine-month blackout. That stations returned to DISH customers’ lineups on April 9 per the carriage agreement Univision and DISH agreed to in March. Entravision operates Univision and/or UniMás stations in 24 markets.

Closing the Gap: Sen *Patty Murray* (D-WA) introduced new legislation Thursday focused on closing the digital divide. The Digital Equity Act of 2019 would create two \$125mln grant programs targeted towards projects at the state and local level that would promote digital equity, the condition in which all have the information technology capacity needed for full participation in society. The bill is co-sponsored by Sens *Mazie Hirono* (D-HI), *Angus King* (I-ME), *Sheldon Whitehouse* (D-RI), *Amy Klobuchar* (D-MN), *Richard Blumenthal* (D-CT), *Tina Smith* (D-MN), *Chris Van Hollen* (D-MD), *Gary Peters* (D-MI) and *Jack Reed* (D-RI) and a companion bill will be introduced in the House of Representatives.

Future Now: The coming of the holodeck might be closer than you think. **CableLabs** has teamed up with **Charter**, **Light Field Lab**, **OTOY** and **Visby** to create the **Immersive Digital Experiences Alliance**. The group, chaired by CableLabs principal architect *Arianne Hinds*, will work to develop an end-to-end ecosystem for immersive media by creating a suite of display-agnostic, royalty-free specifications. The alliance specifications will go beyond AR and VR to also include emerging light field technology. It is already hard at work on the first version of the Immersive Technologies Media Format specifications, which is scheduled for release by the end of the year. IDEA has promised that the ITMF will address real-life requirements based on input from content creators, technology manufacturers and network operators and will be built on established technologies already used by content creators. The ITMF standard isn’t the only thing on its to-do list. IDEA also aims to provide a forum for the exchange of information rel-

Cablefax

Leaders Retreat

April 29-30, 2019
Ocean Reef Club, Key Largo

Extremely Limited. Don't Wait Any Longer to Get Your Seat at the Table.

www.cablefax.com/event/CLR19



JEFF WEBER
CEO
Zone.TV

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...**

“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!”

Sponsored By:



Industry Partners:



evant to the immersive media ecosystem as well as facilitate interoperability testing and demonstration of immersive technologies in order to gain industry feedback.

You've Been Warned: The **FCC** reminded folks that video TV set-top boxes, including those designed to stream internet content, must comply with the agency's equipment authorization requirements via an enforcement advisory issued Tuesday. The Commission said the warning came after it observed a rise in the marketing of set-top boxes that do not comply with those requirements. For a set-top box to be in compliance, it must have received proper FCC authorization, display a valid FCC identifier and contain consumer disclosures in the product's user manuals warning consumers of the device's potential for causing interference to other radio communications and steps to follow to stop the interference. Those not in compliance could be issued penalties totaling more than \$147K per violation.

Bridging the Gap: **SpotX** and **clypd** announced Thursday a plan to integrate their platforms and build products designed for the current state of fragmentation across linear TV and OTT. The new solution hopes to enable the extension of audience reach across both TV and OTT holistically within a campaign. The offering will also be an asset to publishers, giving them an end-to-end cross-platform ad sales solution with more revenue potential thanks to its cross-platform potential. **Disney** and **Fox Corporation** are among the first media partners planning to leverage the solution.

New to Sling: **Sling TV** welcomed some new additions to its lineup Wednesday. **Hallmark Movies Now** (\$6/month) and **The Country Network** (\$3/month) are available to Sling Orange and/or Sling Blue customers as well as returning customers and certain new customers on **Roku** devices. **Starz** (\$9/month) and **Cinemoi** (\$3/month) are also now available a la carte to all returning and select new customers on Roku. **Microsoft Edge** users can also rejoice, as the service just launched support for the internet browser.

Expanding the Board: **TiVo** has expanded its board from seven to nine directors, appointing *Laura Durr* and **YMCA of Greater Seattle** CEO *Loria Yeadon*. Durr most recently served as Polycom CFO/evp until it was acquired by **Plantronics** in 2018. Prior to her current position, Yeadon most recently served as the CEO of **Yeadon Intellectual Property**, a specialized intellectual property consulting firm.

Supper Time: **Disney+** has signed *David Gelb* ("Chef's Table"), *Brian McGinn* ("Amanda Knox") and *Jason Stermann* ("13th") of production company **Supper Club** to a two-year exclusivity deal. The trio will be tasked with creating premium franchise-based and original-concept nonfiction programming for the streamer and other networks within **The Walt Disney Company**. The company's first original series for Disney+ will be "Marvel 616" (wt) and the conservation-themed "Earthkeepers" (wt).

Planet Earth: **The Weather Channel** aired its latest immersive mixed reality segment Tuesday, focusing on climate change and the consequences of the rising sea levels. Meteorologist *Jen Carfagno* guided viewers through the IMR segment, which took viewers into the future some American cities may face should the signs of global warming be ignored.

Better Together: **WICT** has announced its 2019 Touchstone Partners. **Charter**, **Comcast NBCU** and the **Walter Kaitz Foundation** will serve as its 2019 Strategic Touchstone Partners, supporting WICT's professional development programs, research projects and advocacy initiatives throughout the year. **Accenture**, **Altice USA**, **AMC Networks**, **Arris**, **Cox Communications**, **Disney** and **ESPN Media Networks**, **Google Cloud** and **Turner** make up the Catalyst Touchstone Partners. The Inspire Touchstone Partners include **A+E Networks**, **Cisco**, **Discovery Inc**, **HBO** and **TV One**. **Discovery** and **Liberty Global** have also offered up resources to support WICT's international chapter activities.

Ratings: Season 8 of "Married at First Sight" on **Lifetime** was the strongest season in the series' history with total viewers (1.7m) and A25-54 (906K), according to **Nielsen** L+3 data. "Married at First Sight" also saw double-digit growth across key demos including total viewers (+13% versus Season 7) and A25-54 (+12%). -- **INSP** says its 1Q 24-hour **Nielsen** household ratings were 5% higher than the previous quarterly high (1Q18) and 17% higher than 4Q18.

Programming: **Ovation** has acquired the US broadcast and digital rights for two **BBC Studios** series. The deal includes two seasons of "Amazing Hotels: Life Beyond The Lobby" as well as two seasons of drama "Maigret." **Amazing Hotels** will air on **Ovation** on April 18 and will be available on **Journey** in August. Episodes will also be coming to **Ovation NOW**. **Maigret** will air later this year. -- **WE tv** is expanding one of its franchises with "Growing Up Hip Hop: New York," premiering this summer. The Big Apple edition of the series will feature hip hop royalty including *Ja Rule* and *JoJo Simmons*, son of *Rev Run*. -- **HBO** drama "Euphoria" will kick off its eight-episode season on June 16 at 10pm. -- Curious as to what a black hole looks like? **Smithsonian Channel** will give viewers an exclusive look at the moment *Shep Doeleman* and his team of scientists saw the image in the documentary "Black Hole Hunters." The film premieres Friday at 9pm.

Cablefax

Leaders Retreat

April 29-30, 2019

Ocean Reef Club, Key Largo

AGENDA

April 28, 2019

5:00 – 7:00 p.m. | WELCOME RECEPTION

April 29, 2019 – DAY ONE

8:30 – 10:30 a.m. | **Let's Get It Started: Leadership Amid Consolidation & Audience Fragmentation**

In this welcome session, we'll set the stage for two days of game-changing discussions vital to the future of the business.

Amid this era of consolidation, we'll share strategies to maintain one-on-one consumer connections we'll discuss how to wow consumers, innovate in an increasingly chaotic arena and inspire creativity at all levels.

To kick things off, we'll turn to **Comcast Corporation's David L. Cohen**, who will discuss cable's role in the community and how a commitment to localism can help operators big and small shine. Cohen will discuss how Comcast initiatives, such as Internet Essentials and Comcast Cares Day serve overall business goals as they expand local relationships and customer bonds.

Then we'll open it up to the room to share battle stories (and scars) as we debate solutions and strategies and discuss how to organize the corporate culture to compete and partner with content distribution "frenemies." And where can content owners and distributors work together to better serve consumers.

This discussion will segue to **CTAM's Vicki Lins**, who will share exclusive data on how CTAM's Connected Consumer initiatives shed new light on how the industry brands and portrays itself in the media and across its marketing matrix. As part of the ensuing discussion, participants will discuss the best ways for all sides of the industry to work together toward common goals.

10:30 – Noon | **Morning Break and Welcome Brunch**

Noon – 1:30 p.m. | **Industry Leaders Forum: Turning Over Every Revenue Rock**

Finding new revenue is how the top leaders in this industry ensure a healthy environment where employees and customers can thrive and contribute to the growth of the business.

But as the conversation between distributors and content owners evolves, it's clear that macro-economic trends can create challenges even as companies enhance the customer and viewer experience.

MoffettNathanson's Craig Moffett will start us off as we delve into the central question about cable's traditionally core product: What's the future of video? He'll dissect the market and give us a sense of where the business is headed—and what kind of strategies may best position different industry sectors for success.

And as more content gets peeled away from that traditional bundle and goes direct-to-consumer, we'll turn to **Wolfe Research's Marci Ryvicker** to give us a sense of how the vast and sweeping changes to the business model is affecting distributors, programmers and even the technology sector as relationships evolve and revenue models shift in line with consumer trends.

Learn from your peers, share your own success stories and pow-wow with the best and brightest to uncover new business opportunities, platforms and partnerships.

1:30 – 6:00 p.m. | **Afternoon Activities**

Join your peers for a round of golf, adventures with alligators, a boat tour or other bonding activities.

6:00 – 7:15 p.m. | **R&R: Relax and Refresh**

7:15 p.m. | **Cocktail Reception**

8:00 p.m. | **Dinner**

Sponsored By:



Industry Partners:





REGISTER!
SAVE \$300

VIP CODE:
CLR

April 30, 2019 – DAY TWO

6:15 a.m. | Sunrise Walk (optional)

8:00 – 9:00 a.m. | Breakfast

9:00 – 11:00 a.m. | Industry Leaders Forum: How Blockchain, AI and More Change Everything in Media

During our 2018 Retreat, senior leaders agreed that Blockchain could vastly change the business in unpredictable ways. But what exactly is Blockchain, how does it work—and what does it have to do with TV, broadband and consumer entertainment?

First, we'll ask **Adventure Corp.'s Michael Hoydich** to walk us through Blockchain-based "tokens" and other ways that the technology could generate several new revenue streams for distributors, programmers, content producers and other entertainment sectors. You won't want to miss this one as we open it up to the room and dive headfirst into this intriguing (and sometimes confusing) world best known for driving cryptocurrency—but fast becoming so much more.

But as everything from Blockchain to Virtual Reality waxes and wanes in the public consciousness, savvy leaders often must pivot on a dime to ensure they can fully exploit business opportunities. That's why we'll check in with **Alcacruz's Emily Ward**, whose has evolved into serving the hot sports and eSports markets. Then we'll share strategies on how to stay nimble in such a fast-evolving marketplace—no matter what sector of the business involved.

After that discussion, we'll turn to **SCTE's Mark Dzuban** to give us an update on the most important technology developments affecting cable and broadband, including how artificial intelligence, 10G and, yes, even holograms could help revolutionize the services that operators and programmers provide to customers. From telemedicine to new entertainment options, the future looks exceedingly bright despite challenges around competition and consolidation.

We'll discuss ways top executives are exploiting these fundamental shifts, firing up the rank and file to integrate these new innovations, and making high-level strategic moves.

We'll share success stories from those who have already implemented strategies, and brainstorm ways companies can apply to different corporate environments.

11:00 – 11:30 a.m. | Networking Break

11:30 – 12:30 p.m. | Industry Leaders Forum: Seizing the Future, Learning from the Past

We'll examine how industry leaders are prioritizing strategies with a laser-focus on both short-term and long-term opportunities and threats.

Of course, it's impossible to properly assess those opportunities without understanding the current playing field—made even more tenuous as we head into primary season and what's sure to be a contentious Presidential election next year.

Because Congress, the FCC and other agencies affecting cable and broadband don't operate in a vacuum, we'll turn to **NCTA's Dane Snowden** and **ACA's Matt Polka** to give us a sense of how priorities in Washington are shifting as the political season heats up. What can we learn from the last two years of a new Administration and its priorities?

We'll discuss how to apply that knowledge to better navigate every nook and cranny of Washington policy and ultimately help our businesses thrive, tackling how different sectors of cable & broadband can work together to apply pressure on policymakers—or perhaps even just get out of each other's way.

In addition to policy talk, we'll handicap several industry changes in 2019 and beyond and share experiences to forge a strategic vision that could generate new businesses and partnerships.

12:30 – 2:00 p.m. | Lunch

2:00 – 3:00 p.m. | Industry Leaders Forum It's a Wrap... Now What Can We Take Back to the Office?

In this final roundtable, we'll discuss overall takeaways from the last two days of discussions—and we'll brainstorm key actions that senior executives must take today to ensure a robust and growth-oriented strategy going forward.

3:00 p.m. | Final Toast and Good-byes

Registration is limited! www.cablefax.com/event/CLR19

PROGRAMMER'S PAGE

Getting Candid with 'The Big Interview'

Everyone loves good entertainment, whether it's a favorite album, stand-up comedian or film actor. But even when their art is at its most vulnerable, nothing makes the audience feel closer to the artist than a one-on-one candid talk. **AXSTV's** "The Big Interview" offers just that, gathering entertainers from across the industry to speak about their careers and the legacies they'll leave behind. The series will enter its seventh season on Tuesday at 8pm with a rare, sit-down interview with former Journey frontman *Steve Perry*. And don't worry about getting lost if you're not a musical genius. As long as you appreciate a good tune, you'll be at home with host *Dan Rather* and his guests. "My knowledge about music has never been very broad or deep," Rather said in a call with reporters. "I couldn't carry a tune with a bucket with a lid on it." But that's precisely why Rather loves being a part of The Big Interview. The hours spent doing his homework prior to each interview and the interviews themselves have been an educational experience for the longtime music fan. And even when Rather believes he knows what to expect from a given artist, he's more often than not surprised at some aspect of the person sitting across from him. "Steve Perry had a justified reputation of being a bit of a recluse, someone who didn't welcome interviews," Rather said. "I was a little worried that he would be somewhat stand-offish, maybe a little hard to warm to the interview, but just the opposite was true." Rather said Perry also went in-depth about his deformed ear and how it affected his life and career on the premiere episode of the upcoming season. "I really felt when he was discussing that that we were accomplishing one of our goals with every big interview, which was to get to the person," Rather said. "Our ultimate goal is to get to the interior of the person. It gave him a human dimension I did not expect going into the interview." – *Sara Winegardner*

Reviews: "There She Goes," Tuesday, **BritBox**. There's so much available material for the writers of "There She Goes," though creator *Shaun Pye* knows this. He's lived the story of being a parent of a daughter whose learning disability is so new it lacks a name. In this fictionalization of his life, the "she" is Rosie, an 11-year-old who's severely challenged. She can't speak, is unruly and sometimes violent. Caring for her is nearly a 24/7 job and it's straining the marriage of Simon (*David Tennant*) and Emily (*Jessica Hynes*). Of the two, Emily has more patience. 13-year-old Ben (*Edan Hayhurst*), though, is a stark contrast to his parents, who lose control regularly in the opening ep. We'll hang with this one to see where it goes, but we're expecting it to continue to be excruciatingly difficult viewing. - Notable: In the argot of social observers, this Sunday evening America, and several other countries, will experience an omni-cultural moment. It will occur because many of us will engage in the same experience simultaneously. The cause, of course, will be the debut of the eighth and final season of **HBO's** mega-hit "Game of Thrones" (9pm). In our unpredictable world, at least we can be sure of one thing: We know what the topic will be Monday around the water cooler. -- *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (4/1/19-4/7/19)		
Mon-Sun	MC US	MC US AA
	AA%	(000)
FNC	0.746	2,279
MSNBC	0.524	1,601
HGTV	0.399	1,218
TBSC	0.357	1,089
USA	0.332	1,015
HIST	0.329	1,004
A&E	0.317	967
DISCA	0.311	950
ID	0.309	945
HALL	0.285	871
TNT	0.283	864
FOOD	0.272	831
ESPN	0.267	817
TLC	0.257	785
CNN	0.242	738
NICK	0.221	676
BRAVO	0.221	674
INSP	0.211	645
ADSM	0.196	599
TVLAND	0.194	593
FX	0.188	573
NAN	0.184	561
AMC	0.173	527
VH1	0.166	507
ESPN2	0.162	496
LIFE	0.16	489
DSNY	0.159	485
SYFY	0.157	479
MTV	0.153	466
DSJR	0.15	459
CRN	0.15	458
WETV	0.146	445
TRAVEL	0.144	439
APL	0.135	414
NATGEO	0.135	412
NKJR	0.131	401
GSN	0.127	387
HMM	0.125	382
PARA	0.117	357
COM	0.113	345
FRFM	0.111	340

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

THE FAXIES

RECOGNIZING EXCELLENCE IN PR, MARKETING & CONTENT

In 2019, The FAXIES have expanded to include content & design. The FAXIES mission to find the best of the best regardless of where it originated or how consumers watch it.

PR & Marketing Categories

- Early Bird Deadline: April 12
- Deadline: April 26

Content & Design Categories

- (Formerly the Program & Trailer Awards)
- Early Bird Deadline: June 14
 - Deadline: June 21

Take advantage of the early bird pricing to save \$275 per entry!

www.TheFAXIES.com