

# Cablefax Daily™

Friday — May 27, 2016

What the Industry Reads First

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## Election 2016: What to Keep an Eye On

While many of the headlines are about *Donald Trump* and *Hillary Clinton* these days, there are other races and potential political implications that the industry is keeping a close eye on. The most prominent is arguably the fate of **FCC** Democratic commissioner *Jessica Rosenworcel*. We've seen Sens *Bill Nelson* (D-FL) and *Ed Markey* (D-MA) express disappointment at recent hearings on the lack of movement on confirming her for a 2nd term, claiming that Republicans had promised she would be confirmed before she is required to leave at year-end—and that was the reason they went ahead in 2014 and confirmed GOP commissioner *Michael O'Rielly* without pairing him with a Democrat. Sen Commerce approved her reappointment in Dec, but the full Senate has not voted on her. Her term expired last June, but she's able to remain at the FCC until the end of the year without being confirmed by the Senate. The Rosenworcel issue is particularly interesting given that it's a presidential election year, which could shift which party has the majority at the Commission. Adding to the intrigue, FCC chmn *Tom Wheeler* has declined to say whether he'll step down from the post if the new US president doesn't ask him to stay (**CFX**, 3/3). That's significant because if Rosenworcel is forced out, the FCC could be split 2-2 down party lines with a Wheeler departure giving Republicans the majority. If Wheeler pledges to step down, will Republicans remove the hold on Rosenworcel's nomination? It's a bit early to get a beat on congressional races, but there are some key races that involve **Senate Commerce** members as Dems try to pick up seats. Sen *Kelly Ayotte* (R-NH) was slightly behind Democratic challenger and NH gov *Maggie Hassan* in a recent **WBUR** poll. Fellow Commerce member *Roy Blunt* (R-MO) is facing a high-profile re-election fight with current MO Sec of State *Jason Kander*. In AZ, Republican *John McCain* hasn't even clinched the GOP primary yet, but has released an ad aimed at likely Democratic challenger *Ann Kirkpatrick* that focuses on her vote in the House for the Affordable Care Act. Of course, hot races and the ads that accompany them are good news for cable. **Borrell Associates** has forecast political advertising to hit a record \$11.4bln this year—up 20% from the 2012 Presidential election year—and believes digital media will break \$1bln for the first time. **Kantar Media** has suggested that markets with key races could see ad times reach 40%-50%—that translates into 1 minute of every 2 minutes of commercials aired being bought by candidates, parties or outside groups. If you haven't seen many political ads yet, just wait...

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**NBC Olympics in 4K:** The Olympics has always been the top event to showcase new technology with 2016 no exception. **NBC Olympics** will distribute 4K Ultra HD programming provided by **Olympic Broadcasting Services** and Japan's **NHK** to pay-TV providers and other partners as part of its coverage of the Rio Games. The 4K content will be available on 1-day delay and will include 4K footage from the Opening and Closing Ceremonies, swimming, track and field, basketball, the men's soccer final, and judo. The 4K UHD coverage of the Opening Ceremony, which will be produced by NBC Olympics, will also include High Dynamic Range, which produces a wider and richer range of colors, and Dolby Atmos, a new sound technology that allows for a more immersive audio experience. The 2016 Rio Olympics begins Aug 5 on **NBCU** nets.

**Lifeline Investigation: House Commerce** chmn *Fred Upton* (R-MI) said his committee is investigating waste, fraud and abuse in the Universal Service Lifeline program, which the **FCC** is revamping to include broadband. The Hill action came after the FCC's recent Notice of Apparent Liability alleging fraud in the program perpetrated by **Total Call Mobile**. Committee member *Mike Pompeo* (R-KS) sent a letter to the committee earlier this week asking it to investigate the mismanagement of the Lifeline program.

**NBCU Nets on Apple TV:** **NBCU's Bravo, Syfy** and **E!** have landed on **Apple TV** with the launch of 3 apps on the platform. Through the authenticated streaming apps, Bravo Now, E! Now and Syfy Now, subs with Apple TV can access full seasons and current and past eps of the nets' programming. Other NBCU nets, including **NBC, USA, NBCSN** and **CNBC** are already available on Apple TV.

**Comcast in Twin Cities:** **Comcast** will expand its infrastructure in the Twin Cities, providing enhancements to its X1 platform, including "an advanced Olympic experience," more than 1,400 additional metro-wide Xfinity public outdoor WiFi hotspots, streamlined customer service processes, and a \$15mln investment by Twin Cities Comcast Business. The MSO also plans to add hundreds of jobs in the city to boost customer service. Upgrades to X1 include X1 live streaming and cloud DVR to be launched later this year. Comcast has also launched Xfinity On Campus in the area, allowing college students to access live and on-demand TV programming across platforms. The WiFi hotspots will be installed in high-traffic locations such as public parks and recreation areas. While it's free for subs, non-subs can use the service on a free- and fee-based scale. All locations are expected to be completed by the end of the year.

**HopperGo:** **DISH's** portable DVR the HopperGo is now available to subs. The device was 1st announced in CES in Jan. Featuring 64GB of built-in storage, the device allows subs to record up to 100 hours of programming and enables subs to connect multiple iOS or Android devices to it using the DISH Anywhere app (no Internet needed).

**Sony Plays Poker:** **PlayStation Vue** added **Poker Central**, marking the 24/7 poker network's 1st deal with a national pay TV distributor.

**Research:** The US video streaming market is showing signs of saturation, according to a report by **Strategy Analytics**. US consumers are expected to spend \$6.62bln on video streaming services such as **Netflix, Amazon Prime** and **Hulu** in 2016, the report said. While it represents a 22% YOY increase, it's the 1st time that the dollar increase (\$1.19bln) in the amount people spend on these services will be lower than the previous year's increase (\$1.21bln). Netflix leads the market, accounting for 53% of subscriptions, which more than doubled the 2nd player, Amazon Prime Video (25%), followed by Hulu (13%). However, nearly 40% of households subscribing to a video streaming service subscribe to at least 2, the report found. Nearly 60% of US broadband HHs subscribe to a video streaming service. We put market saturation at 85% of broadband households—similar to saturation levels for pay TV. Within five years, annual growth will fall below 8%," said the research firm's digital media dir *Michael Goodman* in a release. Meanwhile, the 22% YOY increase in streaming subscription revenue means the format will account for 35% of consumer spend on home video in 2016. DVD/Blu-ray purchasing, the next most popular format, is expected to decline 7% to \$5.67bln. Overall, the \$19.09bln Americans will spend on home video is a 3.6% increase from 2015. However, advertising around paid video on demand content will rise 21% to \$8.82bln this year. Thus, overall revenue for the home video market is expected to grow 8.3% to \$27.3bln.

**Programming:** **TV One's** morning news program **NewsOne Now** is set to air special "A NewsOne Now Roots Special" on Fri, focusing on the importance of **History Channel's** upcoming event series remake of "Roots" and how the series

# BUSINESS & FINANCE

has shaped the future of the Black community. -- **Bravo** added 7 new unscripted projects to its development slate, including "Look Who's Hosting Live," with *Andy Cohen* turning the table on celebs to let them host their own live late night talk show, and "Employee of the Month," featuring "Million Dollar Listing New York" realtor *Ryan Serhant* overhauling under-performing sales reps. -- **Nick's** "The Loud House" has picked up quite a following since its May 2 launch, with the net announcing Thurs that it's greenlit a 2nd season of the cartoon about a boy with 10 sisters. The show has averaged 981K kids 2-11 from launch to date (May 2-May 20). It's also picking up a gaming-themed animated series, "Glitch Techs." -- **CNBC** is turning its cameras on our industry with new digital series "Binge," in which content creators discuss the evolving media landscape (June 6 debut). Season 1 includes interviews with producers *Brian Grazer, Andy Cohen* and *Garry Marshall*.

**People:** **TBS** and **TNT** hired *Michael Bloom* as svp of unscripted series and specials. He will start on June 20 and report to *Kevin Reilly*, pres of TBS/TNT. Bloom was most recently svp of **IMG's** original content group. -- **The Weather Channel** tapped *Sandra Szahun* as vp of ad sales marketing, reporting to svp of ad sales, *Alicia Muntzner*. Szahun was most recently at shoppable video firm Joyus.com.

## Cablefax Daily Stockwatch

| Company                      | 05/26 Close | 1-Day Ch | Company               | 05/26 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| <b>BROADCASTERS/DBS/MMDS</b> |             |          |                       |             |          |
| DISH:                        | 47.92       | 0.11     | INTEL:                | 31.49       | 0.10     |
| ENTRAVISION:                 | 7.13        | 0.06     | INTERACTIVE CORP:     | 55.37       | 0.07     |
| GRAY TELEVISION:             | 11.54       | 0.14     | LEVEL 3:              | 53.41       | 0.70     |
| MEDIA GENERAL:               | 17.60       | 0.07     | MICROSOFT:            | 51.89       | (0.23)   |
| NEXSTAR:                     | 52.32       | 0.54     | NETFLIX:              | 102.81      | 2.61     |
| SINCLAIR:                    | 31.14       | 0.52     | NIELSEN:              | 53.36       | 0.41     |
| TEGNA:                       | 22.53       | 0.01     | SEACHANGE:            | 3.50        | (0.06)   |
| <b>MSOS</b>                  |             |          |                       |             |          |
| CABLE ONE:                   | 481.00      | (3.11)   | SONY:                 | 28.05       | 0.15     |
| CABLEVISION:                 | 34.62       | (0.02)   | SPRINT NEXTEL:        | 3.61        | 0.08     |
| CHARTER:                     | 219.04      | (6.56)   | SYNACOR:              | 3.15        | 0.11     |
| COMCAST:                     | 62.29       | (0.31)   | TIVO:                 | 9.96        | 0.01     |
| GCI:                         | 15.03       | 0.13     | UNIVERSAL ELEC:       | 64.99       | 0.49     |
| LIBERTY BROADBAND:           | 57.20       | (0.99)   | VONAGE:               | 4.42        | 0.05     |
| LIBERTY GLOBAL:              | 36.52       | (0.05)   | YAHOO:                | 36.76       | 1.17     |
| SHAW COMM:                   | 19.06       | (0.04)   | <b>TELCOS</b>         |             |          |
| SHENTEL:                     | 31.33       | 0.23     | AT&T:                 | 38.84       | 0.22     |
| <b>PROGRAMMING</b>           |             |          |                       |             |          |
| 21ST CENTURY FOX:            | 28.76       | (0.14)   | CENTURYLINK:          | 26.63       | (0.01)   |
| AMC NETWORKS:                | 62.01       | (0.35)   | FRONTIER:             | 5.16        | (0.06)   |
| CBS:                         | 54.35       | 0.42     | TDS:                  | 28.51       | 0.49     |
| DISCOVERY:                   | 27.07       | 0.07     | VERIZON:              | 50.16       | 0.31     |
| DISNEY:                      | 99.81       | (0.05)   | <b>MARKET INDICES</b> |             |          |
| GRUPO TELEVISIA:             | 27.15       | 0.16     | DOW:                  | 17828.29    | (23.22)  |
| HSN:                         | 51.14       | 0.61     | NASDAQ:               | 4901.77     | 6.88     |
| LIONSGATE:                   | 21.26       | 1.50     | S&P 500:              | 2090.10     | (0.44)   |
| MSG NETWORKS:                | 16.80       | 0.09     |                       |             |          |
| SCRIPPS INT:                 | 62.67       | (0.21)   |                       |             |          |
| STARZ:                       | 26.05       | 0.41     |                       |             |          |
| TIME WARNER:                 | 74.07       | 1.11     |                       |             |          |
| VIACOM:                      | 46.05       | 0.68     |                       |             |          |
| WWE:                         | 17.43       | 0.13     |                       |             |          |
| <b>TECHNOLOGY</b>            |             |          |                       |             |          |
| ADVANTAGE:                   | 1.73        | 0.02     |                       |             |          |
| AMDOCS:                      | 57.45       | 0.31     |                       |             |          |
| AMPHENOL:                    | 57.99       | 0.33     |                       |             |          |
| APPLE:                       | 100.41      | 0.79     |                       |             |          |
| ARRIS GROUP:                 | 23.37       | 0.26     |                       |             |          |
| AVID TECH:                   | 5.90        | 0.10     |                       |             |          |
| CISCO:                       | 28.90       | (0.02)   |                       |             |          |
| COMMSCOPE:                   | 30.88       | (0.11)   |                       |             |          |
| CONCURRENT:                  | 6.46        | (0.1)    |                       |             |          |
| CONVERGYS:                   | 27.85       | 0.03     |                       |             |          |
| CSG SYSTEMS:                 | 42.43       | 0.16     |                       |             |          |
| EHOSTAR:                     | 40.24       | (0.29)   |                       |             |          |
| GOOGLE:                      | 724.12      | (1.15)   |                       |             |          |
| HARMONIC:                    | 2.87        | (0.02)   |                       |             |          |

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# PROGRAMMER'S PAGE

## A Reimagining

It was difficult for actor and “Roots” co-exec producer *LeVar Burton* to imagine how the original TV miniseries would be received by the public when it aired in 1977. In fact, it was his first professional acting job. And what a gig it turned out to be. Burton played Kunta Kinte, a Gambian warrior who is enslaved and taken to America to work on a plantation. “I had died and gone to actor heaven,” Burton told *fmr U.S. Rep Harold Ford, Jr.* during a conversation at **INTX** in Boston. Working with greats like *Maya Angelou* and *Cicely Tyson* was a dream come true. But no one knew the extent to which the miniseries would shape the national conversation, he said, recalling that the series was not considered a sure thing by **ABC**. “The reason that *Roots* was broadcast originally in 8 consecutive nights on television was because the network, although they believed they had good content, a good product, they did not know how it was going to play in Peoria, as they say... They figured, if this fails, it will fail quickly and we’re done with it.” And of course, it did not fail at all; more than 100 million people tuned in. *Roots’* reimagining premieres Mon at 9pm on **History, A&E** and **Lifetime**—the 1st of 4 installments—and Burton hopes it will again make waves across the cultural fabric. In terms of what’s different, the team explored how they might rewrite things. For one, it was important to employ a pace to the storytelling that fits today’s audiences. “And immediately we saw an opportunity in the telling of this story to really address, in our conversation around the making of it and the airing of it, some of the situations that we are still faced with in America in terms of the legacy of slavery... And those institutionalized aspects of racism that continue to plague our society today.” — *Kaylee Hultgren*

**Reviews:** “All The Way,” Mon, 10pm ET, **HBO**. It’s the golden age of... you’ve heard it and read it. This Memorial Day Weekend you can see it. Exhibit one is *Bryan Cranston* as LBJ in HBO’s film “All The Way.” Fortunately HBO has surrounded Cranston’s Emmy-worthy work with a first-rate ensemble, including *Frank Langella* as Sen. Richard “Uncle Dick” Russell (D-GA) and *Melissa Leo* as Lady Bird Johnson, terrific production values, a good storyline and a terrific script. You can quibble with aspects of the film, yet this is outstanding television. -- “The Dresser,” Mon, 9pm, **Starz**. Here’s exhibit two of the golden age. It’s hard to miss pairing *Anthony Hopkins* and *Ian McKellen* and this version of the *Ronald Harwood* drama hits on all accounts. Hopkins is Sir, a veteran thespian performing Shakespeare during WWII. McKellen is Norman, Sir’s dresser, protector and support system. The night we spend with Sir and Norman is epic, and that has little to do with the production of “King Lear” on stage that evening. Enjoy these fabulous performances. -- “Archer,” Thurs, 10pm, **FX**. In its 7th season, “Archer” is far from being an example of TV’s golden age. Yet shouldn’t television be fun? This animated series about dysfunctional spies-turned-private investigators, led by egomaniacal Sterling Archer (voiced by *H. Jon Benjamin*), is bawdy fun. — *Seth Arenstein*

| Basic Cable Rankings |      |     |      |
|----------------------|------|-----|------|
| (5/16/16-5/22/16)    |      |     |      |
| Mon-Sun Prime        |      |     |      |
| 1                    | TNT  | 1.2 | 2767 |
| 2                    | ESPN | 1.1 | 2551 |
| 3                    | FOXN | 0.8 | 1950 |
| 4                    | USA  | 0.6 | 1526 |
| 4                    | TBSC | 0.6 | 1395 |
| 4                    | HGTV | 0.6 | 1383 |
| 4                    | NBCS | 0.6 | 1264 |
| 8                    | HIST | 0.5 | 1200 |
| 8                    | DISC | 0.5 | 1156 |
| 8                    | DSE  | 0.5 | 115  |
| 11                   | DSNY | 0.4 | 1044 |
| 11                   | ADSM | 0.4 | 949  |
| 11                   | FOOD | 0.4 | 859  |
| 11                   | FX   | 0.4 | 848  |
| 11                   | ID   | 0.4 | 831  |
| 16                   | NAN  | 0.3 | 792  |
| 16                   | AMC  | 0.3 | 785  |
| 16                   | TLC  | 0.3 | 780  |
| 16                   | MSNB | 0.3 | 775  |
| 16                   | CNN  | 0.3 | 752  |
| 16                   | A&E  | 0.3 | 741  |
| 16                   | HALL | 0.3 | 736  |
| 16                   | LIFE | 0.3 | 711  |
| 16                   | FRFM | 0.3 | 619  |
| 16                   | SYFY | 0.3 | 607  |
| 16                   | SPK  | 0.3 | 603  |
| 16                   | BRAV | 0.3 | 593  |
| 16                   | DSJR | 0.3 | 591  |
| 16                   | APL  | 0.3 | 590  |
| 16                   | VH1  | 0.3 | 590  |
| 16                   | LMN  | 0.3 | 555  |
| 16                   | FS1  | 0.3 | 541  |
| 16                   | NKJR | 0.3 | 538  |
| 16                   | GSN  | 0.3 | 518  |
| 16                   | HMM  | 0.3 | 508  |
| 16                   | DFAM | 0.3 | 50   |
| 37                   | TVLD | 0.2 | 494  |
| 37                   | NGC  | 0.2 | 484  |
| 37                   | EN   | 0.2 | 477  |
| 37                   | WETV | 0.2 | 452  |
| 37                   | INSP | 0.2 | 441  |
| 37                   | CMDY | 0.2 | 440  |
| 37                   | OWN  | 0.2 | 438  |
| 37                   | TRAV | 0.2 | 431  |

\*Nielsen data, supplied by ABC/Disney, is based on coverage area of individual networks

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