

# Cablefax Daily™

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What the Industry Reads First

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## 5Qs: BBCA's Sarah Barnett Talks Multiplatform, 'Bonkers Brilliant' Content

Though recently "gutted" by England's loss in the Euros only a day prior, BBC America pres and gm Sarah Barnett spoke with Cablefax this week about running the network since taking over 18 months ago. **Talk about the programming strategy at BBCA and how Sun's premiere of "The Hunt" factors in.** Our parent brand, the BBC, has been known for producing such an extraordinary quality of work across so many different genres. So part of our focus when BBC America moved over to AMC Networks in the joint venture was for me and my programming guys to really look at what was working, what our audience was embracing... Certainly these landmark nature programs that were so crucial in building the Discovery brand in the past decade and now are part of the BBCA platform moving forward. Alongside that, it's building off of the really crazy love that our audience has for "Doctor Who" and "Orphan Black," and doubling down on trying to find more shows that are sort of bonkers brilliant, that don't take themselves too seriously, that feel really unique. **How has the AMCN JV changed the production process?** The best example of how this ownership structure allows BBCA to take advantage of AMC Networks is "Dirk Gently," launching in Q4 this year. That show the network greenlit, but AMC Networks' studio is producing it for us. What I love is that we can tap into the extraordinary creative powerhouse that is the BBC and the growing AMC Networks studio. **How has the proliferation of platforms in the industry today affected your programming vision?** What we look at more and more are shows that, in their creative DNA, have the ability to attract the kind of passion that a lively young-ish audience is going to want to engage with on many platforms. Linear is still our primary platform—it's the place we most monetize, it's still where volume of viewership turns up across the industry. For us it's about finding the kinds of shows that we think our audience is going to have this crazy love for and will want to engage with on every platform, whether it's social media, short-form on platforms we may own, or platforms we may not own... Some of that is with a pathway to monetization, and some of it isn't. I profoundly believe that vitality and engagement on a multiplatform basis, whether we can measure and monetize it right now or not, is absolutely the future of this business. **AMCN CEO Josh Sapan has said that licensing content to Netflix has benefitted the pay TV industry. Do you share that view?** It's a constantly shifting relationship between OTT players, between cable bundles and between programmers. This network group has partnered will with Netflix and we continue to. For us it's about windowing. So the

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emphasis there is to find shows that matter, where audiences, if you like, feel punished by not watching in a timely manner. As long as we can continue to find those shows—we have a pretty good track record—then I think there's a place for linear TV and SVOD partners to coexist and all share in their piece of the pie. **How do you envision the future of pay TV?** I think the answer is invariably a hybrid future. The majority of advertisers are still seeing most return on the bigger platforms that TV can reach, and even though for sure it's all fragmenting, TV is still the biggest and in my opinion best place to be. The interplay and intersection between different ways of consumers curating their content will inevitably change. They'll still be winners and losers on every platform. I think some form of aggregated bundles will be part of the consumer diet and mix. What becomes important from a network and a content ownership perspective is strong brands, shows that people really, deeply care about, and that may be in a niche way. To me it's as much about depth as it is about breadth.

**Disney/BAM:** Walt Disney Co. will acquire a 33% stake in the digital streaming unit of **MLB Advanced Media** for \$3.5bln, according to a *Bloomberg* report. Also part of the deal is a four-year option for Disney to purchase another 33% stake in MLB's digital business. **WME-IMG** was among the bidders. The unit currently handles video streaming for **WatchESPN, WWE Network** and **YES Network**, among others. MLBAM declined to comment on the deal.

**Sling TV:** Sling TV's single-stream and multi-stream services have exited beta and now have more networks and a name: Sling Orange and Sling Blue. Orange has the addition of BBC America and BBC World News and remains at the \$20 per month price point. **NBC, USA Network, Bravo, NBCSN, Syfy** and **BBCA** have been added to Blue, which costs \$25/mo for new customers. The company also introduced an Orange and Blue bundle, costing \$40/mo for the 2 services. **NBCU** networks were also added to select add-on packs.

**Press Clippings:** Sen Elizabeth Warren (D-MA), a potential **Hillary Clinton** vp running mate, slammed **Comcast** and edge providers in a speech Wed at a **New America Open Markets** event in Washington, DC. She called for "strong executive leadership" on antitrust enforcement, scolding regulatory agencies for not pushing hard enough against the anti-competitive dominance of certain firms, including **Wal-Mart, Aetna, CVS, American Airlines, Comcast** and **Google**, according to the *U.S. News & World Report*. "Last year was Comcast's best year in nearly a decade," she said. "But while big telecom giants have been consuming each other, consumers have been left out in the cold, facing little or no choice in service providers and paying through the nose for cable and Internet service... Strong executive leadership could revive antitrust enforcement in this country and begin, once again, to fight back against dominant market power and overwhelming political power," she said.

**PBS on Prime:** Amazon Prime Video scored exclusive streaming rights to **PBS KIDS** titles in a multi-year deal announced Fri. U.S. Programs will initially air on PBS stations and then be made available on Prime after roughly 6 months, a spokesperson said. PBS KIDS titles will also be available through Amazon's FreeTime Unlimited subscription service.

**Programming:** With "Serial" podcast subject **Adnan Syed** being granted a retrial, **ID** has teed up a special encore of its "Adnan Syed: Innocent or Guilty?" Feels bit like *Henry Schleiff's* Court TV days... "As America's leading true-crime network, ID has a responsibility to shine a klieg light on the possible injustices in our justice system," said Schleiff, group president, Investigation Discovery. "In the case of Adnan Syed, there are still many unanswered questions—we are hopeful that this special will help viewers not only understand some of the lesser-known evidence that led to the court's decision for a retrial, but also help keep the focus on justice for Hae." -- **ESPN** will expand **NBA** coverage in July to 98 games, its most extensive summer league schedule yet. **ESPN, ESPN2, ESPNU** and **ESPN3** will televise a combined 25 games from Las Vegas and **ESPN3** will carry 42 more. Vegas coverage begins July 8 with a prime-time doubleheader at 8:30pm ET. **ESPN3** will also carry 25 games from Orlando (starting July 2) and 6 from Salt Lake City (starting July 4). All games will be available on WatchESPN. -- **TV One** will premiere original movie "The Secret She Kept" Sun July 10, 7pm ET to shed light on mental health in the Black community for National Minority Mental Health Awareness Month. -- **EWTN Global Catholic Network** will air live coverage of World Youth Day 2016 July 26-31 from Kraków, Poland. Viewers can livestream from EWTN's website or its smartphone app. Spanish coverage will be on the US channel **EWTN Español** and on the net's international Spanish-language radio service, **EWTN Radio Católica Mundial**.

**People:** Comcast extended the employment agreement of chmn/CEO **Brian Roberts** to June 30, 2017. That was the only change to the employment agreement, according to an **SEC** filing Fri.

**Cablefax Week in Review**

Company	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DISH:	DISH	52.57	3.91%	(8.06%)
ENTRAVISION:	EVC	6.91	6.31%	(10.38%)
GRAY TELEVISION:	GTN	10.83	(0.64%)	(33.56%)
MEDIA GENERAL:	MEG	16.97	(0.64%)	5.08%
NEXSTAR:	NXST	47.66	1.02%	(18.81%)
SINCLAIR:	SBGI	29.97	3.56%	(7.9%)
TEGNA:	TGNA	23.29	6.01%	(8.74%)

Company	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLE ONE:	CABO	511.94	4.36%	18.05%
CHARTER:	CHTR	232.29	7.14%	26.93%
COMCAST:	CMCSA	65.28	5.89%	15.68%
GCI:	GNCMA	15.95	1.40%	(2.09%)
LIBERTY BROADBAND:	LBRDA	59.88	5.20%	15.93%
LIBERTY GLOBAL:	LBTYA	29.70	3.13%	(29.89%)
SHAW COMM:	SJR	19.20	0.42%	11.69%
SHENTEL:	SHEN	38.85	8.01%	(9.76%)

Company	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	27.27	1.21%	0.39%
AMC NETWORKS:	AMCX	59.37	3.38%	(20.5%)
CBS:	CBS	54.86	6.21%	16.40%
DISCOVERY:	DISCA	25.25	3.23%	(5.36%)
DISNEY:	DIS	98.03	2.41%	(6.71%)
GRUPO TELEVISIA:	TV	26.44	5.34%	(2.83%)
HSN:	HSNI	48.76	0.70%	(3.77%)
LIONSGATE:	LGF	19.85	(3.87%)	(38.72%)
MSG NETWORKS:	MSGN	15.19	(4.59%)	(26.97%)
SCRIPPS INT:	SNI	62.78	4.41%	13.71%
STARZ:	STRZA	29.68	3.38%	(11.4%)
TIME WARNER:	TWX	74.31	5.08%	14.91%
VIACOM:	VIA	46.35	0.67%	5.36%
WWE:	WWE	18.12	(0.28%)	1.57%

Company	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	1.80	1.69%	(0.55%)
AMDOCS:	DOX	57.45	5.05%	5.28%
AMPHENOL:	APH	57.25	0.00%	9.61%
APPLE:	AAPL	95.89	2.67%	(8.9%)
ARRIS GROUP:	ARRS	21.27	(0.89%)	(30.42%)
AVID TECH:	AVID	5.81	0.69%	(20.3%)
BLNDER TONGUE:	BDR	0.51	15.91%	27.50%
CISCO:	CSCO	28.80	3.78%	6.04%
COMMSCOPE:	COMM	30.79	3.08%	18.93%
CONCURRENT:	CCUR	5.18	1.57%	4.65%
CONVERGYS:	CVG	25.13	0.44%	0.96%
CSG SYSTEMS:	CSGS	40.35	0.72%	12.15%
ECHOSTAR:	SATS	39.69	3.39%	1.48%
GOOGLE:	GOOG	699.21	3.55%	(7.86%)
HARMONIC:	HLIT	3.01	6.36%	(26.04%)
INTEL:	INTC	32.75	3.80%	(4.93%)
INTERACTIVE CORP:	IAC	56.81	3.23%	(5.4%)
LEVEL 3:	LVL	51.94	5.83%	(4.45%)
MICROSOFT:	MSFT	51.16	2.61%	(7.79%)
NETFLIX:	NFLX	96.67	9.31%	(15.48%)
NIELSEN:	NLSN	52.13	2.04%	11.87%
SEACHANGE:	SEAC	3.28	(2.96%)	(51.34%)

Company	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
SONY:	SNE	29.39	6.49%	19.42%
SPRINT NEXTEL:	S	4.53	9.95%	25.14%
SYNACOR:	SYNC	3.04	0.00%	73.71%
TIVO:	TIVO	9.91	(0.1%)	14.83%
UNIVERSAL ELEC:	UEIC	73.21	5.98%	42.57%
VONAGE:	VG	5.90	4.06%	2.79%
YAHOO:	YHOO	37.99	4.83%	14.22%

Company	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	43.47	4.70%	26.33%
CENTURYLINK:	CTL	29.37	5.16%	16.73%
FRONTIER:	FTR	4.96	1.85%	6.21%
TDS:	TDS	29.83	6.16%	15.22%
VERIZON:	VZ	56.23	3.27%	21.66%

Index	Ticker	7/1 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW:	DJI	17949.37	3.16%	3.01%
NASDAQ:	IXIC	4862.57	3.28%	(2.89%)
S&P 500:	GSPC	2102.95	3.22%	2.89%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	0.51	15.91%
2. SPRINT NEXTEL:	4.53	9.95%
3. NETFLIX:	96.67	9.31%
4. SHENTEL:	38.85	8.01%
5. CHARTER:	232.29	7.14%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. MSG NETWORKS:	15.19	(4.59%)
2. LIONSGATE:	19.85	(3.87%)
3. SEACHANGE:	3.28	(2.96%)
4. ARRIS GROUP:	21.27	(0.89%)
5. GRAY TELEVISION:	10.83	(0.64%)

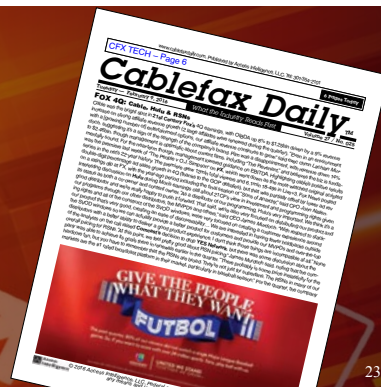
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## CFX TECH

### Cable, Telecom and LTE-U: Peace in Our Time – Maybe

Cellular operators and WiFi providers, led by cable operators, are at a crossroads on the process by which LTE will be used on unlicensed spectrum. The two sides seemed to finally be headed toward a solution—until what apparently was a stormy workshop on June 22.

WiFi uses spectrum that is unlicensed. It is, therefore, free—and crowded. Cellular operators, conversely, lease spectrum from the government. It has a price tag—but totally under their control. It's the telecom difference between riding a bus or taking a cab. The two worlds didn't overlap until the cellular operators, pushed by the massive growth of demand and attracted by the fact that the 5 GHz spectrum is free, decided that they wanted into the party for their LTE services.

There is no problem with them doing this. It is as open to them as it is to any other industry segment. There is, however, a practical issue. LTE was developed under the premise that it wouldn't have to share spectrum. Therefore, it has no mechanisms to do such things as relinquish control when it is time for another station to take over. The nub of the problem: Could Qualcomm's North American focused approach—LTE-U—be a good enough neighbor to operate on unlicensed spectrum without degrading the service of other users? The incumbent users of unlicensed spectrum, led by the cable industry, didn't think so; the cellular companies were adamant that they could. Indeed, they maintained that their stations were even better neighbors than WiFi-based access points and stations.

Last year brought a great deal of acrimony between the two sides, but things took an upward turn in late fall. The bottom line is that both sides recognized that cooperation was the only practical option. "The single defining moment that led to the change in tone... was the point where both sides made it very clear that they are committed to the idea that users will continue to experience WiFi as they do today," said *Kevin Robinson*, vp, marketing for the **Wi-Fi**

**Alliance**, which is overseeing establishment and management of the co-existence framework.

The industries seemed as of early June to be in the home stretch. *Rob Alderfer*, **CableLabs'** technology policy vp, said that the test plan was in the process of being validated. The test procedure will indicate how well LTE devices on WiFi networks respond to the needs of other users of a network. But a June 22 coexistence workshop in San Jose didn't go so well, with **Qualcomm** complaining afterwards that it's disappointed in continued delays in finalizing a LTE-U/Wi-Fi test plan with the Wi-Fi Alliance. It also criticized the substance presented by the WFA staff at the WFA workshop, which it said "lacked technical merit and was a sharp departure from Wi-Fi Alliance staff past presentations and views and from the view of any other standards body or regulator around the world."

In its statement, Qualcomm argued to end the validation process and deem the original test plan final. For its part, WFA said it's committed to coexistence as quickly as possible and is confident it will deliver a solution in a timely manner. "Delivering coexistence for two different industries is no easy feat. Technical challenges exist and work is time consuming," WFA told us. "While a significant number of test cases are nearly validated, validation of all test cases is necessary to deliver a test plan that will determine whether LTE-U devices are able to fairly share unlicensed spectrum with Wi-Fi. Wi-Fi Alliance is exploring every possible option to accelerate the work while still ensuring the test objectives are met." - *Carl Weinschenk*

**Augmented Reality: The Weather Channel** will cover the hurricane season using augmented reality technology. The programmer's 3 new augmented reality products visualizing real data in a 3D presentation include Surge FX, featuring a realistic 2 scale surge forecast; Shear Factor, which shows real data in 3 dimensions, and the Tropical Replay, a visualization tool where the data from tracks of past storms inform a current storm's future path.

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