

Cablefax Daily™

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What the Industry Reads First

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Double Dip: TV Using Digital to Feed and Extend the Brand

Second-screens are booming—a recent **Nielsen** study reported 45% of adults in the US are checking a digital device “very often” or “always” while watching TV—and a new crop of shows not only are embracing the phenom, they’re integrating it into their DNA. From reality to comedy to true crime, series with strong multimedia ties were in the spotlight at the recent **Television Critics Assn** press tour in LA. The most salient example is *Ann Curry*-fronted “Chasing the Cure,” which premiered Aug 8 on **TNT** and **TBS**. At 90-minutes an episode, the series airs live in an effort to connect undiagnosed or misdiagnosed patients with doctors and other trained professionals who initially can engage via digital channels. An accompanying website provides a place for the volumes of patients who don’t make it on the air to upload their case files, and connect. “When you expose them to a lot of people, there’s a greater chance that they will be able to see what will make them feel better,” Curry said during the tour. “I think we are each other’s greatest resource.” She anticipates the “vast majority” of cases that approach the show will be handled off the airwaves and via the Internet. Curry’s light-bulb moment for creating the show, in fact, came from seeing an outpouring of appeals on Facebook from individuals who are suffering and feeling isolated. “Social media is letting us understand there is a unique situation in America—people are not getting the help they need, despite the fact that this is a nation with an incredibly high quality of medical care,” she said. “Most people don’t have access it, they have not had the proper tests and they are not being listened to.” The team behind **ID**’s “Truth About Murder,” which bows Oct 22 fronted by **ABC News** legal correspondent and “The View” co-host *Sunny Hostin*, also scoured the Internet for cases “where people don’t have voices, and I wanted to give voice to those stories,” Hostin said. She also hopes to spark conversation—and action. “My life’s work, I think, is to give voice to the voiceless. But if there is a viewer watching one of our shows who says, ‘Wow, I feel like my friend is going through something like that, or I feel like my mom is going through something like that, or I’m going through that,’ if that causes that person to leave or [causes] that person to take action, then we’ve done our job.” Fellow **ID** series “In Pursuit With John Walsh,” returning for a second season in early 2020, relies heavily on off-air communication with viewers—and the formula is a resounding success, resulting in the arrests of multiple fugitives. Multimedia interconnection isn’t limited to reality-based shows.

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The debut of **IFC's** new comedy "Sherman's Showcase" was accompanied by a digital album via Diplo's label Mad Decent. And bits on **HBO's** "A Black Lady Sketch Show," which debuted August 2, are rooted in **Twitter** buzz and aim to generate plenty of their own. "We are very intentional about what we are doing with our bodies, what we are doing with our sets—what would make a good GIF, what would be good on Twitter," said creator and star *Robin Thede*. Thede noted when the trailer for the show dropped in early July, "Black Twitter went crazy; there were more than 3 million views for a show no one had heard of!" – *Cathy Applefeld Olson*

ITC to Review Comcast-TiVo: Comcast and TiVo's ongoing patent spat continues. The **US International Trade Commission** announced it would review in part an administrative law judge decision that found certain Comcast receivers infringe a patent held by **Rovi**, a TiVo company. With the ALJ finding no violation for two of the three patents, both companies appealed to the ITC. The ITC's not going to review the ALJ decision that two of the three patents were invalid, but will delve into the initial determination that Comcast's X1 platform infringes on a ROvi patent. A final ITC ruling isn't expected until later in the year.

Hargray Continues Hilton Head Expansion With Retail Location: Hargray opened its Hilton Head Island store Friday with a ribbon-cutting ceremony. It's far from Hargray's first investment on the SC island. By the end of the year, it will have completed fiber construction to offer fiber to the premises services to nearly 10K homes and businesses on Hilton Head Island. The retail and customer service location features Hargray product displays and an education center for visitors. The space also includes a community room which Hargray will make available to local groups as a meeting space, free of charge.

VMA Kick-Off Concert: **MTV** and **Altice USA** partnered up for the 2019 VMAs Kickoff Concert with *Bishop Briggs* and *Ava Max* on Aug 24 at Webster Hall in NYC. Fans can get tickets from giveaways the performers are offering through their social media platforms or can also pick up free tickets at Altice USA's Optimum Experience Centers in the South Shore Mall in Bay Shore, NY and the Garden State Plaza in Paramus, NJ, from Friday through August 23. The concert will celebrate the launch of Altice Amplify, the company's new smart speaker. The Alexa-enabled device is compatible with all TV systems and also offers hands-free voice control of the Altice One platform. Altice Amplify will be available for purchase later this year with pricing set at \$399 for **Optimum** and **Suddenlink** customers and \$499 for non-customers. Altice also plans to make the speaker available to Altice One customers for \$10/month. The VMAs take place on Aug 26 at 8pm at the Prudential Center in Newark, NJ and will air live on MTV.

Cablefax Upcoming...

The FAXIES Award Luncheon

Tuesday, Oct. 22 • 12:00-2:30pm • Edison Ballroom, NYC

Bigger. Better. Faxier. The expanded FAXIES awards program recognizes the intersection of marketing, PR and content producing endless content diversity and a dizzying array of entertainment options. This celebration lunch brings together the all the puzzle pieces and recognizes the best people and initiatives impacting American culture. Join us when we announce the winners of the Ultimate b2b awards program.

www.TheFaxies.com

Most Powerful Women Celebration

Thursday, Dec. 5 • 11:00-2:00pm • 583 PARK AVENUE, NYC

This signature Cablefax event always draws an elite crowd of senior-level female execs across disciplines from distributors, programmers and technology—and it's the perfect opportunity to catch up with old friends, make new connections and celebrate the continued advancements of women throughout the TV, cable, broadband and media universe.

www.CablefaxWomen.com

NAB Produces Free, Local Spots to Members of Congress: NAB is distributing PSAs featuring members of Congress to television and radio stations through the 2019 NAB Congressional PSA Campaign. A total of 303 members of Congress or their family members participated in the campaign, which invites them to be featured in free local spots addressing issues of importance to their constituents.

Programming: AMC and ITV ordered three-part drama series “Quiz” telling the story of how a British tried to cheat their way to winning the quiz show “Who Wants to Be a Millionaire” in 2001. -- Season 5 of award-winning “Peaky Blinders” will launch on Netflix Oct 4. -- Showtime is offering the first two episodes of upcoming show “On Becoming a God in Central Florida” for free on YouTube ahead of its Aug 25 premiere. -- “Silicon Valley” is coming back to HBO for a seven-episode sixth and final season on Oct 27 at 10pm. -- Disney Junior picked up “Mickey and the Roadster Racers” for Season 3, with an updated title “Mickey Mouse Mixed-Up Adventures.” It debuts Oct 14.

Editor’s Note: Headed to SCTE-ISBE Cable-Tec Expo next month? We’ll be there too! Cablefax is producing the official Expo print, web and video show dailies. We’ll be highlighting all the major developments and breaking news during the show.

Cablefax Dashboard

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Up Ahead

Aug 27: NAMIC Conversations with TV & Film Powerhouses; Atlanta, GA

Sept 13 - 17: The IBC Show, Amsterdam

Sept 16: WICT Touchstones Luncheon; NYC

Sept 16 - 18: CCA Annual Convention; Providence, Rhode Island

Sept 17 - 18: 33rd Annual NAMIC Conference; NYC

Sept 30 - Oct 3: Cable-Tec Expo; New Orleans, LA

Research

- > 25% of respondents said that they canceled their cable/satellite television service within the past 2 months.
- > 46% of consumers sat that they started a new subscription to a video-on-demand streaming service within the past 2 months.
- > 83% of consumers say that watched a program, movie or video on their desktop or laptop computer, tablet, smartphone, or another mobile device.

(Source: Colling Media's National Summer 2019 Snapshot Study)

Quotable

"I've known Joe Ianniello for 20 years. I have tremendous respect for what he's done at CBS. He's clearly a world class executive. He and I have spoken a lot in the days leading up to yesterday... And there is a tremendous interest, joint interest, in unlocking the value of these combined companies. Yes, he will take the leadership position, running the CBS branded assets upon closing. By the way, we need someone to run those assets. That's a big complicated business. He is ideally suited to do it because he has, you know, 20 years of knowledge in that space and a real passion for it,"

-- ViacomCBS CEO Bob Bakish on CNBC's "Squawk Box."



CONGRATULATIONS TO ALL THE HONOREES!

Cablefax's 2019 Top Ops Magazine is tipping its hat to the operators that have hit it out of the park this year.

Read the digital version and check out the shareable profiles at www.CablefaxTopOps.com