

Cablefax Daily™

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What the Industry Reads First

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Q&A: Comic-Con HQ's Seth Laderman Talks Strategy, Passionate Fans

Comic-Con fans now have access to all things Comic-Con 24/7, 365 days a year with Comic-Con HQ. Officially launched by Comic-Con International and Lionsgate June 30, the ad-free streaming service features a variety of content—from original series to more than 250 curated films and TV shows to live and archival programming. With Comic-Con San Diego kicking off July 21, we spoke with Comic-Con HQ evp and gm Seth Laderman about the creation of Comic-Con HQ, its content and the fluidity of the OTT market. **What prompted the creation of Comic-Con HQ?** Comic-Con has seen tremendous growth in stature and scope over the past 47 years. This year, 135,000 tickets to Comic-Con San Diego sold out in less than 30 minutes. We thought, How can we bring this event to people who can't make it? How can we bring this to fans all year long? It all comes down to the fans. **How do you program the channel?** We look for consistency and passion with content. It's a content world, when all is said and done. We look for highly curated shows, fan movies and cult hits. We also want to give passionate creators an opportunity by giving them the resources to produce shows. For example, *Mark Hamill*, best known as Luke Skywalker in the "Star Wars," is launching the original Comic-Con HQ series "Mark Hamill's Pop Culture Quest," where Hamill continues his lifelong passion for collecting memorabilia. People want great content and different content, and Comic-Con HQ has so many different types of content for everyone. **The OTT market is pretty crowded. How do you see the OTT market shaking out—will only the strong channels survive?** We talk about this on a daily basis. It's hard to say because the market is so fluid. As long as the content is good, people will come and watch. We ask ourselves, What is the best user experience? We want people to enjoy OTT in a cohesive way. How will you take advantage of Comic-Con San Diego? Comic-Con is our coming out party where we will show people what we can do. We're going to take this event and make it as global as possible. Our activation space will stream live 5 hours each day starting at 12 PT. Our 5 field teams will provide comprehensive coverage of Comic-Con booths, fans, panel discussions and books. We want to cover as much content as possible and archive it for fans to watch later. We really want to give back to this audience. **With extensive network coverage of Comic-Con, how will you set this channel apart?** Comic-Con HQ is official partners with Comic-Con International, so we have a special relationship with and access to all things Comic-Con. For example, Comic-Con HQ will provide never before seen coverage of the 2016 Eisner Awards and the 42nd annual Masquerade. I see as us being complements, not competition, to the other networks. We will promote and fully support everyone who makes it to Comic-Con. Our goal is to bring the entire experience to people who aren't there.

Viacom Saga: This one keeps on giving. Movie theater company **National Amusements**, owned by **Viacom** exec chmn *Sumner Redstone*, said Fri it will oppose Viacom's plan to sell a stake of **Paramount**. "Paramount is one of Viacom's most valuable assets. Any short-term benefits that might result from a Paramount transaction would be outweighed by the severe negative impact on Viacom's future strategic flexibility to best capitalize on this important asset. The complexities of

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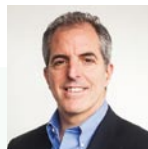
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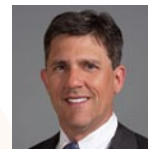
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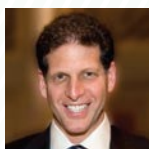
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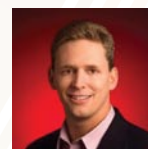
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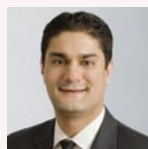
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joint-ownership of Paramount would undoubtedly extend far beyond Paramount into other divisions of Viacom and limit its options to take on partners. Further, any Paramount transaction would chill the interest of parties that may be interested in a larger transaction involving all of Viacom,” the company said in a statement. Redstone owns 80% of Viacom through NA. *Reuters* reported earlier this week that Chinese real estate/entertainment company **Dalian Wanda Group** is an interested buyer, and Viacom chmn/CEO *Philippe Dauman* had previously said the company was in discussions with numerous players regarding the stake sale. A Viacom spokesperson told *Cablefax* the following: “It is beyond understanding that ‘National Amusements’ would continue in its attempts to interfere with a potential transaction that would create a unique opportunity to drive long term value for both Paramount and Viacom, without even waiting for the facts. We will continue to pursue the best outcome for all of Viacom’s shareholders.”

Spectrum Auction: Bidding in the forward auction of the **FCC’s** broadcast incentive auction for wireless spectrum will begin Aug 16 for 62 qualified applicants, the Commission said Fri. Among the companies accepted include **AT&T, T-Mobile, Comcast, Verizon Wireless** and **DISH**. The FCC listed 42 applicants as not qualified to bid. The bidders accepted were those that provided necessary certifications, qualifications and timely, sufficient upfront payments to the FCC, it said. The Commission will be sending registration materials to bidders via overnight delivery, which will include at least 2 RSA tokens, a web address and instructions for logging into the auction system, an FCC assigned username and an auction bidder line telephone number. A practice auction for bidders will run from July 25–July 29, and a mock auction will occur Aug 11-12. Last month the agency said broadcasters would get more than \$86bln to free up licensed spectrum in the forward auction, sparking analysts to predict that multiple stages with lower clearing targets are likely (**CFX**, 6/30).

Internet Essentials: Public housing and **HUD-assisted** residents living in **Comcast** service markets can now apply for Internet Essentials, the MSO’s high-speed Internet plan for low-income families. The company estimates up to 2mln HUD-assisted homes, including Public Housing, Housing Choice Voucher and Multifamily programs, will now have access. The number is more than 40% of all HUD-assisted HHs nationwide, sr evp and Chief Diversity Officer *David Cohen* said in a blog post. Cohen said he partnered with the Secretary of the US Dept of Housing and Urban Development *Julián Castro* on the initiative. It marks the 1st time, outside of pilot markets, that adults without children eligible for the National School Lunch Program can apply for Internet Essentials, he said. The top 5 cities with the largest number of HUD-assisted HHs are Chicago, Philadelphia, Miami, Baltimore and Houston.

Music Deal: Multiplatform music services provider **Stingray Digital Group Inc.** has signed a multi-year renewal with NCTC for its Stingray Music Service, allowing for its 50 linear audio channels to remain available to the association’s members.

FCC Settlement: The **FCC Enforcement Bureau** reached a settlement with Texas-based **Blue Jay Wireless**, resolving an investigation regarding whether it improperly enrolled Hawaiian customers as eligible for higher Tribal reimbursements from the Commission’s Lifeline program. It said that Blue Jay had incorrectly requested and received Lifeline Tribal reimbursements for enrolled consumers who did not reside on Hawaiian Home Lands. The company will reimburse the USF about \$2 million and adopt substantial compliance procedures, including a software tool to ensure accuracy of consumers’ residency on Tribal Lands.

Cablefax Industry Jobs

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TIP 2 : Be Selective!

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TIP 3 : Stand Out!

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Cablefax Week in Review

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	52.18	0.64%	(8.74%)
ENTRAVISION:	EVC	7.28	3.85%	(5.58%)
GRAY TELEVISION:	GTN	11.49	3.33%	(29.51%)
MEDIA GENERAL:	MEG	17.77	1.20%	10.03%
NEXSTAR:	NXST	53.50	4.70%	(8.86%)
SINCLAIR:	SBGI	30.43	(0.13%)	(6.48%)
TEGNA:	TGNA	24.43	3.34%	(4.27%)

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLE ONE:	CABO	520.66	(0.49%)	20.06%
CHARTER:	CHTR	234.98	(0.92%)	28.40%
COMCAST:	CMCSA	66.88	(0.34%)	18.52%
GCI:	GNCMA	16.42	0.06%	0.80%
LIBERTY BROADBAND:	LBRDA	61.59	1.18%	19.24%
LIBERTY GLOBAL:	LBTYA	31.26	6.80%	(26.2%)
SHAW COMM:	SJR	19.24	2.94%	11.93%
SHENTEL:	SHEN	41.57	1.79%	(3.44%)

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	28.03	1.19%	3.20%
AMC NETWORKS:	AMCX	56.59	(4.65%)	(24.22%)
CBS:	CBS	55.85	(2.15%)	18.50%
DISCOVERY:	DISCA	25.06	(2.19%)	(6.07%)
DISNEY:	DIS	99.80	0.18%	(5.02%)
GRUPO TELEVISIA:	TV	26.80	4.20%	(1.51%)
HSN:	HSNI	51.51	0.23%	1.66%
LIONSGATE:	LGF	20.01	4.76%	(38.22%)
MSG NETWORKS:	MSGN	16.21	2.99%	(22.07%)
SCRIPPS INT:	SNI	66.11	2.64%	19.74%
STARZ:	STRZA	29.99	1.32%	(10.48%)
TIME WARNER:	TWX	78.64	0.87%	21.60%
VIACOM:	VIA	48.55	(2.76%)	10.37%
WWE:	WWE	20.06	2.82%	12.44%

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.91	5.52%	5.52%
AMDOCS:	DOX	57.89	(0.64%)	6.08%
AMPHENOL:	APH	59.09	3.02%	13.13%
APPLE:	AAPL	98.78	2.17%	(6.16%)
ARRIS GROUP:	ARRS	24.91	2.89%	(18.51%)
AVID TECH:	AVID	6.49	6.22%	(10.97%)
BLNDER TONGUE:	BDR	0.51	(10.35%)	27.75%
CISCO:	CSCO	29.82	1.91%	9.79%
COMMSCOPE:	COMM	31.90	(1.05%)	23.21%
CONCURRENT:	CCUR	5.58	7.10%	12.73%
CONVERGYS:	CVG	26.56	2.91%	6.71%
CSG SYSTEMS:	CSGS	41.57	1.49%	15.54%
ECHOSTAR:	SATS	39.13	0.38%	0.05%
GOOGLE:	GOOG	719.85	2.02%	(5.14%)
HARMONIC:	HLIT	3.10	5.80%	(23.83%)
INTEL:	INTC	35.07	3.15%	1.80%
INTERACTIVE CORP:	IAC	59.00	3.45%	(1.75%)
LEVEL 3:	LVLTL	56.66	7.45%	4.23%
MICROSOFT:	MSFT	53.70	2.68%	(3.21%)
NETFLIX:	NFLX	98.39	1.37%	(13.98%)
NIELSEN:	NLSN	54.18	2.48%	16.27%
SEACHANGE:	SEAC	3.24	(2.41%)	(51.93%)

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
SONY:	SNE	30.04	(1.8%)	22.06%
SPRINT NEXTEL:	S	5.00	6.84%	38.12%
SYNACOR:	SYNC	3.02	0.67%	72.57%
TIVO:	TIVO	10.38	1.37%	20.28%
UNIVERSAL ELEC:	UEIC	73.25	(0.45%)	42.65%
VONAGE:	VG	5.98	2.22%	4.18%
YAHOO:	YHOO	37.72	(0.05%)	13.41%

Company	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	42.89	0.66%	24.64%
CENTURYLINK:	CTL	31.32	3.64%	24.48%
FRONTIER:	FTR	5.17	4.02%	10.71%
TDS:	TDS	31.72	7.16%	22.52%
VERIZON:	VZ	55.84	(0.11%)	20.81%

Index	Ticker	7/15 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	18516.55	2.04%	6.26%
NASDAQ:	IXIC	5029.59	1.47%	0.44%
S&P 500:	GSPC	2161.74	1.49%	5.76%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LEVEL 3:	56.66	7.45%
2. TDS:	31.72	7.16%
3. CONCURRENT:	5.58	7.10%
4. SPRINT NEXTEL:	5.00	6.84%
5. LIBERTY GLOBAL:	31.26	6.80%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	0.51	(10.35%)
2. AMC NETWORKS:	56.59	(4.65%)
3. VIACOM:	48.55	(2.76%)
4. SEACHANGE:	3.24	(2.41%)
5. DISCOVERY:	25.06	(2.19%)

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