

Cablefax Daily™

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What the Industry Reads First

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State of Unscripted: Docs, 4K & Storytelling Highlight Conference

Ah, Realscreen Summit—the annual DC gathering where networks and producers convene to discuss and pitch all things unscripted. But with scripted fare getting all the “Golden Age of Television” accolades, are the reality and non-fiction pushers ready to trade in the confessional cameras for cue cards? There is a bit of a despondent fog hovering (one on-stage interviewer suggested people in the US are worried about their jobs and wondering if they should leave the industry), but underneath that is the hope that strong storytelling will prevail. “Our job is to pose the most interesting problems,” said **Discovery Nets International** content head *Marjorie Kaplan*. “Our job is to feel excited about how challenging it is,” she said. “This is a cyclical business. Four years ago... everyone said scripted is dead.” In the unscripted space, she thinks social experiment programming is not quite new anymore, but still big. For Kaplan, she’s enamored with “First Dates,” a British reality series that shows a restaurant full of people on blind dates (**NBC** has ordered a US version from *Ellen Degeneres’* production company and **Shed Media**). What strikes her is the diversity of the daters—from senior citizens to gay couples—with storytelling interwoven by things as subtle as someone’s foot under the table touching the companion’s. “It enables you to believe in the possibility of love,” said Kaplan. Another unscripted genre popular right now is the seedy and dangerous. “You have to be really careful about your own ethics,” Kaplan warned, and that includes pushing people to make decisions because they’re on television. As with anything in business, money is also a re-occurring theme at the conference. At a 4K panel, some in the audience lamented that networks want things shot in 4K, but aren’t willing to pony up much extra to cover the expense. And even when things are shot in 4K, they aren’t appearing in 4K. Take **Animal Planet’s** “River Monsters.” While some eps were filmed in 4K, it appears on the network in HD. However because it’s shot in 4K, it yields a better-looking HD product, the panel said. With the success of non-fiction programs like “Making of a Murderer,” which took years to complete, are we entering a phase where networks will spend more on a premium style of unscripted programming? Kaplan was careful in her answer, noting that the industry is under a lot of financial pressure. It comes down to the idea. “Some ideas deserve to be very expensive. Some are very simple and graceful and don’t need a lot of money to execute,” she said. The exec is also excited to see “the seeming resurgence of documentaries.” **Discovery Channel** had success with doc “Racing Extinction,” which drew 11.5mln viewers in L+3—a

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Cablefax Multiscreen Summit

Tuesday, March 8, 2016 | Yale Club, NYC

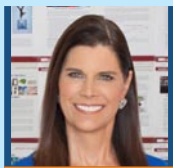
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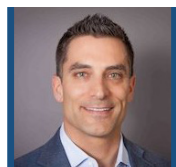
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Where Marketing and Innovation Converge

The **Cablefax Multiscreen Summit** will get down to brass tacks, with an information-packed program designed to share best practices, explore innovative marketing and PR tactics and understand how new product innovation intersects with overall business and marketing strategy.

Bring Your Team: This is the must-attend event for you to make sense of the multiscreen revolution that's changing the entire TV ecosystem—and communicate those benefits to increasingly fickle consumers and clients.



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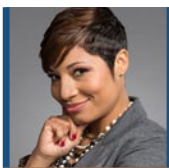
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Social Media
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Jen Corbett

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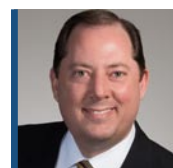
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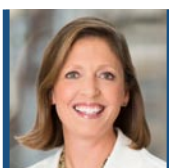
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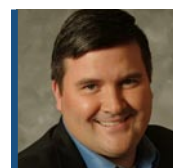
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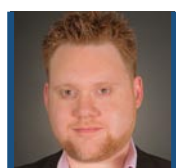
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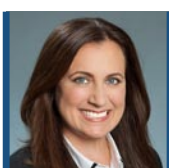
Kent Steffen

President, CSG
Digital Services
CSG International



Dekker Dreyer

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stat that the net says made it the most-watched cable doc in 3 years. "It was a bull's-eye for us," said Discovery Channel evp, docs and specials *John Hoffman*. "It helped define not only what I do, but what Discovery wants to use its platform for." **History** pres, gm *Jana Bennett* also sees a rise in documentaries, with binge viewing possibly contributing. "People are trained to watch longer box sets. There's more patience than 5 years ago," she said. **Showtime** also strengthened its commitment to docs by hiring **CNN Films'** *Vinnie Malhotra* in Nov for the new role of svp, documentaries and unscripted & sports programming. Malhotra described his hiring as building on a solid brand, with unscripted fare to cover a great range. And there's "kind of a texture that's a little bit provocative, dangerous to some extent," he said. This year, political stories are in the spotlight on the network, with "The Circus," the net's 1st real-time series focusing on the presidential race, and its acquisition of the doc film "Weiner," about ex-congressman *Anthony Weiner's* political meltdown. Another network that will continue to play in the unscripted and doc space is CNN. When it 1st entered the space, the net received a lot of pitches involving Iraq and Afghanistan, and declined. "It has to be distinctive. But co-exist and also stretch the limits of why we are there," said *Amy Entelis*, evp of content & talent development for CNN.

Comcast Lights up 3.1 Service: Comcast plans to launch what it touts as the world's 1st DOCSIS3.1-powered gigabit Internet to resident and business customers in Atlanta and Nashville in early 2016, with Chicago, Detroit and Miami to follow in the 2nd half of the year. The MSO installed its 1st DOCSIS 3.1 modem in Philly, and one was installed in Atlanta a few days later. Atlanta isn't new to residential gigabit service from Comcast. The ISP launched its residential multi-gigabit service, Gigabit Pro, in metro Atlanta last year. Chicago, Detroit, Miami, Nashville, and several other markets were added in the following months.

BBC/Discovery's Olympics Partnership: Discovery Comm and BBC inked a long-term Olympics Games agreement, allowing BBC to sub-license free-to-air audio-visual and non-exclusive radio rights to the 2022 and 2024 Olympics Games. In turn, Discovery will sub-license pay-TV rights in the UK to the 2018 and 2020 Olympic Games. BBC's package of rights is supplemented by digital rights to the content it broadcasts on TV.

CableLabs Rebrands NetworkFX: NetworkFX, founded by CableLabs in 2012 to bring its managed Public Key Infrastructure (PKI) security services to the industry, has been rebranded as Kyrio to expand the impact of technologies created at CableLabs. The same managed PKI service securing cable devices and broadband networks for the past decade or so is now being used by **Wi-Fi Alliance** and **OpenADR** smart grid systems and large enterprises. Why Kyrio? According to CableLabs, the word kyrio means "lord" or "master" in Greek, representing "the deep technology heritage and skills of the people at Kyrio and our collective industries." Kyrio's expanded offerings include WiFi testing services and a WiFi roaming hub with network providers.

NeuLion/PBA Deal: Digital video distribution service provider NeuLion renewed its contract with the **Professional Bowlers Association** (PBA). It also helped PBA upgrade its OTT service PBA Xtra Frame, which was launched with NeuLion in 2010 providing live and on-demand programming.

Blackout Update: Nexstar Broadcasting and Cox's rate-driven blackout of 5 stations in 9 markets is getting a little more heated as the Super Bowl fast approaches. The operator-backed **American Television Alliance**, in a release Tues, said the broadcaster's blackout could prevent tens of thousands of Cox subs from viewing the big game. Nexstar, on the other hand, claimed the move is unusual for Nexstar but more common for Cox, claiming the MSO has dropped programming from 5 other station owners since 2012. Cox has urged the public to oppose Nexstar's proposed \$4.6bln purchase of **Media General**.

Carriage: Herring Networks scored a carriage deal with **Hotwire Communications** that includes the carriage of **One America News Net** and the continued carriage of **AWE**. One America will be distributed to subs to Hotwire's Digital Access package.

Ratings: WGN America's "Outsiders" was the net's most-watched series ever, delivering 3.9mln viewers in L+3 viewing on Tues (includes digital platforms). Factor in encores during the premiere week, and the show reached 5.5mln total viewers. L+ 3, the 9 p.m. telecast lifted to 1.75mln total viewers (+66% vs. 1,055,000) and 818K among 25-54s (+85% vs. 443K) over same day viewing. -- Sun's Knicks-Warriors game on **MSG Networks** delivered a 4.27 HH rating, the highest-rated Knicks game on MSG in 3 years.

BUSINESS & FINANCE

Programming: Discovery Channel booked 6 new eps of its true crime series "Killing Fields." The net teamed up with **Sirens Media**, a **Leftfield Entertainment Company**, which produces non-scripted content in the crime space. -- **The Blaze** will broadcast the 2016 Super Bowl Breakfast on Sun at 12pm EST, featuring the presentation of The *Bart Starr* Award as well as past and present NFL stars. -- **Spike** has greenlit dramatic series "Pendergast" based on the best-selling novels *Relic* and *Cabinet of Curiosities*. "The Walking Dead" producer *Gale Anne Hurd* has signed on as exec producer, and "Black Swan's" *John McLaughlin* is set as writer and exec producer. The scripted series represents the 1st collaboration between Spike and Paramount, both **Viacom** properties. **Universal Cable** is also developing the show.

People: Veteran production exec *Lee Ann Chmielewski-Larsen* was promoted to evp of production, **Viacom** Kids and Family Group. She will continue to report to *Sarah Levy*, COO, Viacom Kids and Family Group. Chmielewski-Larsen was most recently svp, production at **Nickelodeon** Group.

Editor's Note: Simplify your strategy, and get better results by signing up for **Cablefax's Multiscreen Summit** on March 8 in NYC. More info at www.cablefaxmultiscreensummit.com

Cablefax Daily Stockwatch

Company	02/02 Close	1-Day Ch	Company	02/02 Close	1-Day Ch			
BROADCASTERS/DBS/MMDS								
DISH:	46.76	(1.12)	ECHOSTAR:	34.80	(0.35)			
ENTRAVISION:	7.14	(0.22)	GOOGLE:	764.65	12.65			
GRAY TELEVISION:	12.52	(0.76)	HARMONIC:	3.11	(0.18)			
MEDIA GENERAL:	15.88	(0.35)	INTEL:	29.80	(1.02)			
NEXSTAR:	42.19	(2.54)	INTERACTIVE CORP:	50.87	(1.08)			
SINCLAIR:	32.34	(0.87)	LEVEL 3:	47.36	(1.51)			
TEGNA:	23.34	(0.9)	MICROSOFT:	53.00	(1.71)			
MSOS								
CABLE ONE:	420.07	(8.69)	NETFLIX:	91.49	(2.6)			
CABLEVISION:	31.91	(0.29)	NIELSEN:	47.21	(0.82)			
CHARTER:	172.00	(3.75)	SEACHANGE:	5.91	(0.34)			
COMCAST:	54.59	(1.22)	SONY:	22.39	(0.92)			
GCI:	17.96	(0.12)	SPRINT NEXTEL:	2.77	(0.3)			
LIBERTY BROADBAND:	47.10	(1.17)	TIVO:	7.76	(0.33)			
LIBERTY GLOBAL:	34.52	(0.44)	UNIVERSAL ELEC:	48.91	(0.07)			
SHAW COMM:	17.26	(0.01)	VONAGE:	5.01	(0.12)			
SHENTEL:	21.99	(0.42)	YAHOO:	29.06	(0.51)			
TIME WARNER CABLE:	182.09	(2.22)	TELCOS					
PROGRAMMING								
21ST CENTURY FOX:	26.00	(0.97)	AT&T:	36.06	(0.12)			
AMC NETWORKS:	69.96	(1.94)	CENTURYLINK:	25.21	(0.69)			
CBS:	46.63	(1.28)	FRONTIER:	4.35	(0.23)			
CROWN:	4.47	(0.04)	TDS:	23.16	0.03			
DISCOVERY:	26.40	(1.24)	VERIZON:	49.91	(0.85)			
DISNEY:	93.12	(2.03)	MARKET INDICES					
GRUPO TELEVISIA:	26.26	(0.93)	DOW:	16153.54	(295.64)			
HSN:	46.46	(0.99)	NASDAQ:	4516.95	(103.42)			
LIONSGATE:	25.19	(0.8)	S&P 500:	1903.03	(36.35)			
MSG NETWORKS:	17.01	(0.31)						
SCRIPPS INT:	60.12	(1.98)						
STARZ:	28.67	(1.41)						
TIME WARNER:	70.52	(1.83)						
VIACOM:	46.70	(2.31)						
WWE:	17.08	(0.72)						
TECHNOLOGY								
ADVANTAGE:	1.76	(0.01)						
AMDOCS:	55.03	(0.3)						
AMPHENOL:	49.20	(0.67)						
APPLE:	94.48	(1.95)						
ARRIS GROUP:	24.50	(1.1)						
AVID TECH:	6.68	(0.37)						
BLNDER TONGUE:	0.34	0.00						
CISCO:	22.83	(0.65)						
COMMSCOPE:	21.46	(1.58)						
CONCURRENT:	5.00	(0.12)						
CONVERGYS:	24.21	0.09						
CSG SYSTEMS:	34.28	(0.77)						

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