

Cablefax Editorial Calendar 2017

Website: www.cablefax.com • Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

EDITORIAL: Amy Maclean • amaclean@accessintel.com
 Joyce Wang • jwang@accessintel.com
ADVERTISING: Rich Hauptner • rhauptner@accessintel.com
 Olivia Murray • omurray@accessintel.com
 Jo Ben-Atar • jbenatar@accessintel.com

| | Awards | Events |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <p>JANUARY</p> <p>CES Coverage Cablefax will be in Las Vegas for the Consumer Electronics Show, providing in-depth coverage of breaking news from the floor and analysis of trends at this year's showcase. We'll deliver the latest info on 4K, HDR, artificial intelligence, IoT, virtual reality and more.</p> <p>TCA Cablefax will brave the bi-annual Television Critics Association press tour, covering relevant news surrounding the changing TV ecosystem, trends around video content and, of course, the endless parade of celebs, execs, producers and writers pitching critics amid an unprecedented glut of original programming. As usual, the winter tour coincides with the Golden Globes—so it's always interesting.</p> <p>NATPE and Realscreen Summit Once again, Cablefax will have coverage from NATPE Miami and the annual Realscreen Summit in D.C. The publication will feature new trends and business opportunities in the programming space. Realscreen coverage includes a deep dive into the non-fiction programming space, while NATPE puts the spotlight on all things content, including short form, digital, scripted and global opportunities.</p> | | |
| <p>FEBRUARY</p> <p>Black History Month Cable networks and even MVPDs have a host of special content and plans to mark Black History Month. Our coverage will focus on what's new this year and what returns companies get from their efforts.</p> <p>New Administration We'll be exploring the regulatory agenda of a new Congress and President Trump, including what impact it could have on innovation and who are the new major players inside the Beltway. This series also will explore how the cable news nets are adjusting to the new administration.</p> | <p>Cablefax Best Sellers Deadline: February 3</p> <p>The FAXIES Deadline: February 24</p> | |
| <p>MARCH</p> <p>Cablefax: The Magazine, Most Innovative People in Multiscreen Cablefax's annual Most Innovative in Multiscreen magazine, salutes those executives who have had a meaningful impact on the state of multiscreen today. Whether they belong to traditional media companies that are expanding their horizons or startups with a vision for the future, these honorees exemplify what's right in the space.</p> <p>The World of Sports Sports rights are expensive, but still very important to live viewing and subscriber satisfaction. This series will look at what's working in the space, what's changing and what's ahead, including how technologies like virtual reality are changing marquee events such as NCAA March Madness.</p> <p>ACA Summit The needs of independent cable operators will be front and center. This year's Summit comes with a new Congress, FCC and president, making it an especially crucial event for the small operators with lobbying concerns.</p> | <p>The FAXIES Final Deadline: March 3</p> | <p>Digital and Tech Awards Breakfast March 30</p> |

CABLEFAX LEADS THE CABLE MARKET WITH:

• Large circulation • Cablefax Daily Subscriber Renewal Rate Over 90%

Cablefax Editorial Calendar 2017

Website: www.cablefax.com • Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

EDITORIAL: Amy Maclean • amaclean@accessintel.com
 Joyce Wang • jwang@accessintel.com
ADVERTISING: Rich Hauptner • rhauptner@accessintel.com
 Olivia Murray • omurray@accessintel.com
 Jo Ben-Atar • jbenatar@accessintel.com

| | | Awards | Events | | |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| APRIL | <p>Cablefax: The Magazine, Cablefax 100 Cablefax's annual 100 Magazine is the cable industry's most iconic power list, ranking the most influential executives in the industry. This magazine features the annual 100 as well as the top regional players and those executives who are above it all.</p> <p>NAB Show Cablefax will be live from Vegas for the NAB Show. With the demise of INTX, there will be even more interest for the industry at the annual gathering. We'll report on the hottest trends, panel discussion and what's exciting on the show floor.</p> <p>Cable Hall of Fame This is the 20th celebration of The Cable Center's Hall of Fame, and we'll bring you all the details on this year's honorees. New this year is the first-ever induction of a TV show, with the nod going to HBO's "The Sopranos." We'll look at the impact of that series as well as the legacies of this year's honorees—NBCU CEO <i>Steve Burke</i>, Cox Communications COO <i>Jill Campbell</i>, Liberty Global CEO <i>Michael Fries</i>, Scripps Networks Interactive President and CEO <i>Ken Lowe</i> and Discovery Communications President and CEO <i>David Zaslav</i>.</p> <p>Virtual Reality With Comcast, Intel and Fox Sports among the companies making financial investments in VR, the technology is well positioned to move from supplemental status into the must-have category. The years of experimenting are behind us, and the industry is increasingly hitting the gas pedal on virtual reality. Cablefax will look at the latest moves in the VR space as well as what's to come and how it plays with the traditional pay TV environment.</p> | <p>Top Ops Deadline: April 7</p> | | | |
| | <p>Programmatic Buying As traditional media shifts to automated and addressable capabilities, Cablefax will make heads or tails of where the industry sits and how such accountability will change the way business gets done.</p> <p>Internet of Things As cool as IoT technology is, the market is becoming increasingly fragmented. With more IoT devices and services going into consumers' homes, the challenge is to simplify user experience by having a unified platform. In addition, the lack of IoT standards and security guidelines means potentially significant security risks for not just consumers, but businesses using IoT services such as healthcare providers and financial services. We'll explore potential solutions to achieve IoT interoperability and security.</p> | | | <p>Most Influential Minorities Deadline: May 19</p> | <p>FAXIES & Best Sellers Awards Luncheon May 3 Edison Ballroom</p> |
| | <p>OTT User Experience Even if you have an impressive streaming content lineup, a clunky OTT user interface could be a major deal-breaker for consumers, many of whom are still getting used to the idea of streaming content and demand a simple user experience. Plus, for many OTT services, it's much easier to attract new customers than keeping them on the service. We'll examine some of the must-haves to ensure a smooth OTT user experience and features that would significantly enhance consumer satisfaction.</p> <p>5th Annual TV Innovation Summit This must-attend event brings together distributors, programmers and vendors to discuss the latest trends and challenges surrounding the TV business—and dissect the innovative approaches that executives at all levels are deploying to reach consumers, improve the TV experience and monetize every device and platform. Video content has never had more venues to spread its wings. And the TV Innovation Summit will explore every angle, with the goal of giving attendees career-changing takeaways that they can take back to the office and use to drive new business.</p> | | | <p>Program Awards Deadline: June 9 Final Deadline: June 16</p> | <p>TV Innovation Summit Date: June 8</p> |

CABLEFAX LEADS THE CABLE MARKET WITH:

• Large circulation • Cablefax Daily Subscriber Renewal Rate Over 90%

Cablefax Editorial Calendar 2017

Website: www.cablefax.com • Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

EDITORIAL: Amy Maclean • amaclean@accessintel.com
 Joyce Wang • jwang@accessintel.com
ADVERTISING: Rich Hauptner • rhauptner@accessintel.com
 Olivia Murray • omurray@accessintel.com
 Jo Ben-Atar • jbenatar@accessintel.com

| | | Awards | Events |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| JULY | <p>Cablefax: The Magazine, Top Operators Cablefax's annual Top Operators Magazine, salutes the operators who are at the forefront of innovation and creativity in the cable industry.</p> <p>The Independent Show Independent operators head to Indianapolis for their annual gathering. It will be a chance to explore technology solutions that are working to help small and mid-size operators as well as a look at programming and regulatory concerns among this group.</p> <p>Independent Networks With 2016 seeing the demise of some independent networks, this is a temperature reading of how others operating in the space are faring. Independent operators have their own conference this month. Unlike conglomerate networks, independents have their own set of unique experiences.</p> <p>TCA Cablefax will once again cover the bi-annual Television Critics Association press tour, which in the summer tends to be a hotbed of news about upcoming fall premieres and other programming — not to mention executive sessions that will address everything from the changing TV business, to ratings and measurement, to the marketing challenges in an increasingly competitive environment.</p> | <p>Most Powerful Women in Cable Deadline: July 14</p> <p>Trailer Awards Deadline: July 21 Final Deadline: July 28</p> | |
| | <p>Fall Programming Guide The days of broadcast owning the fall premiere season are long gone. Here's a look at the trends among fall cable programming as well as a breakout of shows debuting on streaming services.</p> <p>The Gatekeepers A series of Q&As with MVPD programming and technology gatekeepers.</p> | | |
| | <p>Cablefax: The Magazine, Most Influential Minorities Cablefax's annual Most Influential Minorities magazine, celebrates the men and women who are shaping the industry and opening doors for minorities across all areas of business.</p> <p>Diversity Week Cablefax will be on the ground in New York for all the Diversity Week happenings, including WICT's Leadership Conference, NAMIC's annual conference and The Walter Kaitz Annual Fundraising Dinner.</p> <p>Generation Z We'll look at the generation coming up behind millennials and how they are changing the ways of business. Coverage will explore what they're watching (along with what they're not watching) as well as how else they're spending their time. Research and experts in the field weigh in on what clicks with Generation Z.</p> | <p>Overachievers Under 30 Deadline: September 15 Final Deadline: September 22</p> | <p>Cablefax & NAMIC Diversity Breakfast September 26</p> |

CABLEFAX LEADS THE CABLE MARKET WITH:

• Large circulation • Cablefax Daily Subscriber Renewal Rate Over 90%

Cablefax Editorial Calendar 2017

Website: www.cablefax.com • Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

EDITORIAL: Amy Maclean • amaclean@accessintel.com
 Joyce Wang • jwang@accessintel.com
ADVERTISING: Rich Hauptner • rhauptner@accessintel.com
 Olivia Murray • omurray@accessintel.com
 Jo Ben-Atar • jbenatar@accessintel.com

| | | Awards | Events |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| OCTOBER | <p>Hispanic Heritage Month This growing demo has a huge impact on every aspect of the industry. This series we'll explore upcoming trends in the Hispanic marketplace, examine the latest research and look at what networks and distributors are doing to cater to this powerful segment.</p> <p>SCTE Cable-Tec Expo Daily coverage from the Expo show floor along with a preshow special report. We'll look at the technology and standards development that you need to know about right now. Our preshow will also highlight SCTE, WICT and Cablefax's Woman in Technology award winner.</p> | <p>Tech Awards Deadline: October 27</p> | |
| NOVEMBER | <p>Cablefax: The Magazine, Most Powerful Women Cablefax's annual Most Powerful Women in Cable magazine, honors the women whose outstanding leadership, innovation and community continues to change the industry for the better.</p> <p>CTHRA Cablefax looks at the HR side of the business. What do the hiring trends and needs say about where cable is headed? Coverage will include HR organization CTHRA's annual Symposium and awards.</p> <p>Holiday Programming It's a time when many families gather around the TV together. We'll look at what's hot this holiday season.</p> | <p>Tech Awards Final Deadline: November 3</p> | <p>Most Powerful Women Luncheon November 16 Edison Ballroom</p> |
| DECEMBER | <p>2018 Preview What will be the stories, technology and programming that will dominate discussions in the coming year? We'll give you a rundown of what to be watching ahead of CES.</p> | <p>Digital Awards Deadline: December 1 Final Deadline: December 8</p> <p>Most Influential in Multiscreen Deadline: December 15</p> <p>Cablefax 100 Deadline: December 22</p> | <p>Overachievers Under 30 Reception TBD</p> |

CABLEFAX LEADS THE CABLE MARKET WITH:

• Large circulation • Cablefax Daily Subscriber Renewal Rate Over 90%

