

Cablefax Daily™

Monday — October 14, 2019

What the Industry Reads First

Volume 30 / No. 197

Retrans Outlook: AT&T Makes Some Progress, Congress a Question Mark

Ah, fall is here and there's just something about football that brings broadcasters and MVPDs closer together. After an eight-month blackout, **Northwest** stations returned to **DirecTV** Thursday evening. It's the latest in a series of retrans deals for **AT&T**. Last week, **GoCom** of Illinois and AT&T renewed, returning two **FOX** and one **CW** stations in Illinois that had been dark on DirecTV, **AT&T TV** and **U-verse** since June 1. This week, AT&T amended its retrans good faith complaint at the FCC to remove GoCom. The complaint still stands however, with AT&T claiming the eight other independent broadcast groups (all with shared services agreements with **Sinclair**) have failed to negotiate in good faith. The broadcasters say there are no problems and AT&T is just hunting for a back door to get the FCC to disallow joint retrans negotiations. GoCom and AT&T's settlement doesn't change much, the broadcasters told the FCC Thursday in a letter reaffirming their request for expedited action on the complaint. "Notwithstanding the settlement by one of the nine defendants, as we stated in our letter of August 28, 2019, complainants' position makes restoration of carriage exceedingly difficult prior to a resolution of the merits by the Commission. As such, expedited treatment and the certainty that a decision will provide are important not only for the parties to this proceeding, but also for future potential disputes of a similar nature in the industry," wrote the broadcasters, which include **Deerfield Media**, **Howard Stirk**, **Mercury Broadcast** and **Waite Broadcasting**. Meanwhile, retrans reform hopefuls are trying to read Congress' temperature on the Satellite Television Extension and Localism Act (STELAR), which is set to expire at year-end. Not only does the bill allow satellite companies to retransmit distant broadcast signals in certain situations, but it contains language governing the good faith process for retrans negotiations. When 2019 began, **ACA Connects** and others were hopeful it could be used as a vehicle to overhaul the retrans process, but there's been very little from Congress on the bill. *Multi's John Eggerton* reported earlier in the week that sources indicate Senate Commerce may hold a STELAR hearing Oct 23, but nothing has been posted yet. "We know they aren't going to do major reforms. The politics aren't there. The broadcasters are too powerful. They won't allow major reforms, but they are looking for small ball things that can be do-able," ACA Connects govt affairs svp *Ross Lieberman* said in a recent briefing with the organization's members. One of those smaller agenda items for ACA would be for **NCTC**,

Cablefax Upcoming...

The FAXIES Award Luncheon

Tuesday, Oct. 22 • 12:00-2:30pm • Edison Ballroom, NYC

Bigger. Better. Faxier. The expanded FAXIES awards program recognizes the intersection of marketing, PR and content producing endless content diversity and a dizzying array of entertainment options. This celebration lunch brings together the all the puzzle pieces and recognizes the best people and initiatives impacting American culture. Join us when we announce the winners of the Ultimate b2b awards program.

www.TheFaxies.com

Most Powerful Women Celebration

Thursday, Dec. 5 • 11:00-2:00pm • 583 PARK AVENUE, NYC

This signature Cablefax event always draws an elite crowd of senior-level female execs across disciplines from distributors, programmers and technology—and it's the perfect opportunity to catch up with old friends, make new connections and celebrate the continued advancements of women throughout the TV, cable, broadband and media universe.

www.CablefaxWomen.com

Register Early. Questions: Contact Kate Schaeffer, kschaeffer@accessintel.com

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or any new buying group for small- and mid-size operators that might arise, to be covered under the retrans good faith rules. That would free up NCTC to do more large station group deals. It's done some, including with Sinclair. But there have been broadcasters who have opted not to deal with the group—and since a buying group isn't protected by the good faith rules, no complaint can be filed. "There's only like 60 days left of the entire session and we haven't seen any legislation. That's unusual," Lieberman said. "It doesn't mean that a bill can't be done, but they are behind the times... I remain optimistic they will get it done."

Shepard Smith Leaves Fox News: *Shepard Smith*, who has been with **Fox News** since it launched in 1996, gave his final sign-off Friday. "So recently, I asked the company to allow me to leave Fox News. After requesting that I stay, they obliged. Under our agreement, I won't be reporting elsewhere at least in the near future," Smith told viewers, adding that he'll spend more time with family and friends. "Then, we'll see what comes along." A series of rotating anchors will host the 3pm time slot until a new dayside news program is announced. Fox News pres/exec editor *Jay Wallace* said the company is proud of Smith's work.

Lightshed Initiates Netflix: **Lightshed Partners** initiated **Netflix** Friday with a "Buy" rating and a \$375 price target. While some firms have pointed to investor fears and Netflix's latest miss on subscriber guidance as reason to pull back expectations, Lightshed sees now as a time of opportunity for new investors. "As the cracks in the legacy media ecosystem become deeper and more visible with Netflix's content slate ramping notably into Q4 2019 and 2020, our excitement for Netflix stock over the coming year has grown," Lightshed said in a blog post by *Rich Greenfield, Brandon Ross & Mark Kelley*. They did note that more competition for content could cause a rise in Netflix's content costs, slowing its margin growth, and those competitors pulling content from Netflix's library could raise churn over the next year.

Howard University and Amazon Studios Partner: **Howard University** and **Amazon Studios** have teamed up to launch Howard Entertainment. The program is designed to diversify the entertainment industry by creating a pipeline for African American and other marginalized populations to train and study alongside entertainment execs. The program kicks off Jan 2020 and is a two-semester experience in L.A. Howard students can take academic courses in the spring semester and participate in a fellowship during the summer. The courses go towards the student's graduation requirements. Students need to be enrolled at Howard as an upperclassman or graduate student and complete an application and an interview to be considered.

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5075
RESUMES

2019 LIFT Labs Accelerator Comes to a Close: Comcast NBCUniversal's LIFT Labs Accelerator, powered by Techstars, wrapped with its Demo Day Thursday. Eight of the 11 tech startups that participated had either completed or are working on proofs of concepts or pilot projects with Comcast NBCU. Additionally, one company, **NICKL**, decided to relocate its headquarters to Philadelphia after the program. Through the accelerator, the participating startups were able to work with more than 75 mentors across Comcast NBCU, including the Xfinity technology teams, **DreamWorks Animation** and **NBC Sports**.

Programming: We're all in this together! **ABC**, **Disney Channel** and **Freeform** will premiere the first episode of "High School Musical: The Musical: The Series" on Nov 8 at 8pm, ahead of series premiere on **Disney+** on Nov 12 when the streamer launches. The series features an entirely new cast of characters. -- Ireland's **RTE** and **Acorn Media** teamed up to commission "The South Westerlies," an Irish comedy-drama. It will premiere in 2020 on RTE in Ireland and shortly after on Acorn TV in the US.

People: Comcast tapped *Rodrigo Lopez* as svp, Washington region. He's replacing *Amy Lynch*, who is the new leader for the Comcast Mountain West region. Lopez was previously regional svp of Comcast's Oregon and South West Washington region.

Cablefax Dashboard

Tweet Tweet



Up Ahead

- Oct 16-17: [NAB NY](#)
- Oct 22: [The FAXIES 2019](#); NYC
- Oct 22-24: [MWC 19](#); Los Angeles
- Oct 23-24: [BCCA Media Credit & Collections Workshop](#); Washington, DC
- Nov 4-5: [DC5G](#); Arlington, VA
- Nov 21: [Gracies Leadership Awards](#); NYC
- Nov 24: [WICT Rocky Mountain Tech It Out](#); Denver, CO

Research

- > 53% of Americans are confident that the 2020 presidential election will be open and fair.
- > The confidence falls mostly along party lines. 72% of Republicans believe in the fairness of the upcoming election while only 29% of Democrats feel that way.
- > 58% of Americans believe foreign governments pose a threat to US elections.

(Source: [C-SPAN](#))

Quotable

"About 10 years ago, on a train taking 30 cable television executives and their spouses from Portofino to Cinque Terre, a guy comes into the train trying to make some money playing the accordion. He was very talented but I felt bad for the poor guy as no one on the train was offering any tips. I pulled him aside and we came up with a plan. I took the accordion from him and gave him the hat to collect tips. I said you follow me with the hat, and I will play the accordion. I started playing up and down the aisles while loudly encouraging all the riders—especially the wealthy cable executives—to put money in his hat. He became a rich man in just a few hours." — **Mediacom CEO/Fiorantina owner (and accordion player) Rocco Commisso** in an interview with [ViolaNation](#)

DC5G

NOV. 4-5
ARLINGTON, VA

Build Your 5G ACTION PLAN

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Register at www.DC5G.com



THE FAXIES

RECOGNIZING EXCELLENCE IN PR, MARKETING & CONTENT

Cablefax is PROUD to announce 2019 finalists for The FAXIES, the ultimate awards program in the b2b space.

TO BEGIN, CABLEFAX LIKE TO RECOGNIZE THESE OUTSTANDING FAXIES WINNERS!

BEHIND-THE-SCREENS EXECUTIVES & TEAMS FAXIES



Digital Hall of Fame

Peter Blacker
NBCUniversal
Telemundo
Enterprises



Marketing Executive of the Year

Jen Neal
E!
Entertainment



PR Executive of the Year

Rosemary Mercedes
Univision



Marketing Team of the Year

Xandr Marketing Team



PR Team of the Year

Smithsonian Channel



Social Media Dream Team of the Year

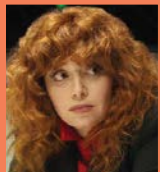
Hallmark - Crown Media
Family Networks



Digital Team of the Year

WWE

ON-AIR TALENT FAXIES



Best Actress

Natasha Lyonne
"Russian Doll"
Netflix



Best Actor

Don Cheadle
"Black Monday"
Showtime



Best Host

Marcus Lemonis
"The Profit"
CNBC



Best Sportscaster

Joe Girardi
MLB
Network



Best Voice Actor/Actress

Gina Rodriguez
"Carmen Sandiego"
Netflix



Best Documentarians

Elizabeth Chai Vasarhelyi & Jimmy Chin
"Free Solo"
National Geographic Channel

Faxies Awards Luncheon Tuesday, October 22 Edison Ballroom, NYC

The hard work is done and time to revel in your achievements!

During the awards luncheon the 1st, 2nd and 3rd place winners in each category will be announced.

Enjoy a festive awards lunch with your team, accepting awards and networking with your industry colleagues.

Seats are Selling Quickly!

Register at www.thefaxies.com

Congratulations to The FAXIES Finalists in the Following Categories:

MARKETING & PR CAMPAIGNS

Acquisition and Upgrade Marketing

- **Vyve Cyber Monday Ready Sweepstakes**
Vyve Broadband
- **Xfinity Gamers Pop-Up Self-Mailer**
Xfinity & Digitas
- **Xfinity Mobile Samsung Mailer**
Xfinity & Digitas

Affiliate Marketing

- **Hallmark Channel's Adoption Ever After**
Crown Media Family Networks
- **2018 Shark Week Affiliate Promotions**
Discovery Communications
- **"INSP+XFINITY+YOU Building a Stronger Community Together"**
XFINITY Retail Event

Brand Image and Positioning Campaign

- **Brand Refresh**
CSG
- **Brand Campaign**
Bravo
- **We Make Fans**
Turner

Community Relations

- **Inspiring Future Innovators**
Altice USA
- **#CreateLouisiana French Culture Film grant**
Cox Communications & TV5MONDE USA
- **Vyve Green**
Vyve Broadband

Corporate Social Responsibility

- **Black History Month Public Service Announcement Campaign**
AMC Networks
- **#WELAGENTE GALLEGOS United**
- **Vyve Green**
Vyve Broadband

Digital Marketing Campaign

- **Visions of King 2.0**
Burrell Communications
- **The Purge Digital Campaign**
USA Network
- **Farewell Jersey**
beIN SPORTS & VMLY&R

Influencer Campaign

- **Cultural Conduit**
Burrell Communications
- **AT&T Level Up Dream in Black**
One Solution
- **VH1 Love & Hip Hop Philo Social Influencer Campaign**
Viacom

Interactive Brand Content

- **Hallmark Movie Checklist**
Crown Media Family Networks
- **Screens Up**
Nickelodeon
- **DESCENDANTS OF KRYPTON**
SYFY Digital

Internal Communications Campaign

- **TALKS @AMCNETWORKS**
AMC Networks
- **Make You Matter, March 2018**
Turner/WarnerMedia

Marketing Campaign for a Company/Brand

- **Atlantic Broadband Matters**
Atlantic Broadband
- **The beIN BED Campaign**
beIN SPORTS & VMLY&R
- **#WELAGENTE**
Xfinity & GALLEGOS United

Marketing Campaign for a Single Show

- **Dirty John Integrated Campaign**
Bravo
- **Jersey Shore Family Vacation**
MTV
- **The Purge**
USA Network

Marketing of a Series or Show

- **2018 Shark Week Affiliate Promotions**
Discovery Communications
- **ESPN Radio LeBatard and Friends LIVE**
ESPN
- **The Cowboy Way Season 5 Client Mailer**
INSP

Media Event

- **Summer TCA Gala**
Crown Media Family Networks
- **Football Media Day**
ESPN
- **Upfront**
NBCUniversal

Media Relations Campaign

- **Free Solo Publicity**
National Geographic
- **Hostile Planet Program Publicity**
National Geographic
- **The Green Book: Guide to Freedom**
Smithsonian Channel

Multicultural Marketing

- **IMD Channels X1 Launch Campaign**
International Media Distribution
- **The New Renaissance**
Xfinity & Burrell Communications
- **#WELAGENTE**
Xfinity & GALLEGOS United

Partnership Marketing

- **FOX Sports World Cup 2018**
Verizon
- **Yellowstone Season 1**
Paramount Network
- **Drop the Mic & Universal**
Turner/Warner Media

PR Stunt

- **"Pennyworth" Hotel Takeover at ComicCon 2019**
EPIX
- **Alex Rodriguez Loses Bet to Mark Wahlberg**
ESPN
- **TEAMCOCOHOUSE Pop-Up at NY Comedy Festival**
TBS

Press Kit

- **Genius: Picasso**
National Geographic
- **The Hot Zone**
National Geographic
- **"Pure"**
WGN America

Public Affairs Campaign

- **Black History Month Public Service Announcement Campaign**
AMC Networks
- **#CreateLouisiana French Culture Film grant**
Cox Communications & TV5MONDE USA
- **Women's History Month: Celebrating Achievements, Charting a path forward**
Altice USA

Shoestring Marketing

- **SBTN DIRECTV NOW Launch Campaign**
International Media Distribution
- **The Librarians**
UP TV

TRAILERS FAXIES



Top Network Sizzle Reel

2019 INSP Upfront Sizzle
'One Foot' - INSP



Top Trailer

One Strange Rock Trailer
National Geographic



New Show/Series

Gone
WGN America



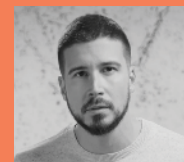
Returning Show / Series

Gone
WGN America



Movie / Mini-Series

The Hot Zone Trailer
National Geographic



Most Viral / Shareable

Jersey Shore Family Vacation Season 1
Sammi Note Dramatic Reading MTV



Most Creative / Surprising

Martha & Snoop's Potluck Party Challenge
Titanic - VH1

AUDIENCE ENGAGEMENT & EXPERIENCE

App for Smartphone

- **In The Kitchen**
Food Network
- **Local Now 2.0 Upgrade**
The Weather Channel
- **WWE App with WWE Network**

App for Tablet

- **Forensic Detective: Inside the Crime Scene**
Oxygen
- **Local Now 2.0 Upgrade**
The Weather Channel
- **WWE App with WWE Network**

Contest/Sweepstakes/Promo

- **Hallmark Channel's Holiday Home Decoration Sweepstakes**
Crown Media Family Networks
- **The Wingo Cup**
ESPN Radio
- **Vyve Cyber Monday Ready Sweepstakes**
Vyve Broadband

Editorial Excellence

- **Hallmark Movies Now**
Crown Media Family Networks
- **Newsy: Be Informed, Not Influenced**
Newsy
- **Wynona Earp Yarn Stories**
SYFY Digital

Fan Base Cultivation

- **Countdown to Christmas**
Crown Media Family Networks
- **The Librarians on UPTv**
- **Wynona Earp Yarn Stories**
SYFY Digital

Graphics/UX Design

- **Music Experience**
Comcast NBC Universal
- **ID UX**
Discovery Inc
- **Descendants Of Krypton**
SYFY Digital

Mobile Experience

- **AdMessenger a4 Media**
- **Local Now 2.0 Upgrade**
The Weather Channel
- **Meet Molli, Mediacom's Virtual Assistant**
Mediacom

New Product or Launch

- **Athena by a4 a4 Media**
- **Hallmark Movie Checklist**
Crown Media Family Networks
- **Tennis Channel's New App**
Tennis Channel

Online Game/Gamification

- **Countdown to Christmas Fantasy Game**
Crown Media Family Networks
- **Jersey Shore Family Vacation Season 1 Fist Pump Counter**
MTV
- **The Purge: AR**
USA Network

Use of YouTube

- **WE tv**
- **Wild 'N Out**
MTV

Social Good Campaign

- **#DreamBigger**
Cable ONE
- **Kitten Bowl VI**
Crown Media Family Networks
- **Logo30**
LogoTV.com

Social Media Campaign

- **Countdown to Christmas**
Crown Media Family Networks
- **Jersey Shore Family Vacation Season 1**
MTV
- **We tv**

Tchotchke

- **Opening Day Hat**
MLB Network
- **Puppy Bowl Swag Bag**
Animal Planet
- **THT Russian Premiums Themed Affiliate Box Mailing**
International Media Distribution

Use of Facebook

- **RuPaul's Drag Race Season 10 Sissy That Bot**
VH1
- **Upfronts 2017**
Crown Media Family Networks
- **YES Network**

Use of Instagram

- **Farewell Jersey**
beIN SPORTS & VMLY&R
- **Food Network**
- **WWE**

Use of Snapchat

- **Food Network**
- **WWE**

Use of Twitter

- **Social Engagement Strategy for When Calls The Heart Episode Premieres Every Sunday Night From Feb 5 To April 22**
Crown Media Family Networks
- **WWE**

Use of Video/Moving Image

- **The Plastic Ocean PSA**
Alkemy X and Sea Shepherd
- **Apple TV App First Network to stream 4K Ultra HD Movies**
EPIX
- **Xfinity Prepaid Internet**
Xfinity & M

PROGRAMS AND CONTENT BY GENRE

New Program

- **Crikey! It's the Irwins**
Animal Planet
- **Project Blue Book**
History Channel
- **Surviving R. Kelly**
Lifetime

Animals/Nature

- **Crikey! It's the Irwins**
Animal Planet
- **Dodo Heroes**
Animal Planet
- **Hostile Planet**
National Geographic Channel

Animated

- **Nomad of Nowhere**
RoosterTeeth
- **She-Ra and the Princesses of Power**
Netflix
- **The Day Henry Met**
Kids Central

Children's

- **Pincode**
Kids Central
- **Play Ball**
MLB Network
- **The Day Henry Met**
Kids Central

Comedy

- **Barry**
HBO
- **Russian Doll**
Netflix
- **Schitts Creek**
Pop

CONTINUED ON NEXT PAGE...

PROGRAMS AND CONTENT BY GENRE

Documentary

- **Surviving R. Kelly**
Lifetime
- **Free Solo**
National Geographic Channel
- **Silicon Valley: The Untold Story**
Science Channel

Drama

- **American Horror Story**
FX
- **Game of Thrones**
HBO
- **Yellowstone Season 1**
Paramount Network

Educational/ Instructional

- **Does it Fart?**
Yellow Bear Studios
- **Mind-Blowing Breakthroughs**
Kids Central
- **MythBusters, Jr**
Science Channel

Family Friendly

- **BattleBots**
Science Channel
- **Crikey! It's the Irwins**
Animal Planet
- **The Story of God with Morgan Freeman**
National Geographic Channel

Limited Series

- **Chernobyl**
HBO
- **Escape at Dannemora**
Showtime
- **The Hot Zone**
National Geographic Channel

Live Streaming

- **Conan 24 Hour Marathon**
Turner/WarnerMedia
- **RuPaul's Drag Race Season 10 RuVeal**
VH1
- **Mixed Match Challenge**
WWE

Music / Musical

- **Crazy Ex-Girlfriend**
CW
- **Nashville**
CMT
- **Q85: A Musical Celebration for Quincy Jones, Part 1**
BET Networks

Online Short

- **Better Call Saul: Madrigal Electromotive Security Training With Mike**
AMC
- **"Ride Along"**
YES Network
- **#ShouldWeVote**
Comedy Central
Viacom

Original Content

- **Mini-Mocks**
Comedy Central Viacom
- **We La Gente**
Xfinity & GALLEGOS United
- **YES Network**

Podcast or Videocast

- **Animal Bites with Dave Salmoni**
Animal Planet
- **RBG: Beyond Notorious**
CNN
- **Love & Hip Hop: The Tea**
VH1

Reality

- **Deal or No Deal**
CNBC
- **Love After Lockup**
WE tv
- **Naked And Afraid**
Discovery Channel

Reality / Docu-Series

- **The 212 Trailer**
Alkemy X
- **Hostile Planet Trailer**
National Geographic

Reality Competition

- **Nailed It!**
Netflix
- **RuPaul's Drag Race**
VH1
- **Top Chef**
Bravo

Sponsored Content

- **Conan Buys His Assistant a New Car!**
Turner/WarnerMedia
- **Ford Built Tough Truck Weekend In America**
HISTORY
- **McDonald's Money Moves**
One Solution

Sports

- **30 for 30**
ESPN
- **MLB Now**
MLB Network
- **Inside the NBA**
TNT

Supplemental Web Content

- **Below Deck Med: Supplemental Web Content**
Bravo
- **Portrait of a Queen**
LogoTV.com
- **Purge Shopping Channel**
USA Network

TV Movie

- **Brexit**
HBO
- **Culture Shock**
Hulu
- **The Perfection**
Netflix

TV Special

- **John & Yoko: Above Us Only Sky**
A&E
- **Smart Justice: The Jayme Closs Case**
Lifetime
- **Up & Vanished**
Oxygen

Virtual Reality/ Augmented Reality

- **Forensic Detective: Inside the Crime Scene**
Oxygen
- **Free Solo 360**
National Geographic Channel
- **The Terror 360 Experience: "Inside the Ship"**
AMC

FAXIES FOR OUTSTANDING WEBSITES



Official Show Website

Descendants of Krypton
SYFY Digital



Website Redesign

Comcast Spotlight



Overall Website - Network

WEtv.com
WE tv



Overall Website - Distributor

Xfinity Digital
Comcast