

Cablefax Daily™

Monday — June 17, 2019

What the Industry Reads First

Volume 30 / No. 115

Summer of Soccer: Sports Across the World

Summer 2019 is well underway, and it seems like you can't turn on the TV without seeing soccer. Between the **2019 FIFA Women's World Cup**, **CONCACAF Gold Cup** and **Copa America**, there's something for everyone, and every network. **Univision** has the Spanish-language rights to the Gold Cup (June 15-July 7). "The Gold Cup is the preeminent competition for our region, and we're treating it as such. We do the same basic coverage for the event, but we've expanded it even greater," *Eric Conrad*, evp of sports programming and acquisitions, told **Cablefax**. Univision's networks are covering all 31 games live from every stadium where matches take place in the US, Jamaica and Costa Rica. "This is the only tournament where we have both the US and Mexico's men's teams participating. We anticipate going into this summer this will be the most watched and consumed tournament in the Hispanic language," Conrad said. The company has also invested heavily in bringing in on-air talent, and new technology. "We've also got a new technology, which for lack of a better word, is honestly pretty cool. It's all done with this augmented reality technology, which I think brings the game to life, especially for millennials," Conrad said. "As opposed to having a static display or standard graphic on the air, it actually brings it to life and makes it more lively. It makes it in a 3D capacity, it makes it more real to the viewer. In real time, our talent can create what they think or how they believe a team should play. The other element of it is the virtual piece. We call it the talent transportation technology. We can interview someone in the stadium or locker room where they sit down and then they appear in the studio as if they're there. It's our first time using it for the Gold Cup." Univision also announced the sponsors for the 2019 Gold Cup, including more than 20 brands across the company's linear and digital portfolio. **Sprint** returns with a 360-sponsorship, and first-time supporters **Valvoline**, **Uber Eats**, **Jeep** and **AT&T** signed on. Over at **Telemundo**, the net is currently focused on the Women's World Cup. All 26 games are airing live with 22 matches on Telemundo and four on **Universo**, and all matches will be livestreamed in Spanish. The 13-0 thumping the US gave Thailand on Tuesday became the most-watched USA Women's Group Stage in Spanish-language TV history, averaging 486K total viewers, more than doubling the US Women's National Team's opening match in 2015. It also became the most live streamed Women's World Cup match in network history, passing last Friday's France vs. South Korea's 25K viewership by almost 100%. "Our coverage will follow the action on the field and incorporate in-depth analysis featuring renowned soccer stars

Reach your target audience TODAY at the Independent Show

Ignite
The Independent Show

July 28-31, 2019
Chicago

Presented by NCTC & ACA Connects

Need help driving traffic to your booth or securing meetings? Looking to promote the launch of a new product?

Cablefax Daily: Special print distribution before and at the show in pub bins as well as electronic distribution to c-suite level paid subscribers.

SECURE YOUR AD SPACE TODAY!

For rates and more information about other advertising opportunities contact: Olivia Murray at omurray@accessintel.com or 301-354-2101

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: \$1,749.00/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

and compelling storytelling across all platforms, highlighting the best stories around the tournament,” said **Ray Warren**, pres of Telemundo Deportes. The 2019 World Cup is doing well across all platforms. Over on **Fox Sports**, which has the English rights, metered market ratings are up 6% vs the 2015 Group Stage average and up 55% from 2011, the last time the tournament was played in a European time zone. Australia’s 3-2 comeback win over Brazil was up 11% over the 2015 (non-US) group average on Fox, and up 150% from 2011. The USWNT’s blowout of Thailand saw the best metered market rating on **Fox Sports** for any soccer telecast on English-language television since the 2018 Men’s FIFA World Cup Final. The 2.2/7 rating is up 5% from the US 2015 opener and up 175% from 2011. The women next play on Sunday at 12pm, and we can only expect those numbers will rise.

Merger Talk: The *NY Times* reports that **DOJ** is closer to approving **T-Mobile/Sprint**, conditioned on the sale of Boost Mobile and spectrum. **DISH, Charter** and **Altice USA** have reportedly been approached about buying the assets, the Times reports, citing one unnamed source. -- Meanwhile, speculation is high that Friday’s **CBS** board meeting could get the ball rolling on a **Viacom** merger.

USA’s Reruns Prompt FCC Request: **USA Network** wants the **FCC** Media Bureau to grant a limited waiver to rules that require a certain amount of video described programming during a calendar quarter. The reason? It runs a lot of repeats of programs. Current rules require MVPDs that serve 50K or more subs to provide video described programming on each of the top five national non-broadcast networks that they carry. The FCC identified those five nets as **USA, TNT, TBS, History** and **Disney Channel** (**ESPN, MSNBC** and **Fox News** received exemptions because of the large amount of live programming they offer). MVPDs must provide 50 hours during primetime or children’s programming and another 37.5 between 6am and 11:59pm local time. Repeat programming can’t be counted more than twice toward the required hours, which parent **NBCU** said is a hardship for USA given that it doesn’t have children’s programming and builds its schedule on a combination of repeats and new programming. While the FCC’s rule is placed on MVPDs, it’s actually the programmers who must supply the video description. USA would like a waiver through June 30, 2021, pledging to air at least 1K hours of described programming each quarter without regard to repeats. The net also said it will offer descriptions of at least 75% of any newly produced, non-live programming that is aired between 6:00 a.m. and midnight per quarter. NBCU said the waiver should apply to the other four nets as long as they meet the same conditions. The Media Bureau has put the matter out for comment, with comments due July 12 and replies due July 26.

Ratings: **FS1**’s early first round US Open coverage Thursday (12:30-7:30pm ET) scored 1.38mln viewers, up 30% over 2018 and the net’s best first round performance since 2015. Broadcast net **Fox** scored 3.465mln primetime

**NOT ALL
MERGERS
NEED
REGULATORY
APPROVAL!**

THE FAXIES
RECOGNIZING EXCELLENCE IN PR, MARKETING & CONTENT

**Consolidating
Four Great
Awards
into ONE!
Bigger.
Better.
Faxier...**

www.TheFaxies.com

**FINAL DEADLINE
JUNE 21**

viewers Thursday, the best first round coverage on broadcast net since 2002. -- **Hallmark Channel's** "Good Witch" kicked off its fifth season Sunday with 3.5mln unduplicated total viewers in **Nielsen L+3**. The premiere averaged a 2.9 household rating and ranked as the highest-rated and most-watched program of the day.

Sunny Skies: *Steven Smith* was upped to pres, **AccuWeather**. He most recently served as president of AccuWeather's digital media division. His responsibilities expand to include companywide products, technology, R&D and corporate development and strategy. Smith has spent 20 years with AccuWeather, starting full-time in 1999 as a staff meteorologist.

Programming: **Spectrum Originals** renewed its debut series "L.A.'s Finest" for a second season. All 13 eps of the drama will be available free and on-demand to Spectrum subscribers following the Season one finale on Monday. -- *Nancy Grace* is coming back to TV with **Oxygen's** "Injustice With Nancy Grace." Premiering July 13, the series will expose cases involving wrongful accusations and botched investigations.

Deadline: **NAMIC** extended the **deadline** for its Excellence in Multicultural Marketing Awards (EMMAs) to June 28. Winners are profiled in an upcoming issue of **Cablefax: The Magazine**.

Cablefax Dashboard

Tweet Tweet



bill hofheimer @bhoheimer_espn
A salute to ESPN's Mark Ceglarski. A name most ESPN fans don't know, Mark is an original 79er. He's retiring this week after four decades w/ the company, primarily in international programming. We will miss him.



Research

- > 1.9bln 5G subscriptions are forecasted for 2019, up from 1.5bln forecasted in November 2018.
- > 5G coverage is forecast to reach 45% of the world's population by the end of 2024.
- > The uptake of 5G subscriptions is expected to be fastest in North America, with 63% of anticipated mobile subscriptions in the region being for 5G in 2024.
- > Total mobile data traffic is predicted to reach 131 exabytes/month by the end of 2024.
(Source: Ericsson)

Up Ahead

- June 17:** **FCC Webinar on Network Resiliency for Small and Rural Communications Providers**
- June 17-19:** **SCTE-ISBE DOCSIS 3.1 Boot Camp**; Denver
- July 18-21:** **Comic Con**; San Diego
- July 24-26:** **NAMIC Leadership Seminar**; Chicago
- July 28-31:** **The Independent Show**; Chicago
- Aug 5-7:** **CableLabs Summer Conference**; Keystone, CO

Quotable

"We find that high speed broadband has significant effects on county-level unemployment rates; however, we were unable to distinguish between the effects of high and ultra-high speed tiers. We also find measurable benefits to early adoption of high speed broadband. Compared to urban areas, the benefits of better quality broadband are disproportionately greater in rural areas."
– **A Univ of Tennessee at Chattanooga and Oklahoma State research paper** that examined the effects of broadband speed on county unemployment rates in Tennessee.

Cablefax: What's Happening... July

Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

JULY

Cablefax: The Magazine – July Issue Top Operators

Cablefax's annual magazine recognizing large and small operators for innovation, community service and financial wizardry.

Summer TCA

Once again the TV critics will descend on Los Angeles, and we will cover executive sessions and programming developments at this bi-annual gathering.

EDITORIAL:

- Amy Maclean • amaclean@accessintel.com
- Sara Winegardner • swinegardner@accessintel.com
- Mollie Cahillane • mcahillane@accessintel.com
- Olivia Murray • omurray@accessintel.com
- Mary-Lou French • mfrench@accessintel.com

ADVERTISING: AWARDS:

The Independent Show

Cablefax will cover every moment of the annual NCTC and ACA gathering in Chicago, sharing the latest on technology, regulatory and business strategy from independent operators.

Comic-Con

We'll look at why this consumer event is on everyone's must-attend list.