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5 Pages Today

# Cablefax Daily™

Monday — March 2, 2015

What the Industry Reads First

Volume 26 / No. 039

## 5 Questions: Talking Fun, Distribution & Kung Fu with El Rey

It's been 1-year since the launch of El Rey, an English-language general entertainment net with a Latino bent. We sat down with Chad Blankenship, svp of consumer marketing, to talk about the net's first year, including why initial distributor Comcast is still on El Rey's target list. **What has the network learned?** We've learned there is a demand for the vision of our content that [director] Robert [Rodriguez] really laid out—wanting to bring to audiences a type of full-throttle, iconic, bad ass content that really appeals to a broad group of people. It's content that really reflects the new face of America. When we launched the network, we really had a vision to reflect the faces of America more accurately both in front of and behind the camera, and I think we've done a nice job of that... **What about challenges?** Distribution is really a lynchpin for any new network. We came out of the gate pretty strong with deals with Comcast, Time Warner Cable and DirecTV. It took us a little longer than we would have hoped to sign deals with the next set of providers, but January was a really strong month for us. We announced the additions of Charter, DISH and Suddenlink. I think that some of the more recent partners, as they've seen the success and promise of the network, have taken us to more significant distribution levels. So one of the challenges, especially with Comcast, is to increase our distribution footprint with them. Another high-level challenge that I think all marketers and networks are dealing with right now is how to reach millennials. We're putting a lot of thinking into it. As a media company whose bread and butter is linear, how do we ensure that we're being as smart as we can with our digital content strategy and ensuring it's available to the broadest audience possible in a way we can appropriately monetize it. **Let's talk more about Comcast. They carry you, but not all markets. That must be interesting since they were influential in getting El Rey off the ground by selecting it as 1 of the minority-owned nets they were obligated to carry under the FCC's NBCU order.** Right. They don't offer El Rey in the Northeast, including their home Philadelphia market... It has been a little challenging, to be frank. Really all of our other partners across the board are distributing us in a more substantial way... We want to see Comcast step up to at least equivalent levels with the industry. **How did Univision's involvement change things?** It has been really important for the success of the network. Univision has provided a tremendous amount of strategic value on the distribution side. They're good

# CFXLive

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#### Questions:

Diana Rojas at [drojas@accessintel.com](mailto:drojas@accessintel.com).

#### Sponsorship:

Rich Hauptner at [rhauptner@accessintel.com](mailto:rhauptner@accessintel.com).

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# Cablefax *Congratulates*

## The Digital Hot List 2015

**Eric Berger** - Sony Pictures Entertainment/  
Crackle

**Nomi Bergman** - Bright House Networks

**Michael Bishara** - Synacor

**Michael Bonner** - NBCUniversal

**Eric Bruno** - Rogers Communications

**Albert Cheng** - Disney/ABC Television Group

**Kevin Conroy** - Univision Communications

**Adam Deutsch** - ESPN

**Rich DiGeronimo** - Charter Communications

**Jayar Donlan** - WWE

**Erik Flannigan** - Viacom Entertainment Group

**Kristin Frank** - Viacom Music and Logo Group

**Mark Garner** - A+E Networks

**Robert Gessner** - Massillon Cable TV

**Rebecca Glashow** - Discovery  
Communications

**Greg Hickman** - Women in Cable  
Telecommunications

**Courtney Holt** - Maker Studios

**Matthew Hong** - Turner Sports

**Ted Hope** - Amazon Original Movies

**Mike Hopkins** - Hulu

**Lisa Hsia** - Bravo and Oxygen Media

**Neil Hunt** - Netflix

**Marcien Jenckes** - Comcast Cable

**Yvette Kanouff** - Cisco

**Jennifer Kavanagh** - Beamly (formerly Zeebox)

**Sree Kotay** - Comcast Cable

**Ron Lamprecht** - NBCUniversal

**Jeremy Legg** - Turner Broadcasting System

**George Leimer** - ESPN

**Jens Loeffler** - Adobe Systems

**Andrea Macey** - AMC Networks

**Tara Maitra** - TiVo

**Dermot McCormack** - AOL

**Mac McKean** - AMC Networks

**Chad Millman** - ESPN

**Colin Moore** - IFC

**Adam Naide** - Cox Communications

**John Najarian** - E! Entertainment

**Drew Pizarra** - SundanceTV

**Adam Relis** - YouTube Space NY

**Emil Rensing** - EPIX

**Brian Robbins** - Awesomeness TV

**Jennifer Robertson** - AMC Networks

**Jarrod Schwarz** - ESPN

**Evan Silverman** - A+E Networks

**Michael Spirito** - YES Network

**Patrick Stiegman** - ESPN

**Matt Strauss** - Comcast Cable

**Dan Suratt** - A+E Networks

**Ken Todd** - Showtime Networks

Join Cablefax on March 26 at the Grand Hyatt in NYC for the Digital + Tech + Trailer Awards Breakfast where we'll honor these innovative experts.

Profiles of The Digital Hot List will be featured in the new March issue of Cablefax: The Magazine - Guide to the Multiscreen Universe. This must-read issue will examine the hottest technology, marketplace strategies and business trends driving the multiplatform ecosystem.

Distribution Includes: INTX and CFX Live.

Contact Rich Hauptner at [rhauptner@accessintel.com](mailto:rhauptner@accessintel.com).

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partners. They're fans of Robert and El Rey Network. They're savvy business people who understand the Univision audience... They see in El Rey an opportunity to reach younger and acculturated Latinos. **With so many English-speaking nets with a Latino flavor launching (Fusion, Nuvo TV), does it make it harder to stand out?** I don't think so because the El Rey style of programming is so different from what the other networks are offering... I think it appeals to a much broader audience than just millennials or only bicultural and acculturated Latinos. El Rey hasn't set out to be the biggest bicultural and acculturated Latino network. What we've really set out to do is to create a fun and engaging network that reflects the true face of America. [An example of El Rey's personality would be its Thursday kung fu programming block, which, if nothing else, wins longest franchise title ever: "Flying Five Finger One Armed Pole Shaolin Exploding Death Touch Thursdays."] It speaks to the kind of fun we want to have with our content.

**Horseracing TV Deal:** Consolidation isn't just something for the big MVPDs. It's for horseracing nets, too. **TVG** has acquired competitor **HRTV** from the **Stronach Group**. The combined operation, which will be owned 100% by TVG parent **Betfair**, will feature races from Santa Anita, Gulfstream Park, Pimlico, Laurel Park, and Golden Gate Fields over a 7-year period, as well as additional premium domestic and international racetracks. As part of the transaction, Betfair will pay \$25mIn initially, with further consideration totaling \$47.8mIn over the 7-year period. The deal doesn't cover **XpressBet**, the advanced-deposit wagering company owned by the Stronach. The agreement would mean more than 5K additional races from US tracks will be broadcast over the 2 nets. TVG is in 36.5mIn US homes while HRTV is in 19.5mIn homes. In the last 12 months, under previous agreements, TVG paid \$4.3mIn in television fees to HRTV related to television content, including The Stronach Group racetracks, for which HRTV has held exclusive rights. This transaction eliminates the need for TVG to pay those television fees.

**Fox vs AT&T U-verse:** With **NASCAR Xfinity Series** race starting Sat, **Fox Sports** began to warn subs Fri that **AT&T U-verse's** current agreement with **Fox Sports 1** doesn't cover dozens of live sporting events on the channel. Other events that may not air include 8 additional NASCAR Xfinity series races, 17 Big East Conference basketball games, Major League Soccer and US Men's and Women's National Team soccer matches, and 8 USGA events. "While FOX Sports 1 attempts to negotiate an agreement that extends to these events, we must prepare AT&T U-verse subscribers for the possibility that they may not be able to see these events on the channel," the programmer said. It's asking U-verse subs to contact the telco to request Fox Sports 1 programming. AT&T fired back. "Fox Sports 1 is asking AT&T to pay additional fees for the NASCAR Xfinity Series, Big East Basketball Games, as well as US Golf Association tournaments. While it's important to us that we provide our customers with the content they want, we don't believe that it is reasonable to pass on the added costs of carrying this programming to our customers," a spokeswoman said, adding that the company "won't agree to a deal that would cause our customers to pay unreasonable rates."

**Cox Media Partners Up:** **Cox Media** is looking to beef up its video advertising. The company formed a bilateral partnership with **TubeMogul**, an enterprise software provider, to offer cross-device video advertising initiatives. The goal is to allow marketers to reach local and regional customers more effectively. The offering is available to marketers in all Cox DMAs. Through the deal, Cox said it becomes the nation's first cable company to offer programmatic digital video ad inventory alongside local TV inventory.

**Walden's Hearing:** Rep **Greg Walden** (R-OH) revealed on **C-SPAN's** "The Communicators" Fri that the **House Communications** subcmte will have a hearing with the **FCC** commissioners on March 19. You can bet Thurs' Title II vote will be the topic du jour, with it being the committee's first public opportunity to question the agency about the Open Internet order. Senate Commerce gets its shot with its own FCC oversight hearing scheduled for March 18.

**Programming:** **MTV** renewed "Are You The One" for a 3rd season, "The Challenge" for Season 27 and booked 2 new pilots to series: "Girl Code Live," a live weekly talk show, and "Greatest Party Story Ever," a half-hour weekly showcasing people's "most outrageous epic tales."

**People:** Former **Time Warner Cable** CTO **Mike Lajoie** joined multiscreen video software provider **Envivio's** board. The company also announced that **Kevin Dillon**, a general partner with **Atlantic Bridge**, has resigned from the board.

**Editor's Note:** Don't miss out! Register now for CFX Live and broaden your perspective. [www.cfxlive.com](http://www.cfxlive.com)





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\*Offer ends March 6, 2015

**Cablefax Week in Review**

| Company                      | Ticker | 2/27 Close | 1-Week % Chg | YTD %Chg |
|------------------------------|--------|------------|--------------|----------|
| <b>BROADCASTERS/DBS/MMDS</b> |        |            |              |          |
| DIRECTV:                     | DTV    | 88.60      | 1.25%        | 2.19%    |
| DISH:                        | DISH   | 75.04      | (4.18%)      | 2.95%    |
| ENTRAVISION:                 | EVC    | 6.86       | (3.24%)      | 5.86%    |
| GRAY TELEVISION:             | GTN    | 10.94      | 3.50%        | (2.32%)  |
| MEDIA GENERAL:               | MEG    | 14.91      | (12.04%)     | (10.88%) |
| NEXSTAR:                     | NXST   | 54.53      | 0.59%        | 5.29%    |
| SINCLAIR:                    | SBGI   | 27.46      | 3.43%        | 0.37%    |

| Company            | Ticker | 2/27 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|------------|--------------|----------|
| <b>MSOS</b>        |        |            |              |          |
| CABLEVISION:       | CVC    | 18.78      | (5.44%)      | (9.01%)  |
| CHARTER:           | CHTR   | 180.60     | 2.68%        | 8.39%    |
| COMCAST:           | CMCSA  | 59.38      | 1.50%        | 2.36%    |
| COMCAST SPCL:      | CMCSK  | 58.95      | 1.42%        | 2.39%    |
| GCI:               | GNCMA  | 13.87      | (3.88%)      | 0.87%    |
| GRAHAM HOLDING:    | GHC    | 986.38     | (0.11%)      | 14.20%   |
| LIBERTY BROADBAND: | LBRDA  | 51.86      | 2.47%        | 3.53%    |
| LIBERTY GLOBAL:    | LBTYA  | 54.06      | 1.52%        | 7.67%    |
| SHAW COMM:         | SJR    | 23.21      | (1.78%)      | (14.01%) |
| SHENTEL:           | SHEN   | 29.09      | (4.18%)      | (6.91%)  |
| SHENTEL:           | SHEN   | 29.09      | (4.18%)      | (6.91%)  |
| TIME WARNER CABLE: | TWC    | 154.05     | 3.68%        | 1.31%    |

| Company            | Ticker | 2/27 Close | 1-Week % Chg | YTD %Chg |
|--------------------|--------|------------|--------------|----------|
| <b>PROGRAMMING</b> |        |            |              |          |
| 21ST CENTURY FOX:  | FOXA   | 35.00      | (0.82%)      | (8.88%)  |
| AMC NETWORKS:      | AMCX   | 72.02      | 3.87%        | 12.94%   |
| CBS:               | CBS    | 59.10      | (0.67%)      | 6.79%    |
| CROWN:             | CRWN   | 3.43       | 5.21%        | (3.11%)  |
| DISCOVERY:         | DISCA  | 32.30      | 4.43%        | (6.24%)  |
| DISNEY:            | DIS    | 104.08     | (0.45%)      | 10.50%   |
| GRUPO TELEVISIA:   | TV     | 34.12      | 3.14%        | 0.18%    |
| HSN:               | HSNI   | 67.57      | (0.79%)      | (11.09%) |
| LIONSGATE:         | LGF    | 32.59      | 1.88%        | 1.78%    |
| MSG:               | MSG    | 78.35      | (0.23%)      | 4.11%    |
| SCRIPPS INT:       | SNL    | 72.30      | (0.96%)      | (3.95%)  |
| STARZ:             | STRZA  | 33.24      | 4.69%        | 11.92%   |
| TIME WARNER:       | TWX    | 81.86      | (3.16%)      | (4.17%)  |
| VIACOM:            | VIA    | 70.22      | 0.27%        | (6.99%)  |
| WWE:               | WWE    | 16.44      | 1.67%        | 33.23%   |

| Company           | Ticker | 2/27 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|------------|--------------|----------|
| <b>TECHNOLOGY</b> |        |            |              |          |
| ADVANTAGE:        | AEY    | 2.42       | 0.41%        | (0.82%)  |
| AMDOCS:           | DOX    | 52.50      | 1.80%        | 12.52%   |
| AMPHENOL:         | APH    | 56.46      | (0.81%)      | 4.92%    |
| AOL:              | AOL    | 40.54      | (0.86%)      | (12.19%) |
| APPLE:            | AAPL   | 128.46     | (0.8%)       | 16.38%   |
| ARRIS GROUP:      | ARRS   | 29.38      | 2.76%        | (2.68%)  |
| AVID TECH:        | AVID   | 15.68      | 6.38%        | 10.34%   |
| BLNDER TONGUE:    | BDR    | 1.75       | (0.57%)      | (34.94%) |
| BROADCOM:         | BRCM   | 45.23      | 1.23%        | 4.38%    |
| CISCO:            | CSCO   | 29.51      | (0.34%)      | 6.07%    |
| COMMSCOPE:        | CTV    | 26.46      | 0.76%        | 3.20%    |
| CONCURRENT:       | CCUR   | 6.14       | (11.65%)     | (13.4%)  |
| CONVERGYS:        | CVG    | 22.35      | 5.92%        | 9.72%    |
| CSG SYSTEMS:      | CSGS   | 29.91      | (1.64%)      | 19.31%   |
| ECHOSTAR:         | SATS   | 54.35      | (1.74%)      | 3.52%    |
| GOOGLE:           | GOOG   | 558.40     | 3.62%        | 6.08%    |
| HARMONIC:         | HLIT   | 7.81       | (1.14%)      | 11.41%   |

| Company           | Ticker | 2/27 Close | 1-Week % Chg | YTD %Chg |
|-------------------|--------|------------|--------------|----------|
| INTEL:            | INTC   | 33.25      | (3.37%)      | (8.38%)  |
| INTERACTIVE CORP: | IACI   | 67.42      | 0.54%        | 10.91%   |
| JDSU:             | JDSU   | 13.77      | 1.77%        | 0.36%    |
| LEVEL 3:          | LVL    | 53.86      | (0.41%)      | 9.07%    |
| MICROSOFT:        | MSFT   | 43.85      | 0.00%        | (5.6%)   |
| NETFLIX:          | NFLX   | 474.91     | (0.69%)      | 39.02%   |
| NIELSEN:          | NLSN   | 45.21      | (0.15%)      | 1.07%    |
| RENTRAK:          | RENT   | 54.75      | 3.30%        | (24.81%) |
| SEACHANGE:        | SEAC   | 7.55       | 0.80%        | 18.34%   |
| SONY:             | SNE    | 28.32      | 3.89%        | 38.35%   |
| SPRINT NEXTEL:    | S      | 5.12       | 6.00%        | 23.37%   |
| TIVO:             | TIVO   | 11.18      | 3.33%        | (5.57%)  |
| UNIVERSAL ELEC:   | UEIC   | 56.51      | (1.74%)      | (13.1%)  |
| VONAGE:           | VG     | 4.54       | (0.44%)      | 19.16%   |
| YAHOO:            | YHOO   | 44.28      | 0.39%        | (12.33%) |

| Company       | Ticker | 2/27 Close | 1-Week % Chg | YTD %Chg |
|---------------|--------|------------|--------------|----------|
| <b>TELCOS</b> |        |            |              |          |
| AT&T:         | T      | 34.56      | (0.29%)      | 2.89%    |
| CENTURYLINK:  | CTL    | 37.86      | 2.27%        | (4.35%)  |
| TDS:          | TDS    | 25.44      | (3.01%)      | 0.75%    |
| VERIZON:      | VZ     | 49.45      | 0.98%        | 5.71%    |

| Index                 | Value | % Chg    | YTD %Chg      |
|-----------------------|-------|----------|---------------|
| <b>MARKET INDICES</b> |       |          |               |
| DOW:                  | DJI   | 18132.70 | (0.04%) 1.74% |
| NASDAQ:               | IXIC  | 4963.53  | 0.15% 4.80%   |
| S&P 500:              | GSPC  | 2104.50  | (0.27%) 2.21% |

**WINNERS & LOSERS**

| <b>THIS WEEK'S STOCK PRICE WINNERS</b> |       |         |  |
|--|-------|---------|--|
| COMPANY                                | CLOSE | 1-WK CH |  |
| 1. AVID TECH:                          | 15.68 | 6.38%   |  |
| 2. SPRINT NEXTEL:                      | 5.12  | 6.00%   |  |
| 3. CONVERGYS:                          | 22.35 | 5.92%   |  |
| 4. CROWN:                              | 3.43  | 5.21%   |  |
| 5. STARZ:                              | 33.24 | 4.69%   |  |

| <b>THIS WEEK'S STOCK PRICE LOSERS</b> |       |          |  |
|---------------------------------------|-------|----------|--|
| COMPANY                               | CLOSE | 1-WK CH  |  |
| 1. MEDIA GENERAL:                     | 14.91 | (12.04%) |  |
| 2. CONCURRENT:                        | 6.14  | (11.65%) |  |
| 3. CABLEVISION:                       | 18.78 | (5.44%)  |  |
| 4. DISH:                              | 75.04 | (4.18%)  |  |
| 5. SHENTEL:                           | 29.09 | (4.18%)  |  |

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