

CableFAX Daily™

Monday — January 14, 2013

What the Industry Reads First

Volume 24 / No. 009

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We Threw A Christmas Party And Everyone Was There!



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Our Countdown to Christmas Franchise Makes
Hallmark Channel America's Most Watched Cable Network
on Weekends in November and December



The Heart of Christmas

Countdown to Christmas

Source: The Nielsen Company (11/3-12/23/12), Live+SD impressions Sa-Su 8-11p, ranked among all ad-supported cable networks. Subject to qualifications made available upon request.

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DC Hodge Podge: Rockefeller, Violence and a New Sen Commerce Cmte

Sen Commerce chmn *Jay Rockefeller* announced he will step down when his term ends in '14, leaving him 2 years to complete priorities, including Internet privacy and security. It's clear that the committee will continue to focus on how the online world changes just about everything. Among communications issues, Rockefeller specifically mentioned securing the future of the E-rate program, which he authored, as a matter of import. The program has connected over 92% of the classrooms to the Internet since it began in '96, but the senator wants it to incorporate new technologies. During his tenure, Rockefeller has been an advocate for protecting children from obscene and violent media. His most recent work here came last month with the introduction of a bill to study the effect of violent video games and video programming on children (*Cfax*, 12/20). On Thurs evening, Vice President *Joe Biden* met with entertainment leaders, including **NCTA's Michael Powell**, **MPAA's Chris Dodd** and **Comcast-NBCU evp David Cohen** about violence in media. Legislative recommendation from Biden's listening sessions, which have included meetings with the **NRA** and victims' rights groups, are expected to center more on gun control legislation. But Rockefeller's bill, which studies vs. regulates, seems to have a decent chance of survival. "The entertainment community appreciates being included in the dialogue around the Administration's efforts to confront the complex challenge of gun violence in America," said a statement from the entertainment groups involved in Thurs' meeting. "This industry has a long-standing commitment to provide parents the tools necessary to make the right viewing decisions for their families. We welcome the opportunity to share that history and look forward to doing our part to seek meaningful solutions." On Fri, Biden was slated to meet with video game industry reps. While Rockefeller's departure is still a ways away, there are more immediate changes to the Sen Commerce cmte. No word yet on who will lead the Sen Communications subcmte. MA Dem *John Kerry*, last term's chair, is in the incoming Sec of State. The ranking member also hasn't been named with Sen *Jim DeMint* having moved to **The Heritage Foundation**. The committee also has several first-term members on it, including *Ted Cruz* (R-TX). He's popular with the Tea Party crowd and is the 1st Latino to win a Senate seat in TX. Cruz has been making a splash in the first weeks of the 113th Congress by opposing new gun regs. Another newcomer is former HI Lt Gov *Brian Schatz* (D), who was chosen to succeed the late *Daniel*

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Inouye, who died Dec 17. He's a relative unknown in D.C. circles. It may be worth noting that at 40, he's one of the youngest senators—perhaps a plus for understanding the communications industry and how those Internet tubes work... Other cmte newcomers: *Deb Fischer* (R-NE), a cattle rancher who served as the chair of the NE Unicameral's Transportation and Telecom committee, and *Richard Blumenthal* (D-CT), who you may recall criticized the **NFL** last year for blacking out games in local markets that didn't sell out. He wrote to the **FCC** asking it to examine the "unfair and abusive practices' sports fans are subjected to.

Google Fiber: Some 60% of the qualified population in Kansas City is interested in getting **Google Fiber**, according to an independent study by **Ideas & Solutions! Inc.** Google's not a client of the firm. Additionally, another 30% of the qualified population expressed interest in Google Fiber's video and Internet services. "Google Fiber has conducted a remarkable marketing campaign," said *Glen Friedman*, pres of Ideas & Solutions. "Historically, pay TV 'overbuilders' penetrate about one-third of their marketplace over time... For Google Fiber, the challenge moving forward is to do an equally good job on the fulfillment."

Carriage: beIN Sport picked up carriage on **Advanced Cable**, which serves communities in Coral Springs and Weston, FL.

Marketing: Nat Geo has high hopes for Season 2 of "Wicked Tuna" (debuts Sun, Jan 13, 9pm), upping the marketing budget for a series that averaged nearly 1mln total viewers for the finale. It's the net's 3rd highest-rated series behind "Doomsday Preppers" and "Drugs, Inc." To help reel in viewers, Nat Geo launched a "Catch a Tuna" promotion in Boston, according to CMO *Courteney Monroe*. Several wrapped "Wicked Tuna" cars are driving around the city. Folks are supposed to catch the tuna cars by snapping a photo, with a chance to win a trip to the premiere party and a fishing trip with one of the show's captains. "We truly believe this has the potential to be a long lasting series franchise for us, so we are leveraging the traction we had with Season 1. We're increasing the marketing budget significantly," Monroe said. In other words, look for lots of media buys.

Online: ESPN.com averaged 37.3mln unique visitors per month in '12, the net said, citing **comScore** data. The site's video unique viewers were 34% higher than its closest competitor while streams were up 29% vs. 11. **ESPN Insider** grew to more than 726K subs in '12, up 13% vs. the previous year. -- When it comes to unique visitors from July to Dec '12, the winner is **AT&T**, which scored average unique visitors of more than 27mln per month. **Verizon** was a distant 2nd from July to September. However, the telco was outpaced by **Comcast** from October to December (it's a close race though). Check out the latest data at **CableFAXDaily.com**, including top DVRed cable shows.

Programming: Oprah's exclusive interview with *Lance Armstrong* (Thurs, 9pm ET) will be simulcast around the world across **Discovery Networks Intl.** In the US, the 90-min special ep of "Oprah's Next Chapter" will be on **OWN**. It also will be streamed live worldwide on Oprah.com. -- **TNA Impact Wrestling** slimmed down the number of PPV events to 4, starting with Sun's "Genesis." It had been providing a monthly PPV fight card. It also will offer 7 PPV specials, branded as "TNA Wrestling: One Night Only." "The Pay-Per-View industry has changed so much in the last decade," said TNA President Dixie Carter. "The traditional Pay-Per-View wrestling model needed to evolve and we believe this strategy will positively impact not only the Pay-Per-View events but the weekly television programming as well." -- **C-SPAN's** all-day inauguration coverage begins Jan 21 at 7am ET and includes the swearing-in of VP *Joe Biden* and President *Barack Obama* as well as the Inaugural Parade. -- **TBS** greenlit 6 eps of new unscripted series "Deal with It" (wt) and 10 eps of "Trust Me, I'm a Game Show Host (wt). Both series are slated to premiere late '13. -- **ESPN2** will televise "Content of Character" Mon in celebration of the 50th anniversary of the "I Have a Dream" speech by *Martin Luther King Jr.* -- Beginning Jan 14, **ONE World Sports** will air the daily matches of professional men's field hockey league around the world comprising 5 India-based franchises. The entire 34-game season will be carried live and exclusively on ONE World Sports. -- **ABC Family's** original series "Switched at Birth" will produce an ep told entirely in American Sign Language. The special ep will air March 4. -- **AMC** will visit 8 towns across the country for new unscripted series "Showville," which brings Hollywood to small town talent competitions. On the list: Holland, MI; Kingston, RI; Walla Walla, WA; San Marcos, TX; Hugo, OK; Mount Airy, NC; Athens, OH; and Fairfield, IA.

CableFAX Week in Review

Company	Ticker	1/11 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	52.40	2.46%	4.47%
DISH:	DISH	36.21	(1.84%)	(0.52%)
DISNEY:	DIS	50.58	(3.08%)	1.59%
GE:	GE	21.13	(0.33%)	0.67%
NEWS CORP:	NWS	27.43	1.48%	4.54%
MSOS				
CABLEVISION:	CVC	15.39	0.52%	3.01%
CHARTER:	CHTR	78.39	1.02%	2.82%
COMCAST:	CMCSA	38.46	1.02%	2.94%
COMCAST SPCL:	CMCSK	36.96	0.90%	2.90%
GCI:	GNCMA	9.09	(2.99%)	(5.21%)
LIBERTY GLOBAL:	LBTYA	67.50	3.10%	7.21%
LIBERTY INT:	LINTA	21.05	2.63%	6.96%
SHAW COMM:	SJR	23.27	0.56%	1.26%
TIME WARNER CABLE:	TWC	97.88	0.13%	0.71%
VIRGIN MEDIA:	VMED	37.53	0.43%	2.12%
WASH POST:	WPO	375.85	0.02%	2.91%

PROGRAMMING				
AMC NETWORKS:	AMCX	53.20	3.87%	7.47%
CBS:	CBS	38.57	(0.21%)	1.37%
CROWN:	CRWN	2.04	3.03%	10.27%
DISCOVERY:	DISCA	68.16	3.15%	7.37%
GRUPO TELEVISA:	TV	27.71	0.07%	4.25%
HSN:	HSNI	58.14	0.99%	5.56%
INTERACTIVE CORP:	IACI	43.39	(7.56%)	(8.15%)
LIONSGATE:	LGF	17.81	2.59%	8.60%
LODGENET:	LNET	0.02	(47.25%)	(57.8%)
OUTDOOR:	OUTD	7.56	(2.58%)	(0.53%)
SCRIPPS INT:	SNI	59.83	2.61%	3.30%
TIME WARNER:	TWX	49.61	0.49%	3.72%
VALUEVISION:	VVTV	2.27	29.71%	26.11%
VIACOM:	VIA	60.08	2.81%	10.71%
WWE:	WWE	8.03	(0.74%)	1.77%

TECHNOLOGY				
ADVANTAGE:	AEY	2.10	1.45%	5.53%
ALCATEL LUCENT:	ALU	1.61	(1.83%)	15.83%
AMDOCS:	DOX	35.37	2.88%	4.06%
AMPHENOL:	APH	68.37	2.14%	5.67%
AOL:	AOL	29.82	(1.84%)	0.71%
APPLE:	AAPL	520.30	(1.27%)	(2.23%)
ARRIS GROUP:	ARRS	15.35	0.39%	2.74%
AVID TECH:	AVID	7.55	(3.45%)	(0.4%)
BROADCOM:	BRCM	34.82	1.10%	4.85%
CISCO:	CSCO	20.48	0.00%	4.22%
CLEARWIRE:	CLWR	3.15	9.38%	9.00%
CONCURRENT:	CCUR	6.04	(3.05%)	5.23%
CONVERGYS:	CVG	16.96	(1.17%)	3.35%
CSG SYSTEMS:	CSGS	19.36	0.83%	6.49%
ECHOSTAR:	SATS	34.51	(0.66%)	0.85%
GOOGLE:	GOOG	739.99	0.27%	4.61%
HARMONIC:	HLIT	5.09	(1.55%)	0.39%
INTEL:	INTC	22.00	3.97%	6.69%
JDSU:	JDSU	13.22	(4.41%)	(2.07%)
LEVEL 3:	LVT	23.50	(4.78%)	1.69%

Company	Ticker	1/11 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	26.83	0.34%	0.45%
RENTRAK:	RENT	20.00	3.52%	2.62%
SEACHANGE:	SEAC	10.58	4.24%	9.41%
SONY:	SNE	11.09	(0.45%)	(0.98%)
SPRINT NEXTEL:	S	5.92	0.00%	4.41%
TIVO:	TIVO	12.21	(1.53%)	(0.81%)
UNIVERSAL ELEC:	UEIC	18.86	(0.16%)	(2.53%)
VONAGE:	VG	2.42	(0.41%)	2.11%
YAHOO:	YHOO	19.29	(2.87%)	(3.07%)

TELCOS				
AT&T:	T	34.27	(2.72%)	1.66%
VERIZON:	VZ	43.30	(2.26%)	0.07%

MARKET INDICES				
DOW:	DJI	13488.43	0.40%	2.93%
NASDAQ:	IXIC	3125.63	2.47%	3.51%
S&P 500:	GSPC	1472.05	0.38%	3.22%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	2.27	29.71%
2. CLEARWIRE:	3.15	9.38%
3. BLNDER TONGUE:	1.15	7.47%
4. SEACHANGE:	10.58	4.24%
5. INTEL:	22.00	3.97%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	0.02	(47.25%)
2. INTERACTIVE CORP:	43.39	(7.56%)
3. LEVEL 3:	23.50	(4.78%)
4. JDSU:	13.22	(4.41%)
5. AVID TECH:	7.55	(3.45%)

CableFAX Webinar

Tuesday, January 22, 2013
1:30 - 3:00pm ET

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