

Cablefax Daily™

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What the Industry Reads First

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Ad It Up: Cross MediaWorks, 605 Team Up on Addressable TV Measurement

Ad-tech company **Cross MediaWorks** is teaming up with analytics firm **605** in an effort to change the way advertisers purchase TV inventory. The two companies have established an impressions-based measurement standard for addressable TV advertising that includes verification via third-party data. "What we are trying to do is change the mindset and give advertisers comfort that the solutions that we're bringing to them at scale are based on the best data set, on transparency and on information that allows them to make the best decisions on how to put their dollars to work," Cross MediaWorks CEO **Nick Troiano** told **Cablefax**. Cross MediaWorks provides its clients access to ad inventory from 200 different sources, including MVPDs, OTT platforms and individual networks, and helps them target specific audience segments. Clients of Cross MediaWorks subsidiaries **Cadent** and **One2One Media** will be able to leverage the new standard to analyze success of a given audience-based campaign and make adjustments accordingly. The company said it has access to more than 100mln linear TV households, with Troiano noting 85-90mln of those have cable. "The biggest challenge that we have faced over the past few years is how do you provide not just an easy way to buy all this inventory, but how do you do it in a way that's measurable and that works within your business? That reporting and measurement is what's important," Troiano said, indicating the partnership with 605 shores up the information aspect. 605, a fairly nascent firm founded by former **Cablevision** COO **Kristin Dolan** in 2016, has quickly made a splash as the ad industry embraces advanced TV advertising. "We knew that there would be a migration to more advanced advertising on television that would require broader, richer, more granular data sets. We didn't realize how quickly that transition would occur," 605 pres **Ben Tatta** said. The company had a coming-out party of sorts last July, inking a partnership through which it gained access to anonymized user data from all of **Charter's** cable system operations nationally. In addition to working with brands and advertisers, the firm also provides programmers with data and insights that they can leverage in a number of ways. On a panel at **CES** last week, Dolan pointed to **A+E Networks** as an example. "We can look at who's watching what in aggregate, what else they watch, what they like, what types of people they are," she said. "For A+E, we did a lot of looking at the networks and comparing them to see which networks indexed for different things. **Lifetime** for example indexed extremely high for shopping for men's clothing. So, on the advertising side, they

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LET'S GET PHYSICAL



NEW ORIGINAL COMEDY

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can take that information and go to an advertiser who sells online men's clothing and pitch them Lifetime." A+E pres/ CEO Nancy Dubuc, who sat beside Dolan on the panel, said the company is also using data from 605 and Comcast's Advanced Advertising Group to inform programming decisions. "We're trying to take in everything we possibly can," she said. "It's the access to the data that from an independent programmer's standpoint, we have to get creative and work with partners like Comcast and Kristin and also be smarter about how we dissect what we have."

FCC Broadband Deployment Report: FCC chmn Ajit Pai circulated Thursday to commissioners a draft Broadband Deployment Report that concludes mobile broadband isn't a full substitute for fixed service. An FCC fact sheet says the draft advocates evaluating progress in deploying both services, saying to do otherwise would provide an incomplete view. The report also maintains the 25Mbps/3Mbps speed benchmark for assessing whether a fixed service provides advanced telecom capability. The draft concludes the FCC is meeting its statutory mandate to encourage broadband deployment on a reasonable and timely basis, citing efforts such as the controversial elimination of Title II classification for ISPs. Democrat commish Mignon Clyburn acknowledged that the report addressed one of her concerns by concluding that mobile isn't a substitute for fixed broadband. But she still has serious issues with the report. With 24mln American without high-speed broadband where they live, "how can this agency now claim that broadband is being deployed to all Americans in a reasonable and timely fashion? Only by repeating the majority's tired and debunked claims that broadband investment and innovation screamed to a halt in 2015," she said. And the net neutrality debate rages on...

Nomura Downgrades Comcast: Nomura Securities downgraded Comcast from "buy" to "neutral" on Thursday, citing both an impending slowdown for broadband growth and declines in linear video. On the broadband front, analyst Jeffrey Kvaal asserted broadband growth may decelerate "as penetration growth slows, share gains from DSL ease, AT&T's optical build expands, and, on the margin, cellular capacity improves with LTE Advanced/5G." In terms of video, he wrote that while X1 and Instant TV are "strong competitive responses" to intense OTT pressure, they will only partially mitigate declines. Nomura estimated Comcast will lose 350K net video subs in 2018 and 400K in 2019, a cloudier forecast than the consensus of 235K losses in 2018 and 311K in 2019. Kvaal also knocked Comcast's efforts in the mobile space, arguing the WiFi-first Xfinity Wireless network "will offer neither the quality nor economics of owning a cellular network" over time. On a positive note, Kvaal projected a 16% YOY increase in ad revenue at NBCU based on the upcoming Super Bowl and Olympics. Meanwhile, MoffettNathanson's Craig Moffett, who retained his "buy" rating on the company, provided some counterpoints in his own research note Thursday, making the case that Comcast is in "the sweet spot of tax reform" and is positioned to be "the industry's bell cow" as a result. "Few companies would appear to have a clearer path to steady value accretion from the new tax policies," he wrote. Moffett projected the new policies will drive free cash

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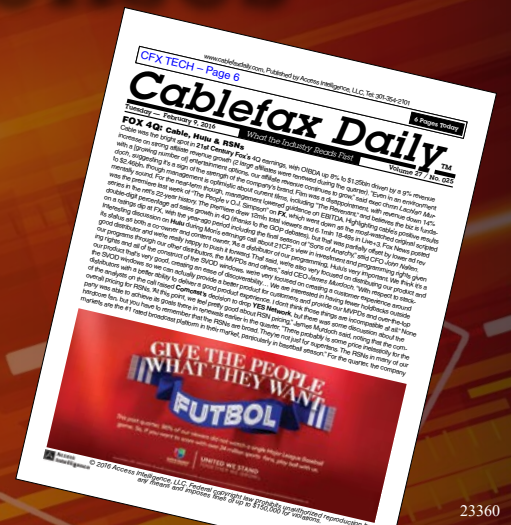
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flow increases by a cumulative \$14.4bln through the end of FY2021 and suggested that “could (should?) accelerate the company’s share repurchase trajectory.”

Pearly Gate: Three potential suitors—**Amazon**, **Verizon** and a combined **CBS-Viacom**—have been exploring a possible acquisition of **Lionsgate**, according to a *Deadline* report published Wednesday evening. Lionsgate acquired **Starz** in a \$4.4bln deal in 2016. Amazon and Verizon have both been aggressive recently in acquiring content, making Lionsgate a plausible M&A target. Lionsgate, CBS and Viacom “may also be evaluating a scenario that would combine the three,” according to the report. Lionsgate’s stock price popped up by 6.84% by the close of trading Thursday to \$34.50.

FCC Comment Deadline: You have until Feb 15 to submit comments to the **FCC** on its proposal to modernize MVPD subscriber notification rules. The Commission voted unanimously last month to explore allowing cable ops to send general written notices to subs as emails, as long as they use a verified email address and comply with other consumer safeguards. Reply comments are due March 2. The proposal also looks at the requirement that television broadcast stations send carriage election notices to cable or satellite operators by certified mail. In October, **DISH** rejected non-commercial station **KMTP’s** election of must carry because it sent its letter Priority Mail instead of certified mail per federal regulations. KMTP has filed a carriage complaint against DISH that is currently pending at the commission. The broadcaster, owned by the **Minority Television Project**, argues that the need for certified mail is a “hyper-technical reading” of the law.

On the Hill: House Democrats introduced legislation meant to stop states from writing laws that inhibit local governments from building their own broadband. The bill has been introduced unsuccessfully several times since 2015, with Republicans generally not fans of municipal broadband networks. -- A divided Senate Commerce executive session on Thursday approved a slate of eight nominations for various agencies, including a new five-year term for Republican **FCC** commish **Brendan Carr**. Carr and six other nominations passed on 14-13 votes, with Dems banding together in opposition. The minority didn’t really address Carr, expressing concern primarily over the appointment of **James Bridenstine** (R-OK) as administrator of **NASA**. “Quite an interesting list of nominees in which we have found considerable flaws,” said ranking member **Bill Nelson** (R-FL). The nominees now must gain approval from the full Senate, with Bridenstine seen as the biggest challenge. He made it through committee last year, but was never brought up to the floor for a vote.

Tube Tech: **Google** expanded its multiyear license agreement with **TiVo** to include the use of patented technologies for **YouTube TV** and other IP-based services across other platforms and devices. TiVo did not respond to a request for details on the specific technologies covered in the deal.

South of the Border: **National Geographic Partners** and **VICE Media** have agreed to a strategic content partnership in Latin America, bringing VICE content to more than 40mln homes across the region. NatGeo Partners has gained a significant amount of VICE content for “#NG PWR!,” a programming block for millennials premiering in February. At launch, the block will include multicultural food series “Huang’s World,” the profile-focused “Tattoo Age,” drug history series “Hamilton’s Pharmacopeia,” how-it’s-made series “Nuts & Bolts” and “Black Market,” uncovering the world’s largest illegal economies. NatGeo Partners and VICE will come together on “Explorer,” a multi-platform series diving into issues affecting Latin America’s urban areas. VICE will produce the 14-part series throughout 2018 in Argentina, Brazil, Colombia and Mexico.

WICT Honors: **WICT** announced its 2017 chapter award recipients well as those serving as 2018 chapter presidents and advisers. WICT Heartland earned Chapter of the Year as well as Most Improved Chapter. Its leader, **Anne Harris (Cox Media)**, was awarded Chapter President of the Year. WICT Southeast’s **Sheri McGaughy (McGaughy Law)** received the prize for Chapter Adviser of the Year, while **LaShaun Solomon (Comcast)** was named Chapter Leader of the Year.

Programming: **TBS** is sending **Conan O’Brien** beyond the US border for the eighth time in three years for “Conan Without Borders: Haiti.” Airing Jan 27 at 10pm, the special follows O’Brien on a spontaneous trip to Haiti following **President Trump’s** reported remarks regarding the island nation. -- A pilot for a reboot of the “Party of Five” series is coming to **Freeform** from original creators **Chris Keyset** and **Amy Lippman**. The revival will follow the five Buendias children trying to survive following their parents’ deportation back to Mexico. -- **Fox Sports North’s** coverage of the 12th annual Hockey Day Minnesota this Saturday will include 14 hours of programming beginning at 9am CT, including an NHL game between the Wild and Lightning. For the first time, FSN will also feature an interactive VR experience.

People: Former **Discovery Digital** svp and gm **Colin Decker** joined L.A.-based VR startup **Within** as COO. Decker most recently served as COO for anime streaming service **Crunchyroll**. -- **Mike Morrison**, who’s led **ESPN’s** Asia Pacific businesses since 2008, will act as vp, business development. Upon Morrison’s transition, **Tim Bunnell**, svp, intl programming, production & marketing, will add overseeing ESPN’s businesses in China and North Asia to his current responsibilities. **Charly Classen’s** position will expand to vp & gm, EMEA, South Asia & Australia/New Zealand.

PROGRAMMER'S PAGE

Back In Shape with 'Let's Get Physical'

It's January again, and that means everyone's talking new year's resolutions and getting healthy in 2018. Whether you're considering starting Soulcycle or taking up Zumba, the fitness craze can all be traced back to the golden age of aerobics. A product of the '80s, the exercise serves as the centerpiece of **Pop's** "Let's Get Physical," a modern-day comedy set to premiere Jan 24 at 8:30pm. The idea for the series was born when creators *Connor Pritchard*, *Dan Newmark* and *Ben Newmark* found a love for the popular internet videos of vintage aerobic competitions. "It definitely felt like a movement that transcended generations," said *Justin Rosenblatt*, evp, original programming for Pop. "Our acquisitions and originals have shades of nostalgia in them, so this felt really great territory to develop from." Creating an aerobics comedy comes with a unique set of challenges, as the actors must go beyond vocalization to fully embody their character. "We were looking at actors who can tackle physical comedy," Rosenblatt noted. "It was really just about who had the best voice for the character on the page and whoever brought those characters to life, coupled with the chemistry." And the chemistry is undeniable between lead actors *Matt Jones* and *Chris Diamantopoulos*, who face off as archrivals at The National Aerobics Championship. Neither are lacking in support: *Jane Seymour* heads the family business while Jones' protects their legacy and Diamantopoulos finds support from wife (and Jones' teenage love) *AnnaLynne McCord*. Though there are no shortage of workout styles and disciplines to choose from nowadays, Let's Get Physical banks on the idea that so many still have elements that can be traced back to the era of *Jane Fonda* exercise tapes. "If we were going to do a fitness-oriented comedy, what is the fitness fad or craze that really swept the nation and covered all demographics? And that's how we landed with aerobics." – *Sara Winegardner*

Reviews: "Blue Planet II," series premiere, 9pm, Saturday, **BBC America, AMC, IFC, WE, Sundance**. Nearly everything in this epic mini-series is majestic and graceful, from the camerawork to the magisterial score of *Hans Zimmer*. Since much of the footage is shown in slow motion, the feeling of majesty is enhanced. Of course some fish move extremely slowly to conserve energy, particularly those living miles down. Thanks to technology, they're on view here. Another regal touch is the narration of *Sir David Attenborough*, 91 years young, clearly enjoying himself, but also sternly serious in the mini's final ep, "Our Blue Planet," which addresses how man is destroying the oceans through excessive fishing and dumping garbage. Scenes of fish and the largest bird in the sky, the albatross, ingesting plastic are anything but majestic. And it's not royal when 6-gilled sharks feast on a 30-ton sperm whale carcass that's descended to the sea bottom, about 6 miles down. They gorge themselves, as it might be a year before their next meal. Four months later, when the carcass is bones, worms enjoy lunch. -- Notable: The first member of **Cablefax's** Hall of Fame, *Chris Berman*, now semi-retired, returns to "NFL Primetime" Sunday night around 10, after the last playoff game. He and *Tom Jackson* will digest the games and preview the Super Bowl. – *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (1/8/18-1/14/18)		
Mon-Sun	MC US AA%	MC US AA (000)
ESPN	1.710	5206
FNC	0.705	2146
MSNBC	0.633	1928
HGTV	0.486	1478
USA	0.442	1345
ID	0.386	1177
HIST	0.380	1159
A&E	0.363	1106
DISC	0.362	1104
TNT	0.340	1036
TBSC	0.339	1032
NICK	0.324	985
TLC	0.319	972
CNN	0.307	935
FOOD	0.299	910
HALL	0.291	887
ADSM	0.285	869
CRN	0.279	849
DSNY	0.262	797
FX	0.260	791
BRAVO	0.252	768
NAN	0.233	709
TV LAND	0.222	677
FRFM	0.197	599
DSJR	0.197	599
INSP	0.188	571
LIFE	0.187	570
NKJR	0.186	566
HMM	0.179	545
VH1	0.171	520
APL	0.164	499
NATGEO	0.163	497
MTV	0.161	489
AMC	0.160	487
SYFY	0.159	484
OWN	0.159	483
HBO	0.148	452
TRAVEL	0.141	429
E!	0.140	425
WETV	0.139	422
ESPN2	0.133	404

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.



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